

Promoting how occupational therapy CAN help people to live well with #dementia on twitter

#AHPConnectingPeople #WithOTuCAN

Elaine Hunter, National AHP Consultant, Alzheimer Scotland @elaineahpmh



Background

People living with dementia have challenges trying to access the expertise of occupational therapy as they are unaware of who we are or how we CAN help. In addition to this people living with dementia are looking for information to help them stay at home and to continue to be active in their local communities. For the benefit of occupational therapy to be realised for all people living with dementia, we require new ways of thinking and working that increase our visibility. (Alzheimer Scotland 2017:37).

The author was on the Scottish Improvement Leaders Programme (#ScIlc10) and this poster shares the improvement project on the use of twitter to raise awareness of the occupational therapy role in dementia care, offering practical hints and tips to people living with dementia and their families.

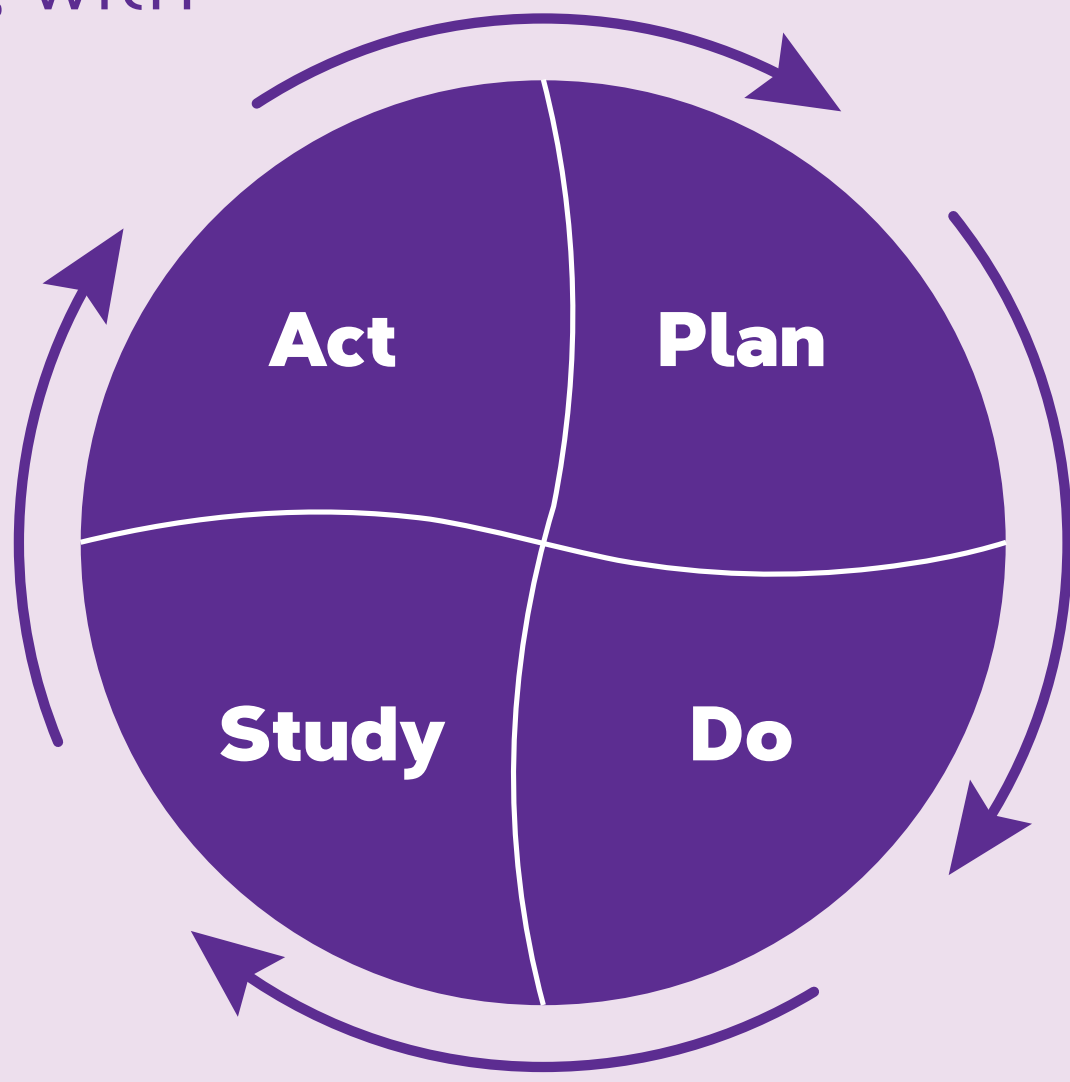


Improvement Methods

The improvement project involved a group of 6 occupational therapists who tested the use of a new twitter account, @AHPDementia, over four months, with an improvement aim:

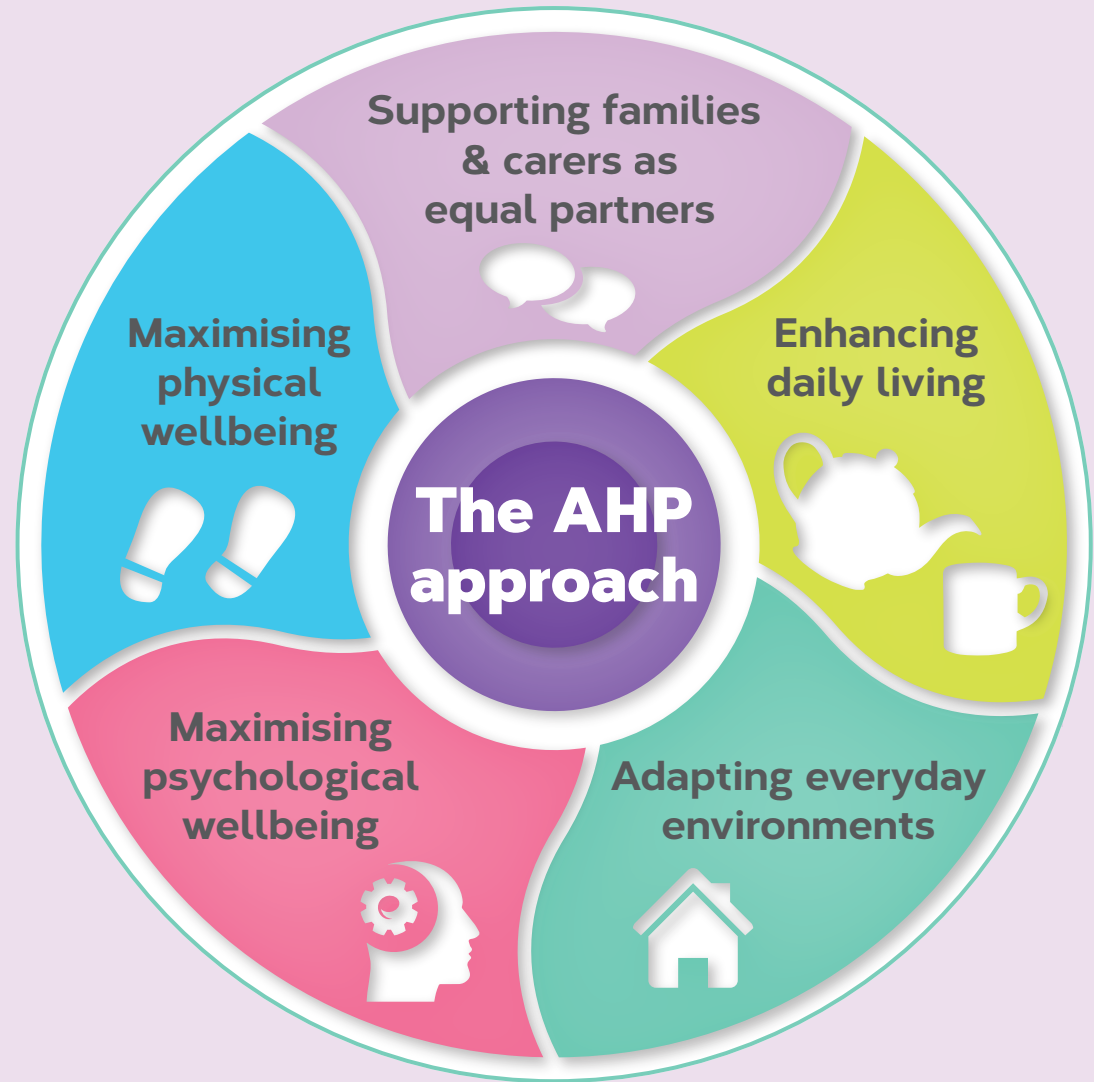
By 22nd April 2018 we will have increased the number of people engaging with occupational therapists by sharing their work in dementia, on twitter with over 1,000 followers.

