

Kaleidoscope digital programmes

What we do

Facilitating fresh conversation and debate sits at the heart of what Kaleidoscope does.

Our digital programmes help people do this from wherever they are, no travel, office or venue required.

We are a social enterprise that brings people together to improve health and care. We find new ways to overcome old barriers.

We enable constructive conversations on difficult topics, designing and delivering inspiring programmes to encourage clarity of purpose and rigorous problem-solving.

Our approach is based on widespread experience from across health and health care in clinical, managerial and policy roles.

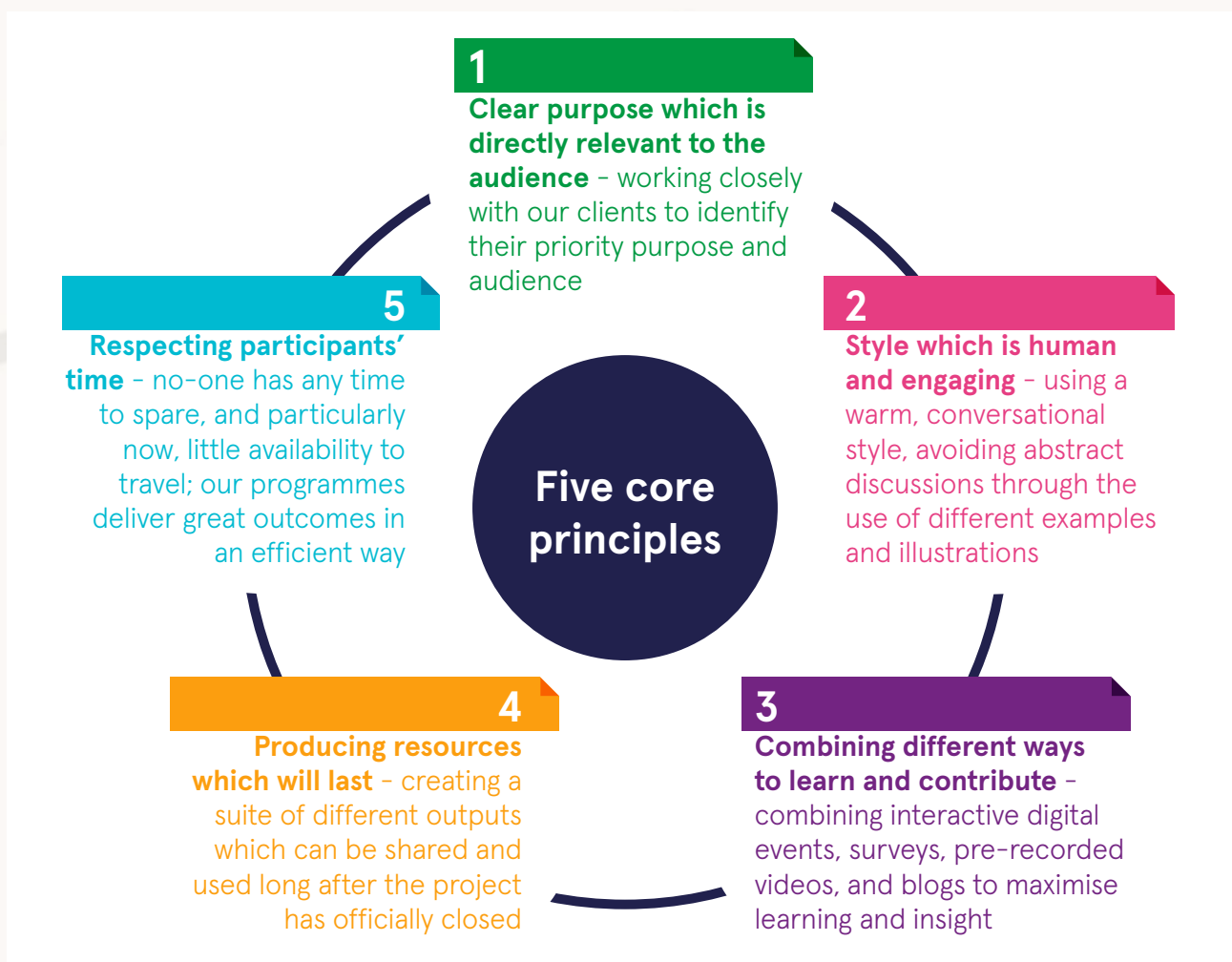
“Kaleidoscope manages to engage with people digitally in a way few others manage to do. Always professional, warm and on point, we’ve got huge value out of working with them.”

