

# HETTY'S HOSPITAL

Reducing anxiety for kids in hospitals



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*Global*  
**initiative**  
web • mobile • brand • strategy

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# The Problem



# The Problem

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- Children anxious in clinic
  - Parents anxious in children's clinics
  - Poor understanding of what would happen
  - Clinic delay coupled with impeded outcomes
- 



# Motivations

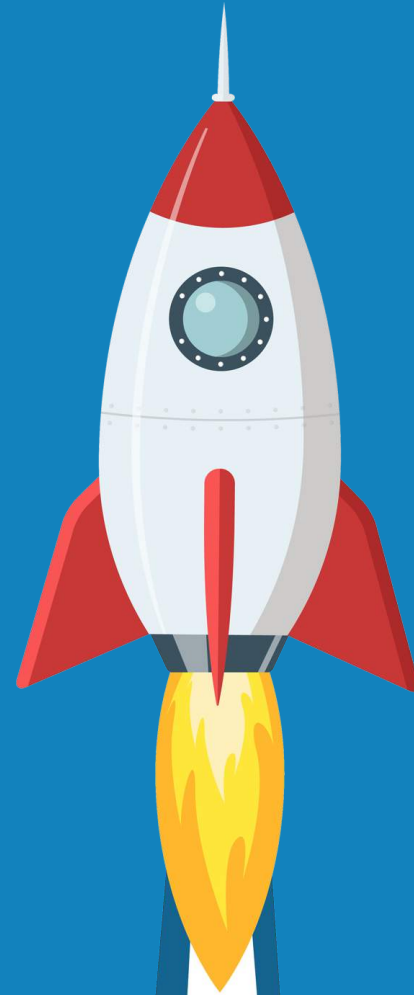
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- Help children
  - Improve image of NHS
  - Not make a buck
- 



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# The Project



# The Brief



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*‘Create a storybook app that reduces anxiety of kids going into hospital by educating them about the experience in a fun and engaging way’*

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## The Process





Gareth  
Developer & Director



Niki  
Creative Direction &  
Illustration



Chris  
Producer



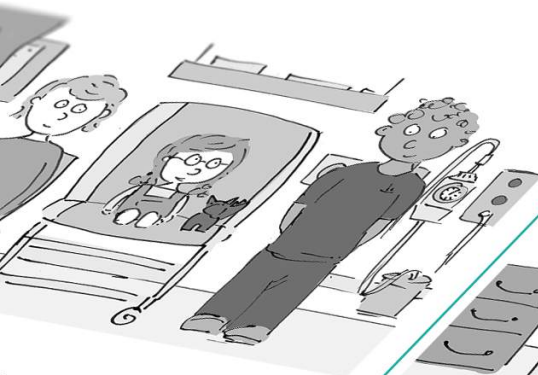
Dr Rebecca Duncombe  
Paediatrician



Dr Ria Evans  
Paediatrician



Process  
Kick Off



medicine, and discharges her.

S

### 201. HETTY MEETS CHARLIE ON WARD

Hetty meets Charlie (lends him Dino to play with) and Charlie begins telling his story.



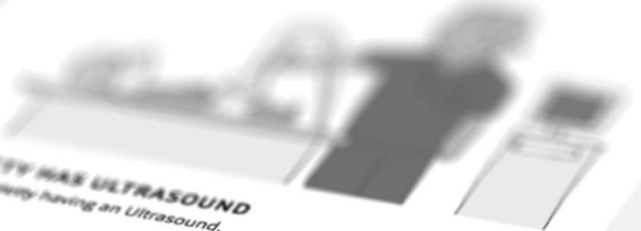
STORY 2

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### 506. HETTY HAS ULTRASOUND

Illustration of Hetty having an Ultrasound.



### 507 - WHAT DINO ATE GAME

User performs an ultrasound on Dino and has to find out what he's eaten.

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### 202. CHARLIE FLASHBACK

Charlie tells the story of how he got his dinosaur.

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### 105. HETTY 1 WHEEL CHAIR GAME

User controls the wheel chair by clicking either side to avoid the obstacles that keep appearing in front of it.

