



E4E Call to Action

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Better Care Better Health Better Life

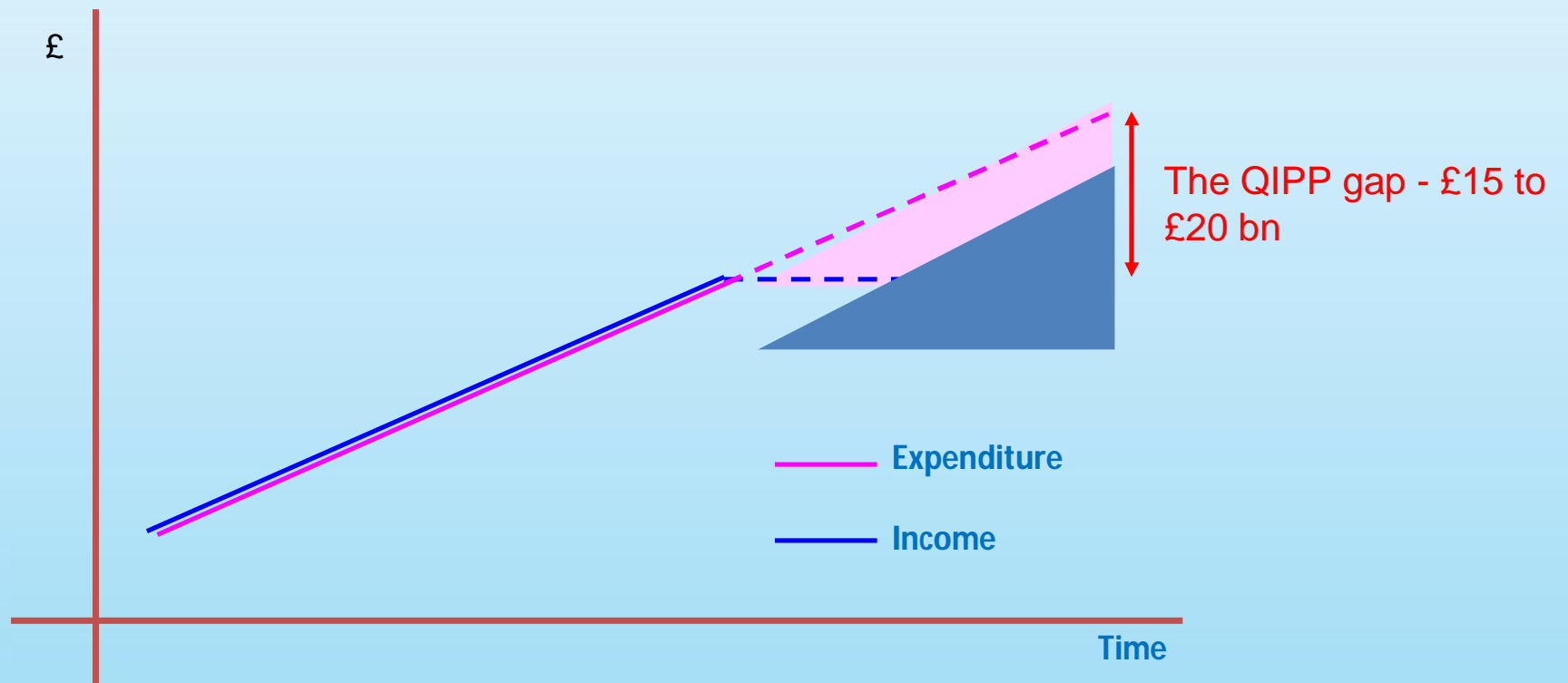
High Impact
Actions for Nursing
and Midwifery