Matthew Trainer, Chief Executive, Oxleas NHS Foundation Trust

Our approach

We run interactive digital programmes, involving videos, animations, interactive digital events, surveys, social media discussion, and more. These are all designed to meet your specific purpose, whether that's shared learning, stakeholder engagement, policymaking, problem solving or research dissemination. Most importantly we will always put people, not technology, at the heart of any programme.

Our digital programmes are based around five core principles:



While we value high production values and the latest technology (for example, we have our own purpose built webinar studio), we know that the fanciest equipment is only as good as the experience people have in using it. We have zero interest in inaccessible, off-putting technology. We use our understanding of how to build shared purpose, trust and psychological safety between participants to create digital programmes which fit around people, not the other way round.

Our experience

We have run digital programmes and events across the private, public and voluntary sectors. This has included over 80 digital events, with NHS England and Improvement, the King's Fund, Age UK, the Richmond Group of Charities, University of Dundee, Project Lift, AbbVie, Universities UK, HelpForce, among many others.

Examples

- **Policy development and shared learning with Public Health England:** supporting the development and implementation of the Prevention Concordat for Better Mental Health. Activities included 14 digital events across two years, a survey to input into policy development, and a microsite to host resources. Attendees praised the digital events as thought-provoking, informative, and engaging.
- **Innovative research dissemination with UCL and NIHR:** funded as an exemplar of enhanced dissemination to share learning from a set of evaluations of major-service change in stroke services in London and Greater Manchester. We provided a mixture of face-to-face and digital events, supported by a project micro-website to host resources, videos, blogs and further information.
- **Stakeholder engagement with the British Red Cross:** running a series of digital events and surveys to engage a range of different groups to support the development of reports around community connections, social prescribing and loneliness. We provided support to a number of projects, all based on a clear understanding of the British Red Cross's audience, and their specific objectives.
- **Staff engagement and strategy development with Oxleas NHS Foundation Trust:** developing a new five-year organisational strategy through extensive engagement with staff, service users and the community. Including multiple digital events, tailored surveys for particular groups, digital write-up of dozens of face-to-face meetings, and considerable skills transfer from our team to the Trust.

We have also run digital events on diverse topics including international best practice in collaboration, joy in work, networks, clinical leadership, and how national policy can best support local change.