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**Cheeky**



**Likes outdoors**

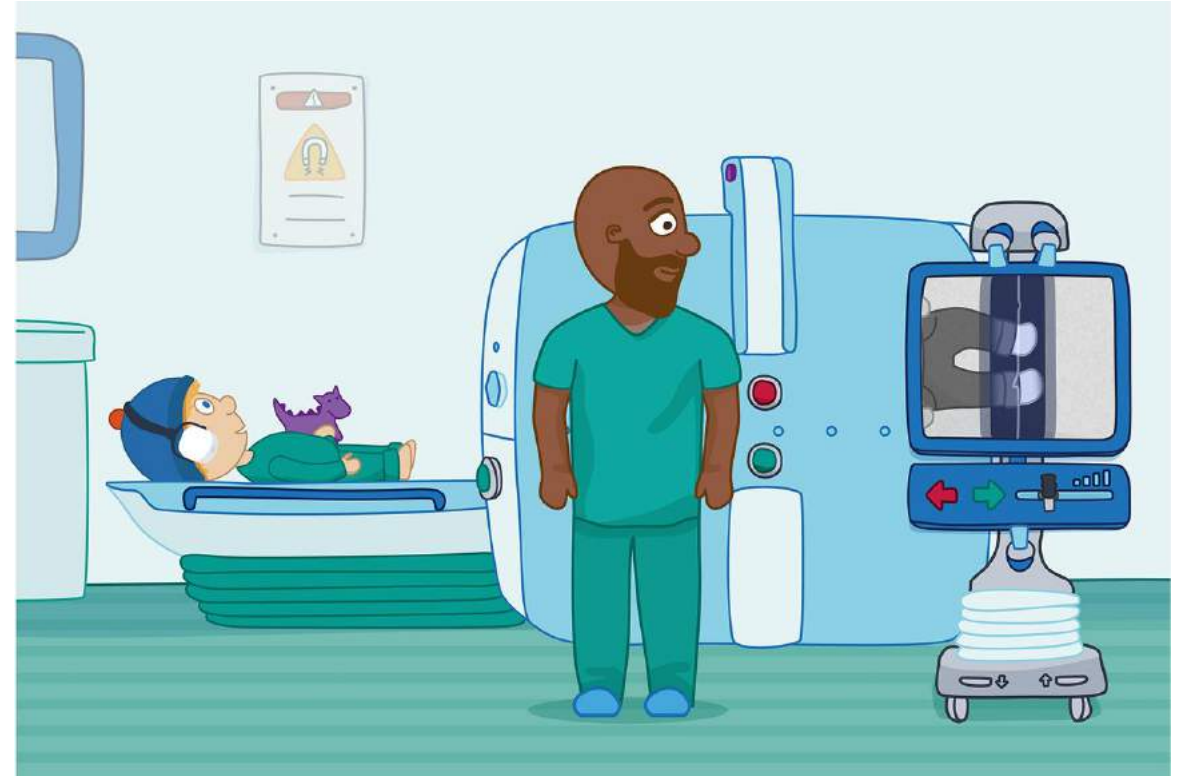


**Inseparable from teddy**

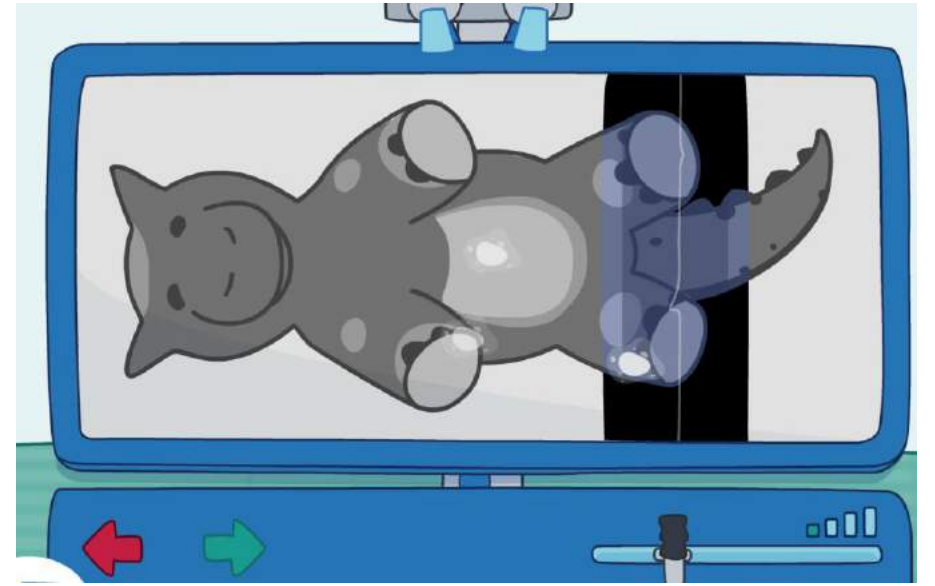


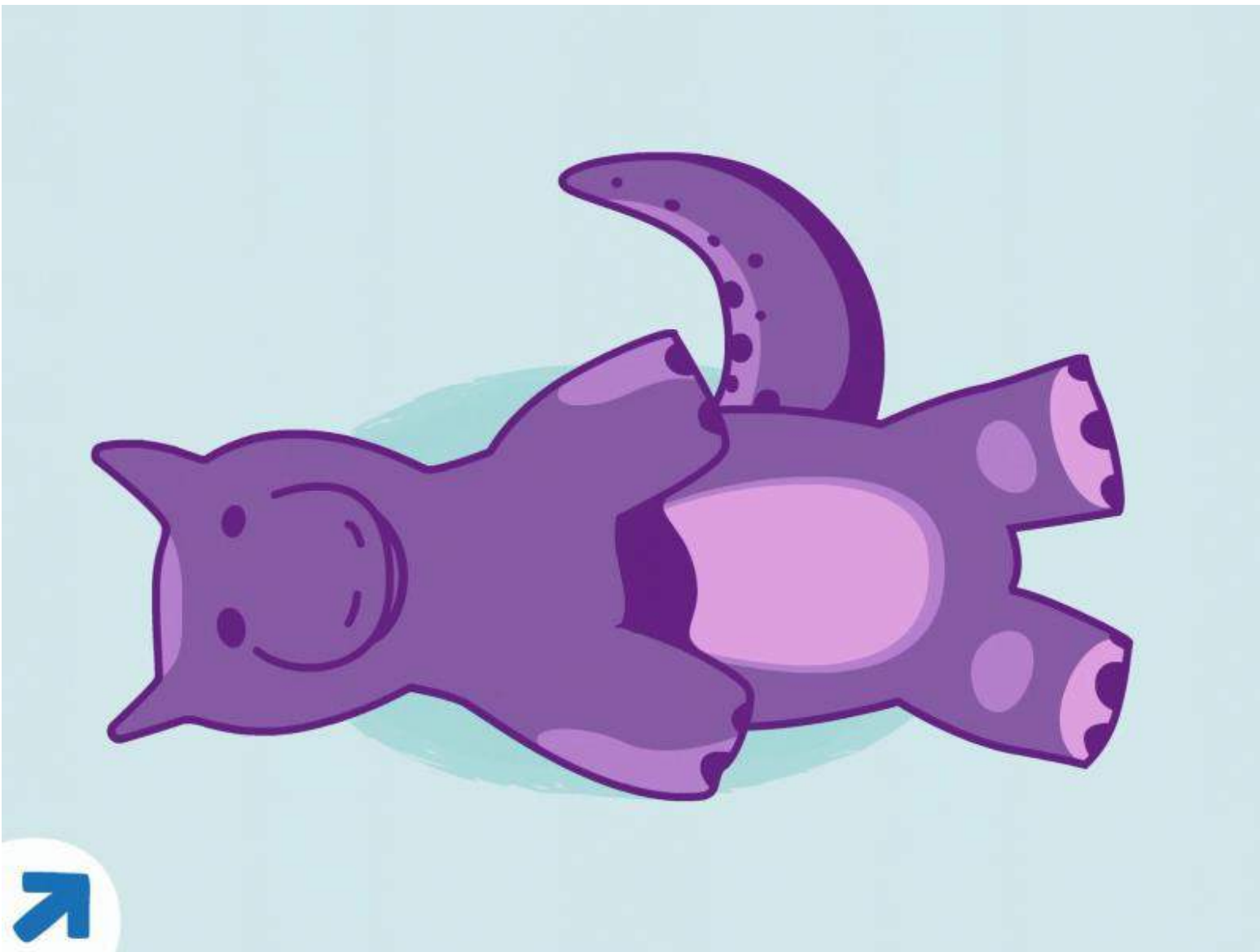
**Scared about going to hospital**













Target Audience

