**University of Sunderland**

**Santander Changemaker Internship Brief**

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| **Organisation** | County Durham and Darlington Foundation Trust |
| **Address** | Darlington Memorial Hospital, Memorial Hall, Hollyhurst Road, Darlington, DL3 6HX |
| **Telephone** | 07557 191032 |
| **Website** | <https://www.cddft.nhs.uk/our-services/community-services/community-services/diabetic-eye-screening-programme.aspx>  |
| **Hours for the project** | 100 hours |

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| Project Details |
| The diabetic eye screening programme at County Durham and Darlington wants to raise its profile both across the organisation and externally to the wider public. The organisation has its own social media platforms which we can send information too, but it would be useful if a student had experience and time in advising what to present/where to get the information from and then to liaise with the communications team at County Durham and Darlington.The team would like to do a video to promote the service. A lot of patients do not attend as they don’t understand the importance of getting their eyes screened, are frightened to have the drops put in and/or are not aware of how easy and quick the screening is.Video of patient attending the appointment and what happens if they drive to their appointment.Video of patient arriving and being booked in and then being screened for their appointment and subsequently having their images taken.It would be helpful if the student could project manage this video, advising of the material to put on, and in partnership with the communications team add it onto social media and the website.Several members of staff are willing to be the actors, which has been approved with our communications team. The programme has no equipment to video other than a mobile phone.Individual photos of the staff and a team photo / meet the team.Any advice or up-to-date knowledge of how to get a message across to a patient would be highly welcomed |