



# E4E Call to Action

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Better Care Better Health Better Life

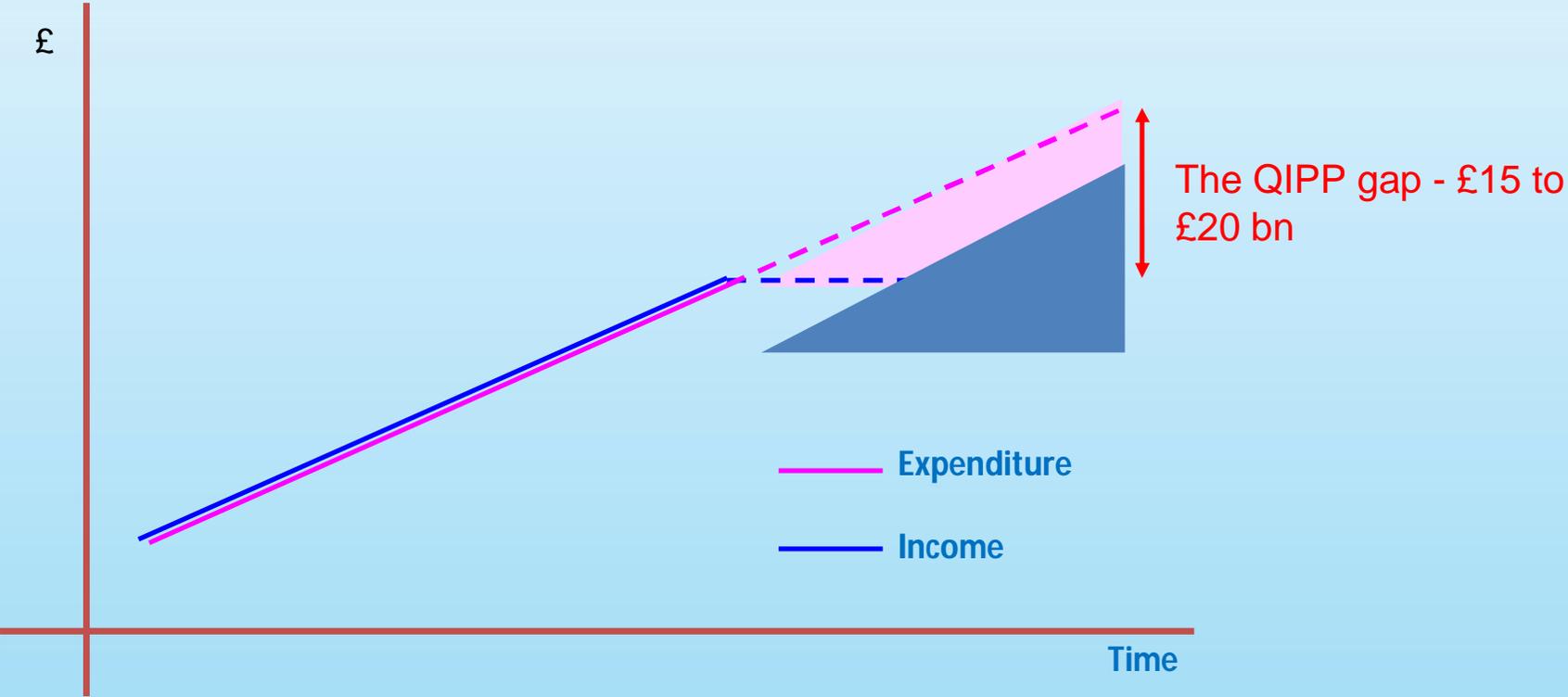
High Impact  
Actions for Nursing  
and Midwifery



- The Challenges
- E4E - Call to Action
- How to Commit



# The "QIPP Gap"





- Putting Patients First
- Measuring and Publishing Outcomes
- NHS Commissioning Board and Clinical Commissioning Groups
- Transforming Community Services
- Francis Public Inquiry



# Poor Care

## **Cruel and neglectful' care of one million NHS patients exposed**

One million NHS patients have been the victims of appalling care in hospitals across Britain, according to a major report released today. (Telegraph, August 2009)

