Personalising Cancer, Fertility & Me: An Individually-tailored Decision Support Aid for Teenagers and Young Adults with Cancer

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Today…

A bit about me

A bit of background on the project

My story over the past 9 weeks

What I learned

What is next
A bit about me

C INTEREST

HOBBIES

MEDICAL STUDENT
AIM of the Project

To plan and develop supporting materials for the subsequent production of a personalized video decision aid for young women with a cancer diagnosis.
An interactive video that will help young women make decisions about preserving their fertility will be personalised to each patient. A tool to help give patients more information before they speak to their doctor.
A bit of Background
Object Based Media

Allows creation of interactive video content

Individual pieces of media are composited together at broadcast time based on creator designed logic

Cutting Room

Used by the BBC
Cancer and Fertility

• Cancer can affect fertility in different ways

• A cancer diagnosis is shocking and life changing for young women

• Current material exists that can act as a decision aid including cancer fertility and me website and leaflet
My Journey
Step 1: Understand

• What is it like for young women with cancer that are making these decisions
• What other videos exist that use these techniques
Step 2: Analyse the Decision Aid

What does it contain?

What does it not contain?
<table>
<thead>
<tr>
<th>Information from clinicians on:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female reproductive system</td>
</tr>
<tr>
<td>How cancer treatments can influence fertility</td>
</tr>
<tr>
<td>Fertility preservation options</td>
</tr>
<tr>
<td>Other fertility decisions to consider</td>
</tr>
<tr>
<td>Testimonies from previous patients (new)</td>
</tr>
<tr>
<td>Opportunities to write down questions and worries</td>
</tr>
<tr>
<td>Walk through of clinic specific to your location (new)</td>
</tr>
<tr>
<td>Summary tables and graphs</td>
</tr>
</tbody>
</table>
Step 3: identify opportunities for personalized video content
Different videos based on your knowledge…
Write down any questions or worries you have about your fertility...
OPTIONS TO CLICK TO FIND OUT MORE, PERSONALISED TO YOUR TREATMENT

Click on a cancer treatment to find out how fertility is affected by it

- Chemotherapy
- Radiotherapy
- Surgery
- Hormone therapy
- Targeted Drug Therapy
- Other

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View content that you are interested in

Answers personalised to the viewer
Step 4: Plan the non-linear structure of the video-based decision aid based upon personalisation techniques.
My Miro Board
Step 5: Identify patient information required for implementing the personalisation
Could my cancer treatment affect any part of my reproductive system (e.g. womb)?

How could my planned cancer treatment affect my fertility in the future?

If treatment Radiotherapy
- Location of cancer not pelvis
  - Vid 1: no effect
- Location of cancer pelvis
  - Vid 2: Overview of radiotherapy, maybe effect

If treatment surgery
- Location of cancer not pelvis
  - Vid 1: no effect
- Location of cancer pelvis
  - Vid 3: Overview of surgery, maybe effect

If treatment Chemotherapy
- High risk
  - Vid 4: Overview of chemotherapy, Likely effect
    - Vid 5: Overview of chemotherapy, maybe effect
- Low risk
  - Moderate risk
    - Vid 1: No effect
- Low risk
  - Vid 1: No effect

If treatment hormone therapy, targeted drug therapy or other
- Relevant
  - Vid 6, 7, 8: Overview of treatment and potential effect
- Not relevant
  - Vid 1: No effect
Step 6: Develop illustrative mock ups

Title of Section

Cancer, Fertility & Me

For teenagers and young adults
Step 7: Develop materials to support subsequent production

- Who will be speaking?
- What will they be saying
- How long should it last?
- What will the screen be like?
- Other
Step 8: Get feedback from clinical staff and patients

- Loved the idea
- More interactive than a leaflet
- Really liked the suggested questions in the write down… sections
- Personal, but not pressured

* Add in an option to jump to certain sections of the video e.g. a contents page
What I Learned

VIDEO PLANNING

PATIENT EXPERIENCE, PUBLIC HEALTH

WORK ENVIRONMENT
Next Steps
Thank you for listening, Any questions?

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