

LCIA Test Bed

Media Activity – Tell us your story

The LCIA Test Bed is a two year project funded by NHS England to look at how we can improve healthcare and make the best use of technology.

We would like you to tell us the story of your Test Bed journey. All information provided can be made anonymous, so your story will be told but, we will never disclose any personal information without your consent.

See below the different ways you could share your story:

Case Studies

We are looking to gather case studies to tell the story of your experience in using the technology and if/how this has helped you manage your healthcare. This will involve a telephone call or face to face meeting with a member of the Project Team (if you would feel more comfortable we can arrange for a member of the healthcare team to also be in attendance).

The case study may then be used in a variety of ways, but you will be able to decide where you would/not be happy for your story to go.

Press Release

One way of telling our story is by writing a press release which gets sent to journalists who will decide whether to print in the paper or place on their website. If you are happy to be part of a press release, we will have a chat about your experience, your story will be made into a short quote forming part of the release.

You will be sent a copy of the press release to make sure you are happy with your quote before it is sent to any journalists.

Media Interviews

Once a press release is sent out, a journalist may request to speak to people in more detail to get a feature story, or so they have a better understanding of the facts. If you are happy to take part in media interviews this will involve speaking with a journalist to talk in more detail about your experience. A member of the team can be present when you speak with the journalist, and will be available prior to the interview to go through any questions you may have about the process.

Media interviews can take one or more of the following methods:

1. **General interview:** this can take place either face to face or over the telephone. Depending on the media source we can request an idea of questions they will be asking prior to the interview.

Website: www.lciatestbed.org.uk

Twitter: @LCIATestBed

2. **Radio interview:** this will involve a journalist interviewing you for the purpose of it being played out on the radio. This can be done either 'live' or 'pre-recorded' whereby they will come and speak to you before the programme goes on air.
3. **On camera interviews:** this will involve being filmed while being interviewed by a journalist and may also involve some shots of you using the equipment (depending on the news article). The video may be used for broadcast on television or placed on a news outlet's website.

Photos

Pictures help us in telling our story and adding a real personal side to the work we are doing. If you are happy to have your photograph taken this can be used in a variety of ways including:

- Sending out to the media to accompany a press release
- Featured on the LCIA and partner websites
- Using on social media outlets such as twitter
- To accompany case studies for staff and partner publications

You will be able to view the photograph and any accompanying article prior to it being distributed.

If you would like to get involved or would like to ask any questions before making a decision, please contact Lydia Smith on 07506 127 843 or email testbed@lancashirecare.nhs.uk.