**Elderly patients dying of thirst: Doctors forced to prescribe drinking water to keep the old alive, reveals devastating report on hospital care (Daily Mail, May 2011)**

## **Fitness to practice proceedings launched following CQC inspections**

Fitness to practice investigations have been launched into nurses suspected of providing poor care during the Care Quality Commission's recent dignity and nutrition inspections. (Nursing Times, October 2011)



# Nurses Are Pivotal.....

**“We know that nursing and midwifery are fundamental to high quality healthcare....**

**There is hardly an intervention, treatment or healthcare programme in which we do not play a significant part.**

**This means we are in a powerful position to improve the quality of care across the NHS and play a major role in improving health outcomes”**

***Dame Christine Beasley CNO (2008)***



# Make the case for change

## 'We don't always live our values'



- Ellen
- Aged 26
- Wife of Danny,
- Mother,
- Daughter,
- **Suicide and .....**

Reporting of self harm amongst psychiatric patients remains high (NPSA 2006) and self harm is a strong predictor of suicide (Appleby 2006)

Widespread incidence of self-harm within society, the fact it affects all age groups, that its causes are social and economic as well as health based and that there are high-risk groups who are least likely to have access to good healthcare.

Cost difficult to know but government in Northern Ireland in 2004 estimated that the total cost per suicide, including economic and intangible costs, was £1.4 million



# Opportunity for improvement

- Ellen
- Aged 76
- Wife of Harry,
- Mother,
- Grandmother,
- Fractured femur and....



(1 acute Trust (209 patients Grade 1-4) = £1.3m)



## And this ....



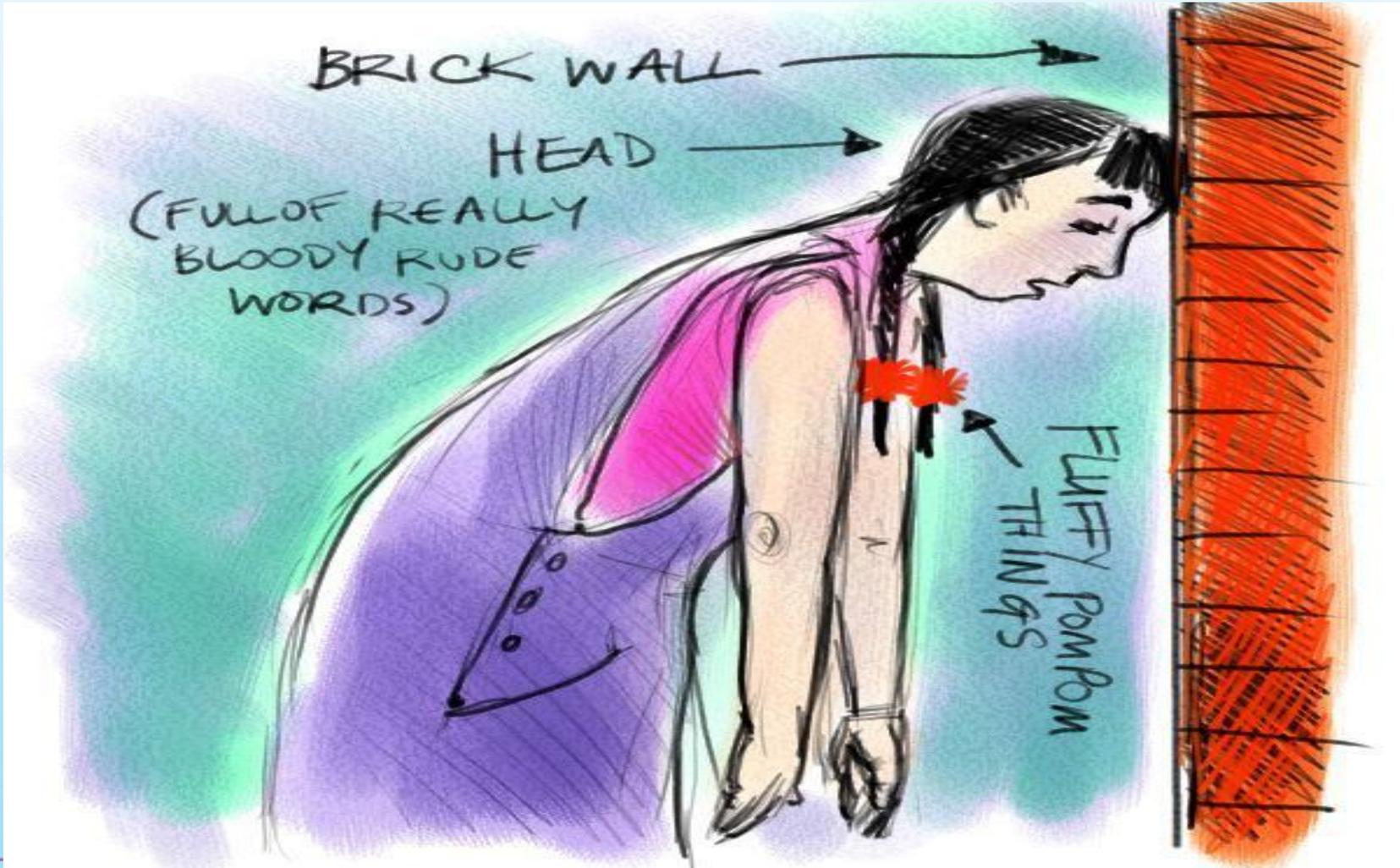
I am afraid to go out alone now in case I fall"