Improvement methods (Langley et al 2009) were used to guide the project process including weekly telephone calls, reviewing social media policies, completing a force field analysis, developing a project charter & driver diagram, completing the process of Plan, Do Study Act and testing 10 change ideas.



The **change ideas** included, does it make a difference if we tweet daily? do we increase our followers if we tweet at weekends? do we have greater engagement if we have themed tweets?

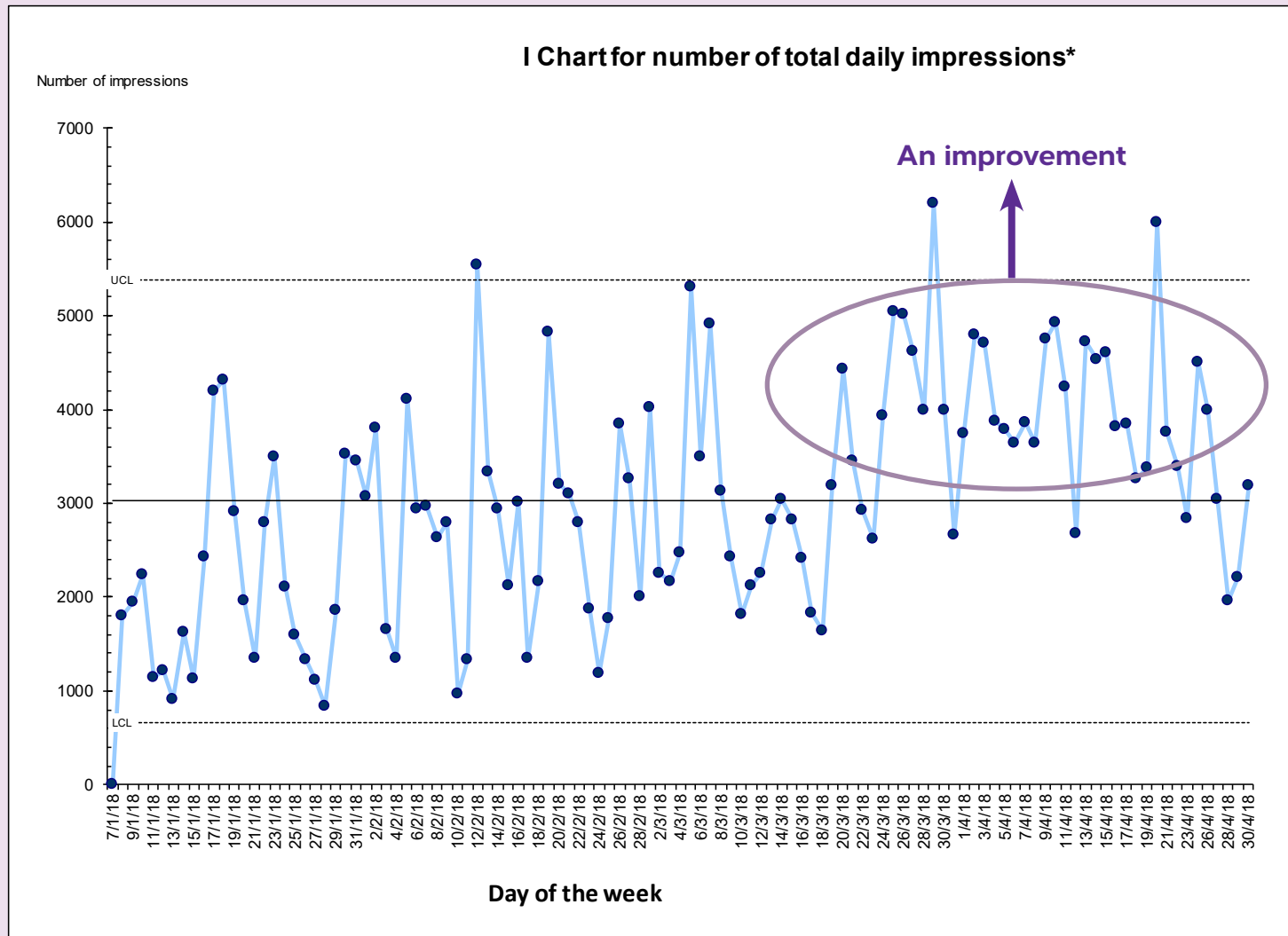
By the end of the 4 months, we were tweeting daily, incorporating the themes of the AHP approach (Alzheimer Scotland 2017) to our advice and top tips to living well with dementia.