# 4-9 year old children

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- No reading
  - Limited understanding of 'time' and 'events'
  - Vocabulary: 4yrs = 1000 words, 9yrs = 10,000 words
  - Smaller hands
  - Shorter attention span (esp. 4yrs)
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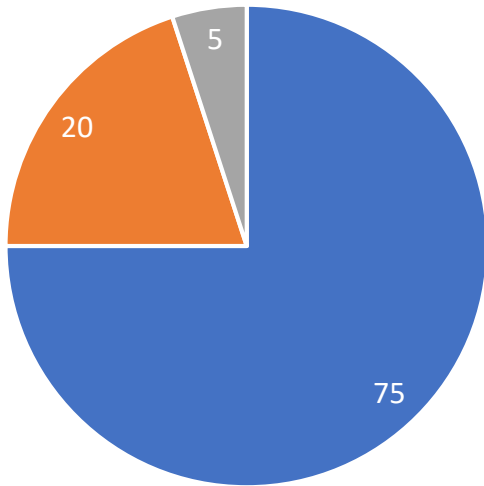




Testing

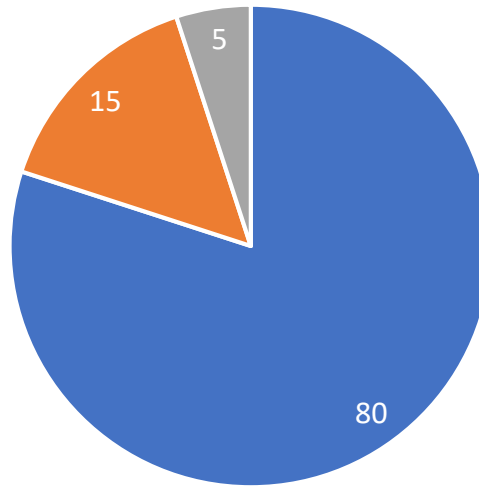
# Survey with 4-9 year olds & Parents

How useful would this be?



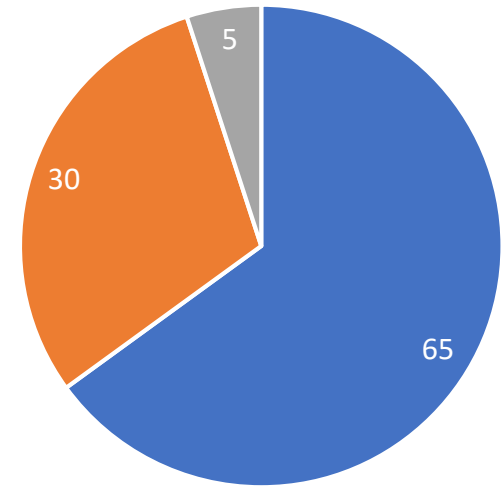
■ Very useful ■ Useful ■ Not Sure

Did you learn anything?



■ Yes ■ No ■ Abstain

How much did you like Hetty?