"...very slow to get the help I needed once in the community I felt no-one wanted to bother with an 80 year old"

"...hope I do not fall again it was a very frightening and caused me to lose my confidence"

- in a Trust in of (800 beds) there are around 24 falls per week.
- Associated Health costs are £92,000per year. Hip # estimated to double by 2050
- hip fracture which occurs in approximately 60,000 people a year costs the
- NHS approximately £1.7 billion and is associated with 14,000 deaths annually





- What lights the 'fire in your belly' and makes you determined to improve things?





the **early**  
psychosis  
declaration



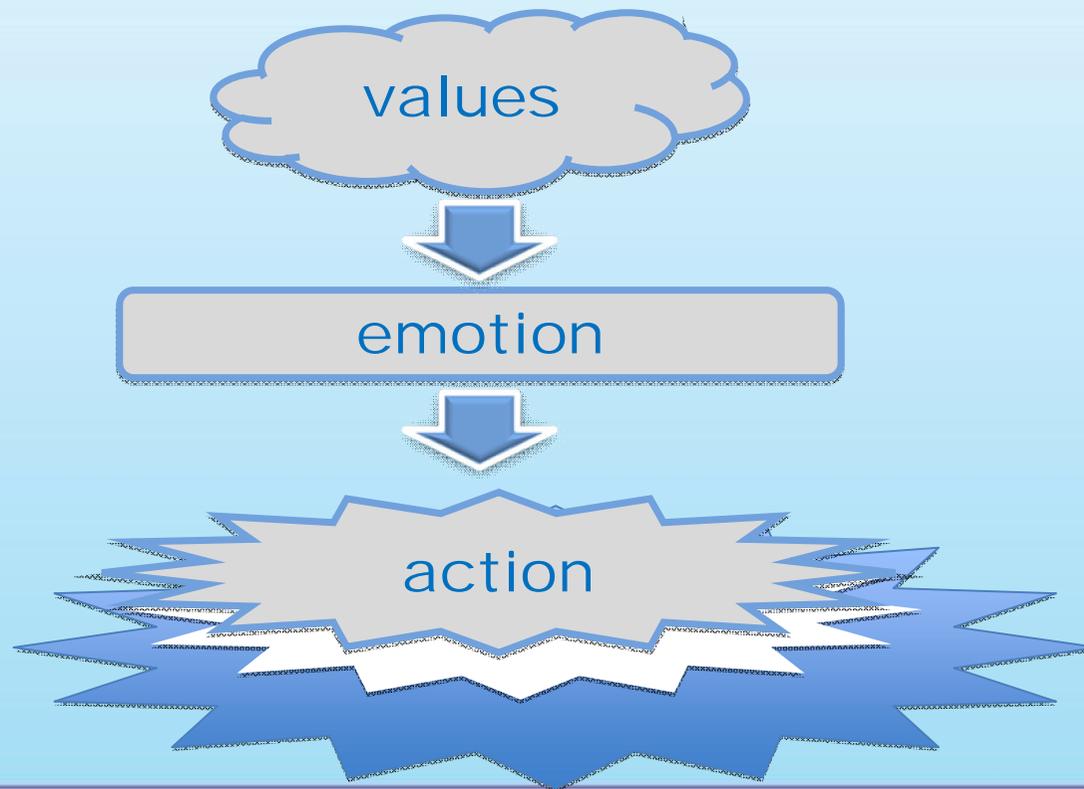
# 100k *lives* Campaign

SOME IS NOT A NUMBER. SOON IS NOT A TIME.



campaign for  
nuclear disarmament

If we want people to take action, we have to connect with their emotions through values



Source: Marshall Ganz

## Shared Vision and Values -

- care about our patients, their carers and families
- promote health and well being
- care with compassion
- care with dignity and respect
- care about outcomes
- care about what we do and the way we do it



## Approach to Change

### Deficit based

- what is wrong?
- solving problems
- identifying development and improvement needs
- gaps and deficiencies to be filled

### Asset based

- what is right that we can build on?
- exploiting existing assets and resources
- “positive deviance”
- amplifying what works



“You can’t impose anything on anyone and expect them to be committed to it”

## Compliance

- States a minimum performance standard that everyone must achieve