What is the data telling us?

For this improvement project we collected a large range of daily, weekly and monthly qualitative & quantitative data points and you can see 4 examples below.

We can see from this I chart, a definite shift and improvement in the amount of people engaging with us.



From this we can begin to debate the variation in the data, applying the learning to enable the improvement project to be sustainable.

We can see which tweets received the most impressions.

Top tip for mealtimes. Place on the table only what's needed and ensure good colour contrast. Keep plates and glasses in the line of sight and ensure that the person can see the contents. Let us know what you think about our tweets? @alzscot #dementia #WithOTuCAN



From this feedback we will begin to develop leaflets on top tips to enhancing daily living & #dementia

We received comments from followers.

Thanks... great job with this practical suggestions for improving the quality of life for those with #dementia. I am putting them to work with my loved one #livingwithdemntia"



From this feedback we will work with the @S_D_W_G & @NDCAN_Scotland to formally review if the tweet content is helpful in practice

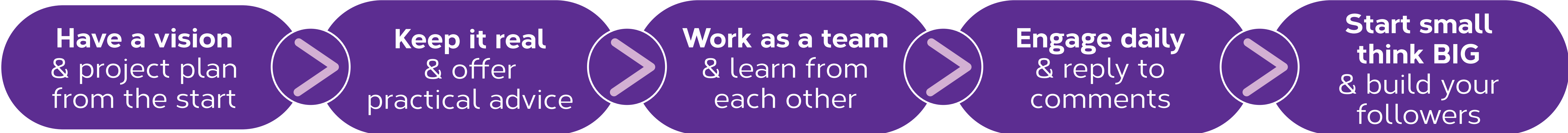
We evaluated the experience of the occupational therapy tweeters.

I was apprehensive at first but have really enjoyed my weekly tweets & supporting others in the team in their tweets. I feel I am more confident in my tweeting, but feel there is still so much to learn



From this feedback we can build on our 5 top tips to using twitter

Our 5 top tips to using twitter



Conclusion

People living with dementia are using smartphones and tablets, actively engaging on online platforms to share their narratives and gain the benefits of using social media. Social media offers a real opportunity to raise awareness of the work and value of occupational therapy to dementia care and has the potential to transform the way we communicate with people living with dementia.

This improvement project is still in the early stages, however our aim to increase the number of people we engage with at @AHPDementia as occupational therapists has been achieved. By collecting the data in a variety of formats, we can learn from the data gathered to enable us to spread this work involving other AHPs in Scotland, supporting the idea that **"without data you're just another person with an opinion."** W.Edwards Deming

Stay connected & tell us what you think, leave a comment or tweet us at @AHPDementia

Our improvement twitter team, all occupational therapists trying something new, are:

@sammhahp @CarrieOTmh @juliebrownOT @dorman_lynn @AliAHPDem @elaineahpmh

For further information contact Elaine at ehunter@alzscot.org

References

Alzheimer Scotland 2017 Connecting People. Connecting Support. Transforming the contribution of allied health professionals in dementia in Scotland 2017-2020 www.alzscot.org/ahp
Langley GJ Moen RD Nolan KM Nolan TW Norman CL Provost LP 2009 The improvement Guide A practical approach to enhancing organizational performance 2nd edition Jossey-Bass A Wiley