

# The Caring Dimension

**Stories around Choice, Dignity and Respect  
in Maternity Care**

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- Identified that staff were not always treating women with dignity, kindness and respect
- Issue also raised by individual user representatives at Maternity Services Liaison Committee (MSLC)
- Idea developed around ways to show staff visually and dramatically how different behaviours may look and feel to women
- Looked for a practical way to build this into ongoing training for multi-disciplinary team

- Idea evolved to make a short film to raise awareness among MDT
- Used young actors from drama course run by MSLC user representative (a father who had made a complaint about staff attitudes and behaviours)
- Dramatic scenarios developed based on real user complaints to the Trust
- Added a scenario based on midwives treating each other badly
- MSLC had also suggested 'User Experience' film featuring women with positive true stories
- Dramatic scenarios and user experiences filmed and intercut
- Won All Party Parliamentary Award

- Film launched to senior nurses in the Trust, beyond Maternity Division
- CPG management team decided to use film as training workshop tool for all staff groups throughout W&C
- Objective set to reach all staff within CPG by April 2010
- Provide an insight into real service user experiences from within our CPG
- Give us an opportunity to share best practice in relation to women's and staff experiences
- Understand how each and every person can make a difference – staff asked to reflect on what they can do differently

# Participant feedback

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“I was encouraged to share my views and opinions”

“Very relevant. This has highlighted gaps in my own behaviour”

“Useful to have groups of different professionals from different areas to discuss issues together”

“Excellent video, hopefully this workshop will make professionals think”

“I will in future challenge events and individuals if I am not happy with the behaviour or outcome”

“I have just started with the Trust so it has been a great session for me to attend to understand and learn more about the Trust values. I will endeavour to take these values on board and implement them”

“Excellent - well overdue. Could be put on again next year and included in Induction”

“Good that all staff will attend the workshop, will be interesting to see outcomes and how / if values improve patient / staff satisfaction surveys”

“Would be interested to know feedback about Outpatient care and how we compare with the national average”

“How about an opportunity to suggest practical improvements? E.g. High Arabic speaking population requires info leaflets in Arabic, but this is not permitted due to cost”

“Good to hear feedback whether good or bad from patients. We do not always hear about their experiences after they leave the ward!”

# What did you like about the workshop?

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“Felt positive that the Trust is listening to staff and patients”

“Made you think about your own practices and how you could improve on the patient experience”.

“I could identify with the scenarios therefore it was more meaningful”

“Learning about the Trust Values and Behaviours”

“It was an opportunity to meet other members from the CPG and multi-disciplinary team”

“Showed a broad aspect of patient care which could be applied across the Trust”

“Although this is a short workshop it wakes us up in terms of how we are dealing with our patients. I hope we have more longer workshops”

“What I like about this workshop is that this can happen to any one of us and with the help of each other we can make the ward a happy and caring place”

“Interesting to see the complaints re-enacted. Also to hear that sometimes we do things well”

“10/10 - I feel really confident to apply my learning to my work about how to make good patient relationships by giving genuine quality of care to my patient”

# What would you like to have seen more or less of?

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“Maybe annual sessions by way of a reminder”

“After the negative scenario I would have liked to know what happened and what measures were taken”

“More documented evidence of incidents that took place that need improving”

“Information re patient / staff survey for each Division so that staff in each area have an idea about current relevant performance”

“More of these workshops to sort of remind us of what we are supposed to do and how clients view our care”

innovation respect  
care  
achievement  
pride

# How can we evaluate the effectiveness of ‘The Caring Dimension?’

- A reduction in the numbers of complaints about attitude
- A reduction in the bullying and harassment claims made by staff
- A questionnaire to staff asking if they have ‘done anything differently’
- An improvement in the Picker Scores

And now for the  
film....