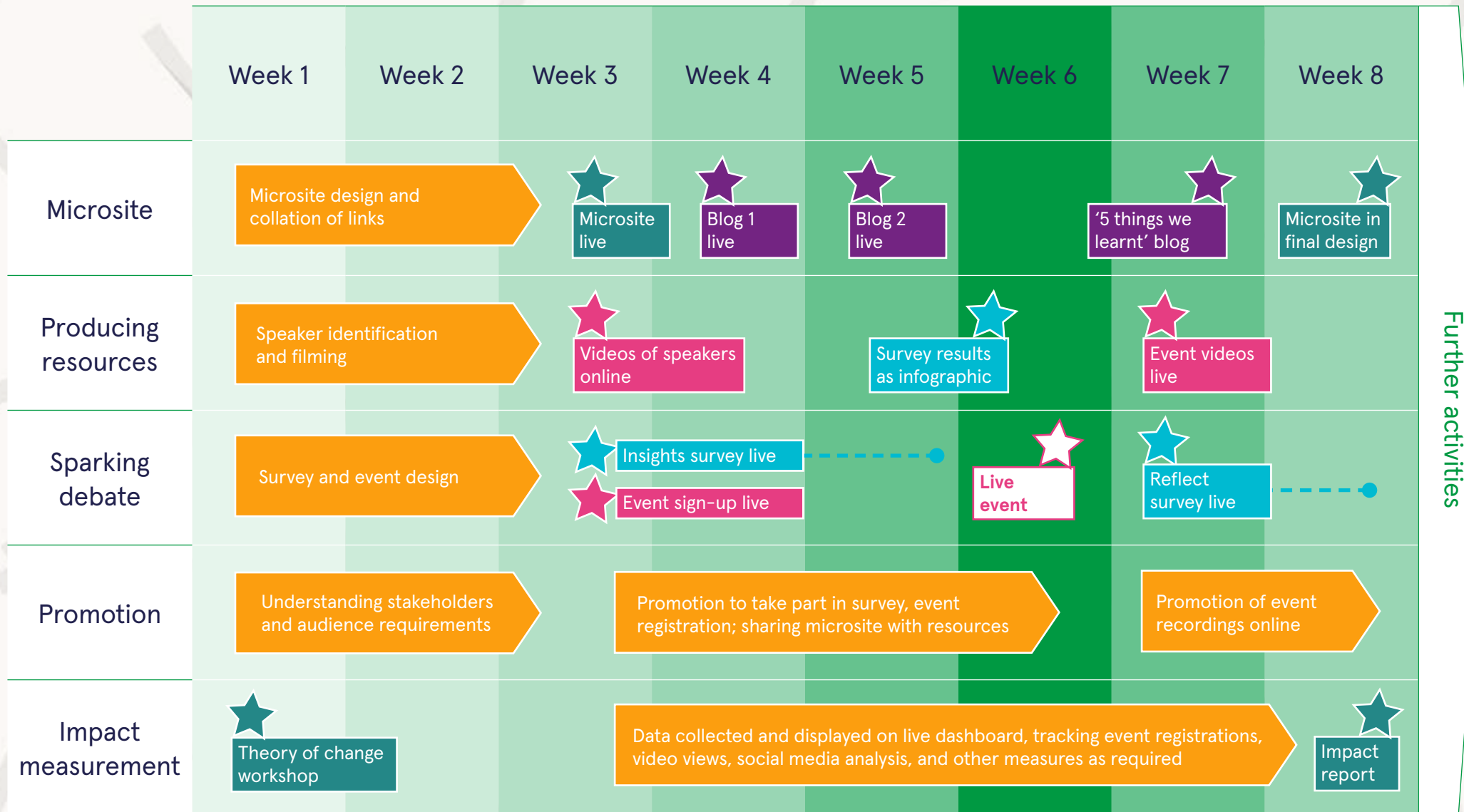
Our services

We know how time consuming digital events and programmes can be. As such, our range of services are designed to take the hassle out of digital management, taking care of the myriad little details which contribute to both participants and organisers getting the most value from the range of different ways people can get involved.

In particular our services are designed to support both participants looking to contribute their views, discussion and debate, as well as those who are seeking to watch and use the materials and resources generated by the programme.

Kaleidoscope digital programme services		
	Participants looking to contribute their views	Participants looking to watch and use materials and resources
Throughout project	<ul style="list-style-type: none"> Multiple channels, including email and social media 	<ul style="list-style-type: none"> Online microsite to host all programme resources
Prior to live digital events	<ul style="list-style-type: none"> Insights survey to collect views and ideas Social media promotion of events and activities 	<ul style="list-style-type: none"> Videos of speakers giving their presentations, with transcript and slides Blogs from key speakers Links to further resources
Live digital events	<ul style="list-style-type: none"> Live digital events, run using best-in-class software, focusing on discussion and debate Ability to contribute via polls, questions, comments and social media 	<ul style="list-style-type: none"> Recording of live digital event, with captions and transcript, hosted on microsite and YouTube™ Recording of 'key points' video, with captions, hosted on microsite and YouTube™
Following live digital events	<ul style="list-style-type: none"> Reflection survey, designed to capture learning from the event 	<ul style="list-style-type: none"> Infographic of key findings from the initial and reflection surveys Blog on 5 things we learnt
Resources for future use	<ul style="list-style-type: none"> Details of how to continue to engage in the work and next steps 	<ul style="list-style-type: none"> Microsite updated and preserved with all resources from across the programme
Impact measurement	<ul style="list-style-type: none"> Purpose, and impact approach agreed at programme outset, with theory of change, measures, and end of programme impact report 	
Programme management	<ul style="list-style-type: none"> Weekly written updates, fortnightly calls to discuss progress Programme management documentation, including programme plan, and risk register, drafted and updated 	

Illustrative timeline



Further activities

★
Live event

★
Milestone

★
Survey

★
Blogs

Activity

What do our clients think?

“Kaleidoscope were instrumental in helping us drive forward the tackling loneliness agenda. Time and again, they helped us convene voluntary, private and public sector organisations.”

Olivia Field, Policy and Engagement Manager, British Red Cross

“Kaleidoscope’s ability to design and deliver innovative events to engage stakeholders and resolve local issues was crucial to the success of the Healthy New Towns programme.”

Luke Hunka, Strategy Adviser, NHS England and NHS Improvement

“One thing that was great with working with Kaleidoscope was how much they put us at ease - they made our webinar a really enjoyable experience. Since doing it I’ve had lots of positive feedback from people who’ve watched it - so not only was the final product great, but it is a really good way to share your work.”

Dr Jenna Breckenridge, Senior Lecturer, University of Dundee

“It was a pleasure working with Kaleidoscope. Their webinar set-up meant we heard from expert speakers across the world, and their unique style of facilitation unearthed new insights into the field of long-term conditions.”

Philip Schwab, Director of Government Affairs, Abbvie

Find out more

Could our digital programmes help with your shared learning, stakeholder engagement, policymaking, problem solving or research dissemination? Get in touch to talk about our options.

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kscopehealth.org.uk