- 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



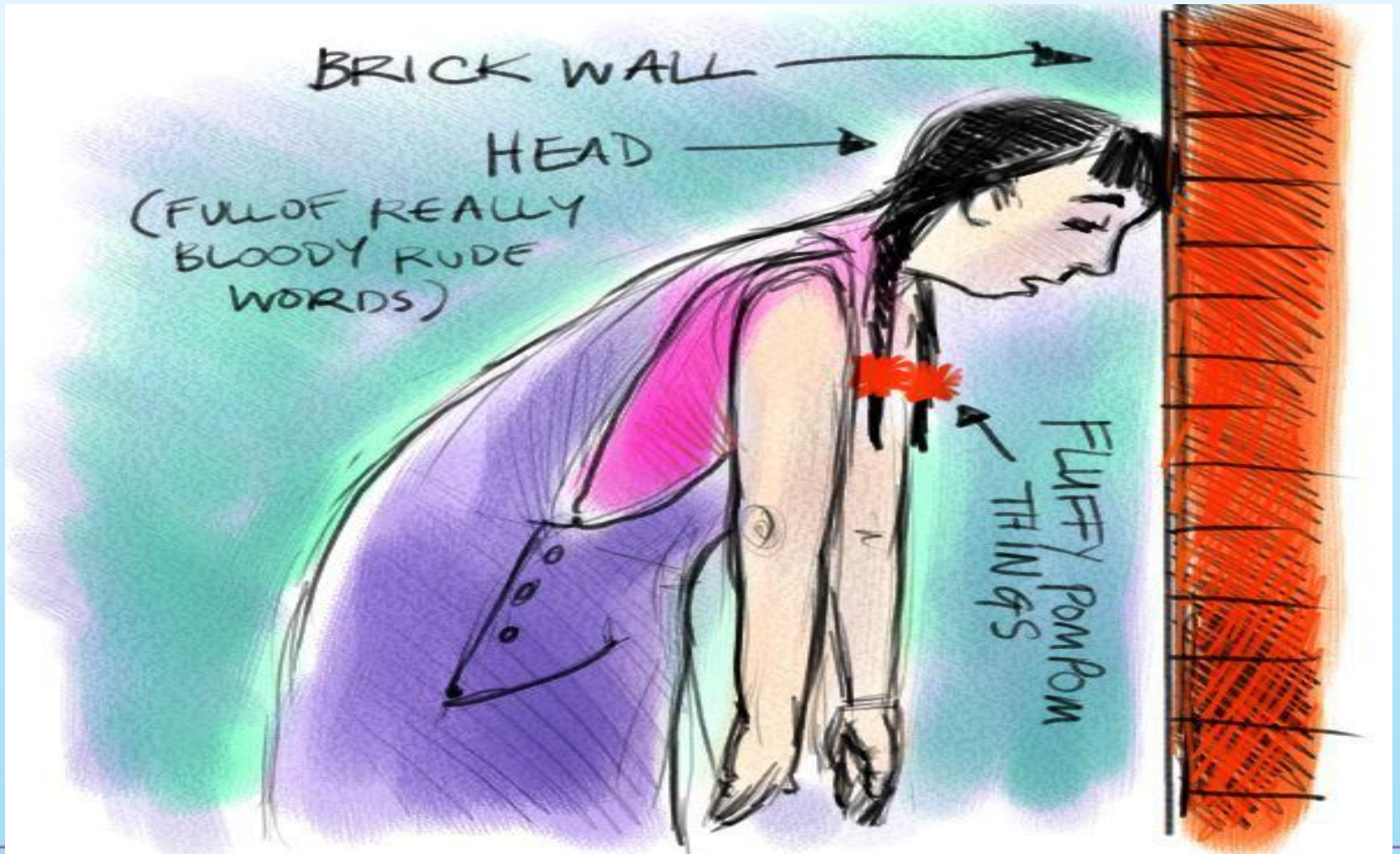
I am afraid to go out alone now in case I fall"