- Uses hierarchy, systems and standard procedures for co-ordination and control
- Threat of penalties/sanctions/shame creates momentum for delivery
- Based on organisational accountability (“if I don't deliver this, I fail to meet my performance objectives”)

## Commitment

- States a Collective Goal that everyone aspires to
- Based on shared goals, values and sense of purpose for coordination and control
- Commitment to a common purpose creates energy for delivery
- Based on relational commitment (if I don't do this I let the group or the community and its purpose down)



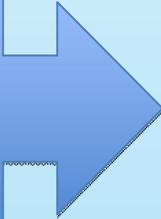
2008  
Poor Care Not Acceptable



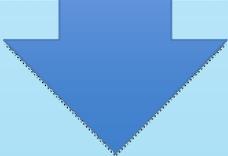
2009  
MQI  
Framework for Quality  
Improvement  
Tool Kits  
Website



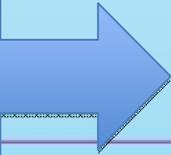
2010  
Champions  
CNO  
Nurse Leaders  
Frontline Staff



2011  
Campaign Call to Action  
Tell the Story  
Nurses and Midwives  
Senior Leaders



2014  
200,000 nurses  
and midwives  
2014





*Energise for Excellence  
Call to Action*

Getting the staffing right

Delivering the care

Measuring the impact

Patient experience

Staff experience

**Safer Nursing Care  
Tool**  
HURST  
PANDA  
RN4CAST  
Birth Rate+  
E Rostering

**Productive Care**  
Safety Express High  
Impact Actions  
Essence of Care  
NW Care Indicators

**Productive Care**  
Safety Express  
High Impact Actions  
Nurse Sensitive Outcome  
Measures

Real-time Monitoring  
Experience Based  
Design  
DSSA  
Patient Stories

**High Impact  
Actions**  
Real-time  
monitoring  
Health and  
Well Being

# The tools?

# The concept!

Productive series?

Safety Express?

Safety Thermometer?

