

Advise, Inform, Do. (Each Baby Counts)

The Shrewsbury and **Telford Hospital**

Theme | Learning From Incidents Produced by | Paula Pryce Case Study Date | 09/06/2023

REASON WHY?

The National initiative from Each Baby Counts, focusses on learning and support for clinical escalation interventions. There are 3 initiatives that are must dos for the Trust these are 1) Advise, Inform. Do 2) teach or treat 3) team of the shift. The overall aim would be: To improve communication and reduce delays in escalation within the maternity department at PRH











To launch the concept of Advise, Inform, Do to as many staff as possible by 01/05/23 as evidenced by staff knowing about A.I.D and being able to identify the key concepts.

PIAN

During 2022 there were 121 datixes completed regarding communication between staff, teams and departments.

A Team of Escalation Champions were identified, and meeting was planned to explain the project. Not all were able to attend. So, 1:1 sessions were given and links to the RCOG website provided to all so they could get up to speed of what the interventions are.

The plan was to launch the initiative via a tea trolly round every morning for a week. Instagram and Facebook were used to promote the launch. This was well received by staff, and towards the end of the week of tea trolley teaching, most were commenting saying that they had seen the posts. The Instagram posts were also shared numerous times, not just amongst SaTH staff, but also by the Academic Health Science Network (AHSN) and patient safety teams.

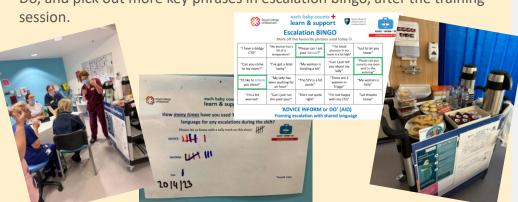
DO

Tea trolley rounds were conducted by the escalation champions every morning for the 5 working days between 17th April -21st April. All inpatient areas were visited, including a couple of mornings where the theatre teams were able to listen. Training was also delivered 2 evenings that week to ensure that staff working nights had a chance to receive the information. In addition, the champions delivered the tea trolley training during the MDT handover and midwifery huddles on delivery suite (which occur each change of shift) so that the medical staff would not be missed during the tea trolley training. To ensure that as many staff as possible were able to have some down time. refreshments and receive the teaching in an unhurried manner, the trolley rounds were carried out by 3-4 people. This ensured that staff could be relived, for example, if caring for a lady in labour. Or that there were staff who could answer calls bells while training was being received.

Because there were refreshments and wonderful cakes/cookies made by staff on the tea trolley, this grabbed peoples attention and so often they would come and ask what we were doing, giving another opportunity to discuss escalation and the toolkits.

STUDY

- 307 staff received training during the week (this included midwives, doctors, anaesthetists, theatre staff, assistants, ward clerks and students).
- An experience based design form indicated that staff feelings about escalation were impacted on by which senior member of staff was on duty and this information has been feedback to the senior team to highlight the importance of using the framework.
- Staff were able to identify when they used the principals of Advice Inform Do, and pick out more key phrases in escalation bingo, after the training



ACT

Having a team of people who were prepared to be involved in the Tea Trollev Training worked very well and this aspect will be adopted in the future.

This allowed staff to attend the training as they could be relieved from their ward work by staff that could take over their duties. This is what resulted in so many staff being able to receive the training.

More data needs to be collected in the ongoing months to ascertain the overall effects of each baby counts as the overall aim will only be fully met when all three initiatives are rolled out to the team.

ACKNOWLEDGEMENTS & REFERENCES | With many thanks to the team of champions who supported this project and the maternity team who attended the Training.