"...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

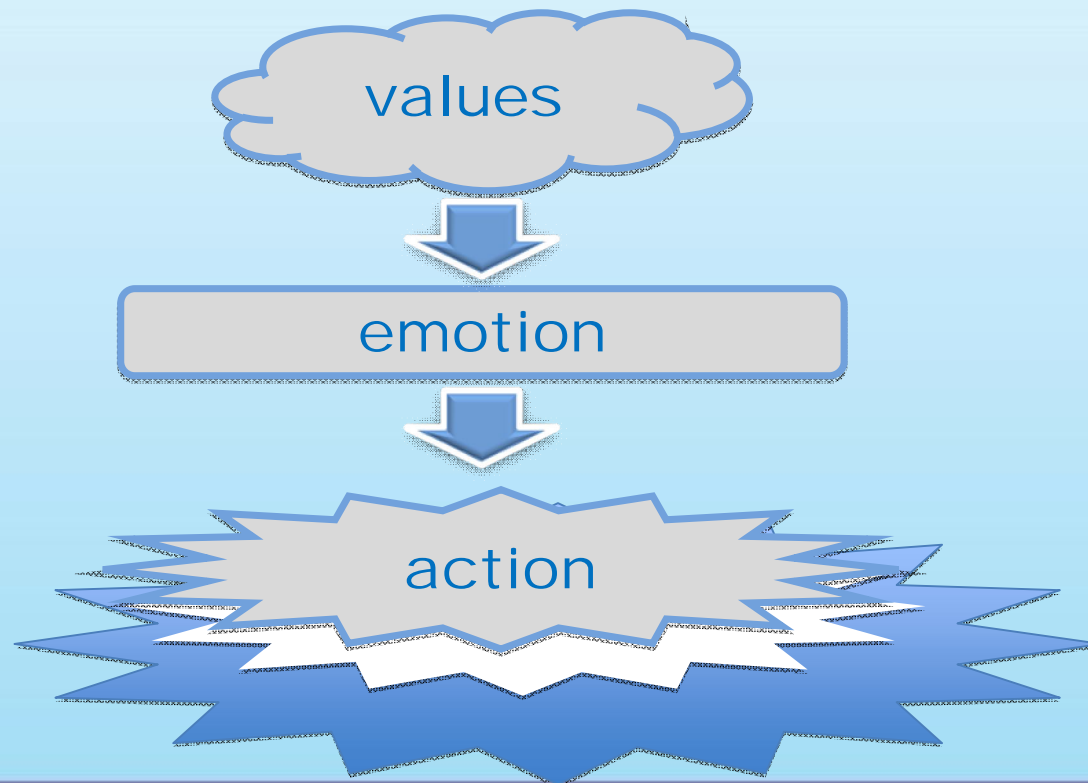
SOME IS NOT A NUMBER. SOON IS NOT A TIME.



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

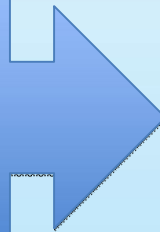
Poor Care Not Acceptable



2009
MQI

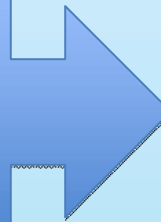
Framework for
Quality

Improvement
Tool Kits
Website



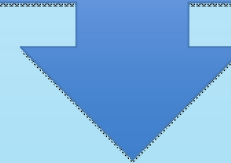
2010

Champions
CNO
Nurse Leaders
Frontline Staff



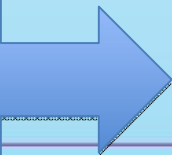
2011

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?

Safe staffing tools?

Safety Thermometer?

CNO – HIA?

Enhanced Recovery?

Nurse Sensitive Indicators?

Confusion!