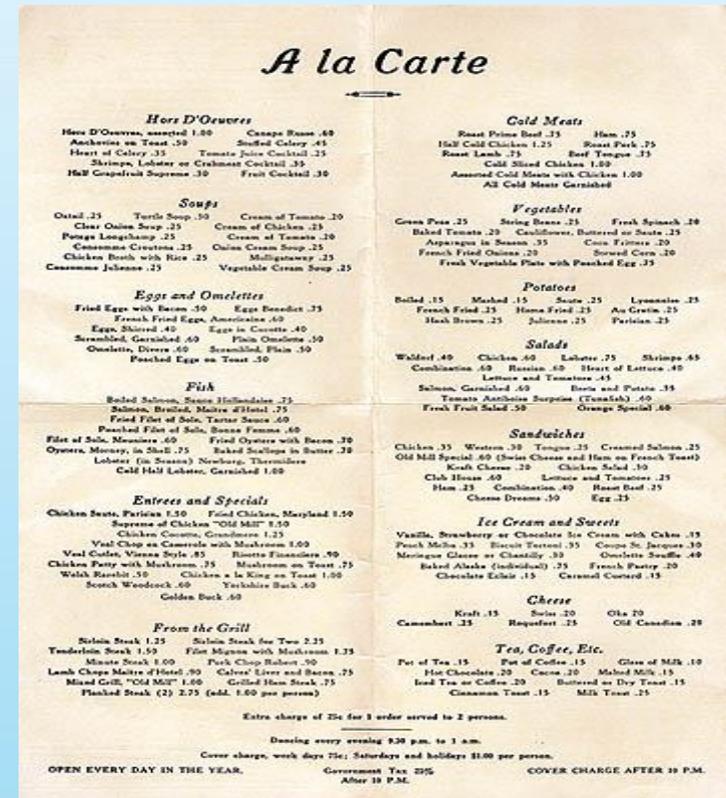
Safe staffing tools?

CNO – HIA?

Enhanced Recovery?

Nurse Sensitive Indicators?

Confusion!





# *Energise for Excellence* *Call to Action*

Getting the staffing

right

Delivering the care

Measuring the impact

Patient experience

Staff experience

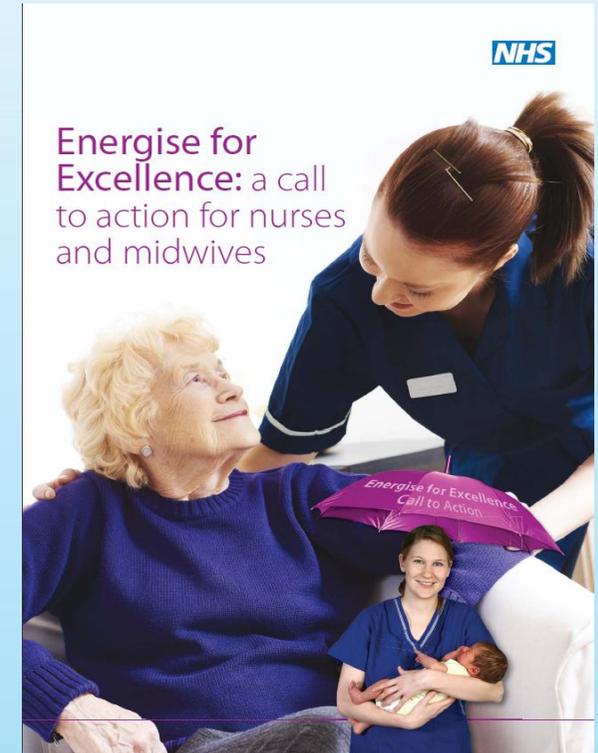
# Going National

- Aim 200,000 nurses and midwives signed up by 2014
- Launch a mobilising campaign in November
- Recognise excellence – Nursing Times Awards
- Develop more narratives and toolkits
  - Community, LD mental, health,
  - Midwifery, school nursing, health visiting, practice nursing ?
  - Write you own narrative toolkit
- Interactive website –sharing good practice



## The Narrative and ' Call to Action – what are we asking nurses to do

- Commit to take a specific action, to make a specific change, within a specific timescale
- Use the most relevant tools
- Measure it
- Celebrate success
- Tell their story to others



# The Future -The 5 Actions (Senior Leaders)<sup>NHS</sup>

- Commit as a board to support the clinical workforce as part of the organisational quality and cost improvement strategy
- Identify the tools and approaches likely to have the most impact
- Help clinical staff in implementation and measurement by taking an active interest
- Celebrate success
- Tell your story to others



# Answer the Call to Action

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- National Implementation Director -  
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