



Developing Medicine's guidelines and process for producing digital medical resources

Objective of our digital medical resources

We aim to produce short medical resource videos that provide information to patients about how to reduce the risk of a specific chronic or acute problem or how to manage a chronic problem. The videos are particularly aimed at people in developing countries who may not have access to doctors/clinics/hospitals but have access to the internet. The videos are for informational purposes only.

Rules for producing these medical resource videos

- 1. We must respect patient confidentiality.** Nothing that identifies any actual patient (as opposed to an actor in film footage) should be shown in any video. If a video involves a demonstration (for example, how to use an inhaler, how to do pelvic floor exercises), the person doing the demonstration should not be a patient.
- 2. We must comply with all local and institutional rules.** We should not film in any hospital or clinic unless we have written permission to do so. All our videos should respect all local customs, practices and rules.
- 3. We should not make videos concerning the management of acute conditions.** Our videos should only provide information about how to reduce the risk of acute and chronic conditions or how to management chronic conditions.

4. **All medical advice given in our videos should be uncontroversial and evidence-based.** Our videos should provide basic medical information on specific medical/surgical issues that all doctors would agree with. As such, there should be a basis for the information provided in every video either from a National Health Service (UK) source and/or a World Health Organisation (WHO) source.
5. **The videos should not encourage patients to diagnose problems themselves.** None of the videos constitute medical advice for any patient and so every video should make clear that the patient should see a doctor or healthcare professional in relation to the issue if the patient has any concerns. The videos are for informational purposes only. We must always be mindful that the areas of medicine in which we can make these videos is limited.
6. **All videos must comply with guidelines applicable to Youtube/Google health features.** These are the Health Information Sharing Principles set out by the Council of Medical Specialty Societies (CMSS), the National Academy of Medicine (NAM) and the WHO which were published in [*Identifying Credible Sources of Health Information in Social Media: Principles and Attributes*](#).
7. **All videos must comply with ethical guidelines required of doctors in the United Kingdom.** This means that the videos must adhere to the [*Professional Standards for Doctors*](#) and [*Good Medical Practice guidelines*](#) published by the General Medical Council (UK). In turn, this means that we cannot promote or sell products or treatments in these informational videos. The videos must have no ostensible or actual affiliation with any pharmaceutical or medical device company.
8. **All videos should be made in the local language.** The videos should be made using clear, simple language that all patients will understand. Local terminology, practice and references should be used.
9. **The videos must not include any content that a person could find distressing or offensive.** This includes images of open wounds or injuries, particularly in relation to children.

10. We must respect copyright. The video should not use any material (including video, pictures, diagrams, audio) that is subject to copyright. If you need access to resources in the public domain to make a video, we can provide access to our video making applications.

Process for creating digital medical resources

1. A script is written by a full-registered UK doctor based upon publicly available and authoritative sources. Acceptable sources in that regard are those published by the National Health Service (UK), the World Health Organisation and the Centre for Disease Control and Prevention (US). In some cases, it may also be appropriate to use sources from other authoritative non-governmental organisations.
2. The script is reviewed by a different fully-qualified local doctor who is a native speaker of the relevant language. That doctor then translates and adapts the script and provides a narration.
3. The local doctor's narration is then used as the voice-over of the video, which will be adapted to be appropriate to local and cultural circumstances.
4. The final video is reviewed by both the local doctor and the fully-registered UK doctor. The video may not be published until it has been signed-off by both doctors.
5. The video is published with the date recorded. It is then monitored for feedback/relevant criticism.
6. The original script of the video, together with the references, is made publicly available at: developingmedicine.org/digitalresources
7. The video is reviewed every year following the publication date.
8. In some cases, it may be appropriate to make videos without strict scripts. This is the case for videos involving demonstrations of how to use particular devices such as inhalers or glucometers. It may also be appropriate where a disease/condition is specific to a country or area. However, in these cases, the double-sign off procedure from a local doctor and a UK-qualified doctor must continue to be followed.

Examples of videos that we would like to make

The following are merely examples. If you think there are other videos that we can make that comply with our objectives and rules, then we encourage you to let us know. We are looking for enthusiastic doctors who will take the lead in designing and producing these medical resource videos based upon their local knowledge and expertise.

1. General medicine

I have been told by a doctor that I need to monitor my blood pressure at home, how do I do it?

I have been told by a doctor that I need to regularly monitor my blood sugar levels, how do I use the glucometer?

I have been prescribed an insulin pen by a doctor, how do I use it?

I have recently been prescribed an insulin pump by a doctor, how does it work?

I have recently been told by a doctor that I need to reduce my cholesterol levels, what types of food should I eat and what should I avoid?

I recently cut or wounded myself, how do I prevent the injury from becoming infected? How do I tell if it is infected?

2. Respiratory medicine

I have recently been prescribed an inhaler by a doctor, how do I use it? How do I use a spacer? How do I use a nebuliser?

I have recently been diagnosed with asthma by a doctor, what factors might trigger an asthma attack?

When should I get vaccinated against influenza?

I have been prescribed oxygen at home by a doctor, how do I use it? How do I monitor my oxygen levels?

3. Endocrinology

I have recently been diagnosed with Type II diabetes, how should I look after my feet?

I have recently been told by a doctor that my blood sugar levels are high, what types of food should I eat and what should I avoid?

4. Surgery

I recently had surgery, how do I make sure the wound will not become infected? What are the signs of infection?

I have a stoma, how does it work? How should I look after it?

5. Obstetrics and gynaecology

I recently gave birth, should I be doing pelvic floor exercises? What exercises should I be doing?

I recently had a Caesarean section, how do I keep the wound from getting infected? What are the signs of infection? How can I perform scar massage?

I am considering contraception, what are my options?

6. Paediatrics

Many of the videos listed above may be adapted to apply specifically to children rather than adults.

We will add to these examples. Please feel free to contact us with further examples or to raise any issues. See our contacts page at developingmedicine.org.