<i>A la Carte</i>	
<p>Hors D'Oeuvres</p> <p>Hors D'Oeuvres, assorted 1.00 Cheese Plate .60 Anchovies on Toast .50 Stuffed Calves .45 Heart of Calves .35 Tomato Juice Cocktail .25 Shrimps, Lobster or Crabmeat Cocktail .35 Half Grapefruit Supreme .30 Fruit Cocktail .30</p>	
<p>Soups</p> <p>Oxtail .25 Turtle Soup .30 Cream of Tomato .20 Clear Onion Soup .25 Cream of Chicken .25 Potage Longchamp .25 Cream of Tomato .20 Consommé Crustacea .25 Onion Cream Soup .25 Chicken Soup with Rice .25 Mulligatawny .25 Consommé Julienne .25 Vegetable Cream Soup .25</p>	
<p>Eggs and Omelettes</p> <p>Fried Eggs with Bacon .50 Eggs Benedict .35 French Fried Eggs, American .40 Eggs Shired .40 Eggs in Cocotte .40 Scrambled, Garnished .40 Plain Omelette .50 Omelette, Divers .60 Scrambled, Plain .50 Poached Eggs on Toast .30</p>	
<p>Fish</p> <p>Boiled Salmon, Sauce Hollandaise .75 Salmon, Broiled, Maitre d'Hotel .75 Fried Fillet of Sole, Tartar Sauce .60 Poached Fillet of Sole, Sauce Finesse .60 Fillet of Sole, Meuniere .60 Fried Oysters with Bacon .30 Oysters, Maryport, in Shell .75 Baked Scallops in Butter .30 Lobster (in Sauce) Newburg, Thermidor Cold Hot Lobster, Garnished 1.00</p>	
<p>Entrees and Specials</p> <p>Chicken Saute, Perle 1.50 Fried Chicken, Maryland 1.50 Supreme of Chicken "Old Malt" 1.50 Chicken Cordon, Grandmère 1.25 Veal Chop en Casserole with Mushrooms 1.00 Veal Cutlet, Vienna Style .85 Risotto Financiere .90 Chicken Patty with Mushrooms .75 Mushrooms on Toast .75 Welsh Rarebit .55 Chicken a la King on Toast 1.00 Scotch Woodcock .60 Yorkshire Duck .60 Golden Duck .60</p>	
<p>From the Grill</p> <p>Roast Beef 1.25 Roast Beef for Two 2.25 Tenderloin Steak 1.50 Filet Mignon with Mushrooms 1.75 Minute Steak 1.00 Pork Chop Robert .90 Lamb Chops Maitre d'Hotel .90 Grilled Liver and Bacon .75 Mixed Grill "Old Malt" 1.60 Grilled Ham Steak .75 Flanked Steak (2) 2.75 (add 1.60 per person)</p>	
<p>Gold Meats</p> <p>Roast Prime Beef .75 Ham .75 Half Cold Chicken 1.25 Roast Pork .75 Roast Lamb .75 Beef Tongue .35 Cold Mixed Chicken 1.00 Assorted Cold Meats with Chicken 1.00 All Cold Meats Garnished</p>	
<p>Vegetables</p> <p>Green Peas .25 String Beans .25 Fresh Spinach .20 Baked Tomato .20 Cauliflower, Buttered or Saute .25 Asparagus in Season .35 Corn Fritters .20 French Fried Onions .20 Sautéed Corn .20 Fresh Vegetable Plate with Poached Egg .35</p>	
<p>Potatoes</p> <p>Boiled .15 Mashed .15 Saute .25 Lyonnaise .35 French Fried .25 Home Fried .25 Au Gratin .25 Hash Brown .25 Julienne .25 Parisian .25</p>	
<p>Salads</p> <p>Waldorf .40 Chicken .60 Lobster .75 Shrimps .65 Combination .60 Russian .60 Heart of Lettuce .45 Lettuce and Tomatoes .45 Salmon, Garnished .60 Horseradish .35 Tomato Anchovy Surprise (Tunaish) .40 Fresh Fruit Salad .50 Orange Special .60</p>	
<p>Sandwiches</p> <p>Chicken .35 Western .30 Tongue .35 Creamed Salmon .25 Old Malt Special .60 (Swiss Cheese and Ham on French Toast) Kraft Cheese .20 Chicken Salad .30 Club House .60 Lettuce and Tomatoes .25 Ham .25 Combination .40 Roast Beef .25 Cheese Dressing .50 Egg .35</p>	
<p>Ice Cream and Sweets</p> <p>Vanilla, Strawberry or Chocolate Ice Cream with Cake .15 French Mitten .35 Biscuit Tartlet .35 Caramel St. Jacques .30 Meringue Cheese or Chantilly .30 Omelette Souffle .40 Baked Alaska (Individual) .25 French Pastry .20 Chocolate Eclair .15 Caramel Custard .15</p>	
<p>Cheese</p> <p>Kraft .15 Swiss .20 Oils .20 Camembert .25 Requefort .25 Old Canadian .20</p>	
<p>Tea, Coffee, Etc.</p> <p>Pot of Tea .15 Pot of Coffee .15 Glass of Milk .10 Hot Chocolate .20 Cocoa .20 Malted Milk .15 Iced Tea or Coffee .20 Buttered or Dry Toast .15 Cinnamon Toast .15 Milk Toast .25</p>	
<p>Extra charge of 25c for 1 order served to 2 persons. Dancing every evening 9.30 pm. to 1 a.m. Cover charge, week days 75c; Saturdays and holidays \$1.00 per person. OPEN EVERY DAY IN THE YEAR. Cigarettes Tax 25% COVER CHARGE AFTER 10 P.M. After 10 P.M.</p>	