■ Really Like ■ Ok ■ Not

Number of 4-9 year olds surveyed = 20

*‘She liked learning about jelly’*

*‘He learned to be calm in hospital, and that it is safe’*

*‘(She) learnt that going to hospital makes you better’*

*‘She was very interested in the ultrasound’*

*‘He learnt that there’s nothing to be scared of’*

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## The Outcomes



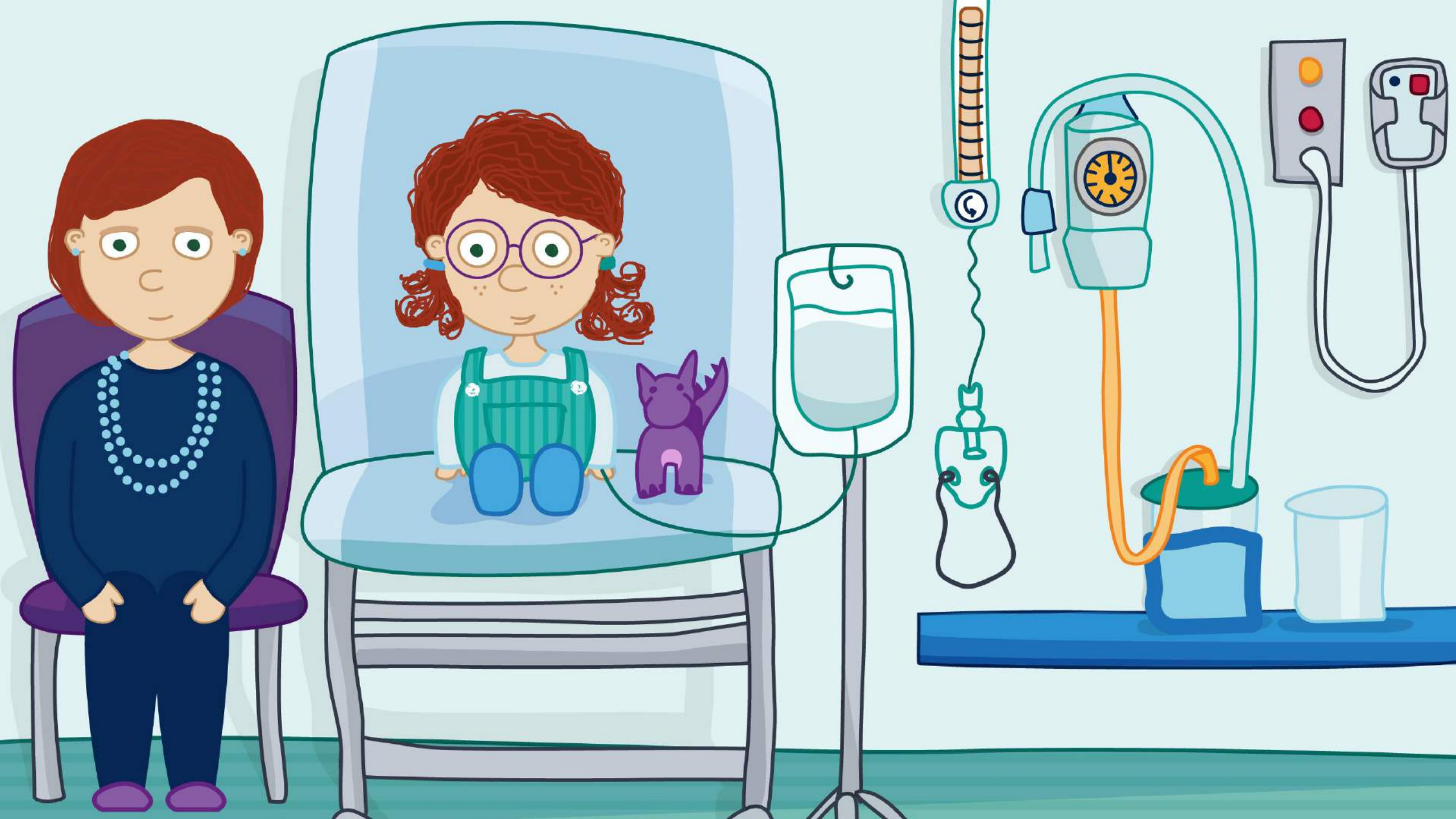
# Outcomes

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- A storybook app with 4 main characters, 6 supporting characters, 16 scenes, and 12 games
- Around 500 estimated downloads despite limited marketing
- 5 Star reviews on iOS App Store and Google Play Store
- £60 000 funding secured for next Phase in collaboration with Great Ormond Street Charity, and University College London Hospitals to create 4 new storylines







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Thank you