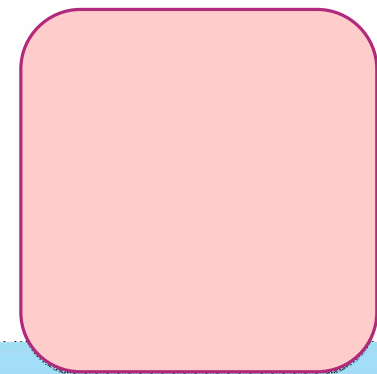
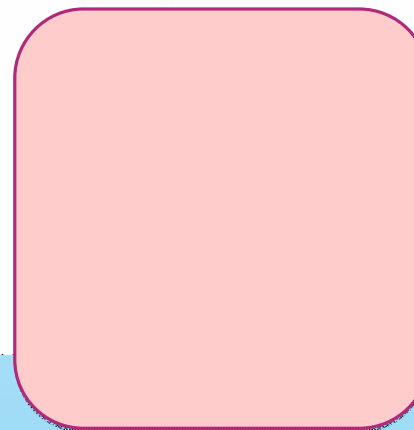
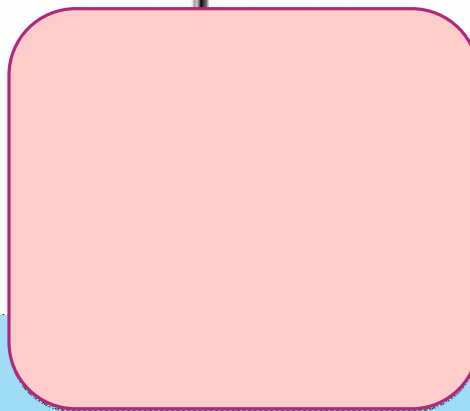
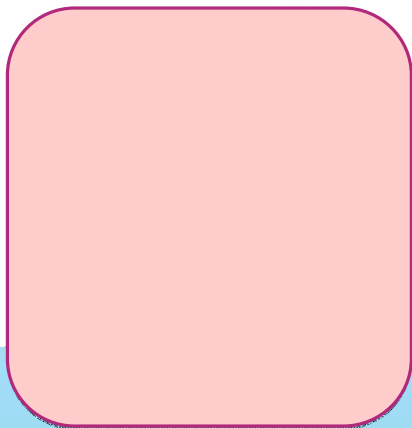
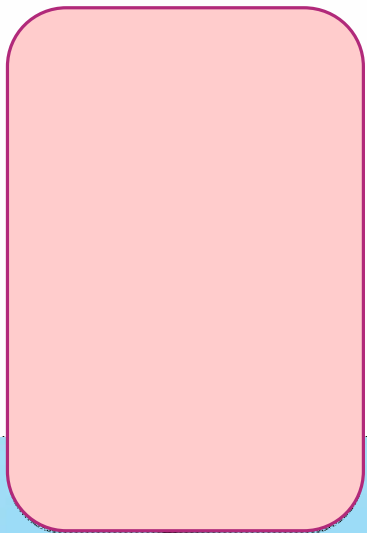
Getting the staffing
right

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)

- 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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