NHS

London Strategic Clinical Networks

Maternity Strategic Clinical Network

'In Their Shoes' -

A brief to accompany the film

https://youtu.be/UrsCeRHQ8XA | YouTube link
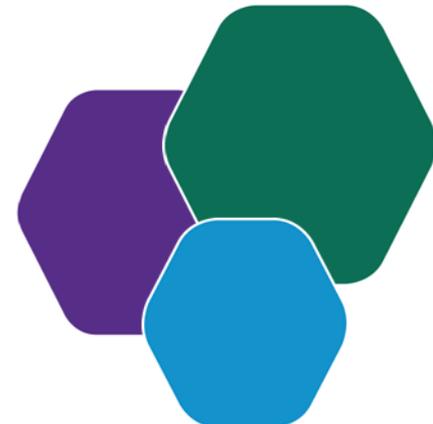
Background and context

- The Maternity Strategic Clinical Network (SCN) was established in April 2013 to provide expert clinical advice to commissioners and bring about large scale improvements in healthcare for pregnant women and their babies.

- As part of its work programme it established a user experience project to improve women's and their families experience of care, especially in regard to customer service.

- Findings from an analysis conducted by the SCN demonstrated that while there were many examples of good experiences of care in London there were also areas identified for improvement which included consistency of caring attitudes by staff towards women and effective and consistent communication and information. This has also been shown to be evident from regular CQC maternity surveys.

User experience

- The SCN aims to improve maternity user experience and as part of this project have been working in collaboration with 5 hospitals in the London region and delivered five pilot user experience workshops using the 'Whose Shoes' tool

- Through discussion of a very wide range of scenarios and topics, the facilitation tool helps Trusts explore key local issues and identify what needs to change through local action plans.

- See the Maternity Experience Workshop guide for further information

- In order to build on the outputs of the user experience workshops, the SCN has also produced a film.

User experience film – 'In Their Shoes'

- **Aim / objective:**

To explore the pregnancy journey and stand in the shoes of the user. The focus is the human voice as the user interacts with maternity services – the thoughts and feelings, concerns and joys.

- **Purpose:**

To promote understanding of the perspectives of others, challenge assumptions, harness empathy and compassion and improve professional practice.

- **Target audience:**

Health professionals

- **Method of delivery:**

Training workshops and user experience events / workshops

'In Their Shoes'

This brief has been developed in conjunction with the film and it is intended to offer suggested ways in which the film might be used as a tool to support training delivery in the following areas:

- *Communication*

- *Quality Improvement*

- *Team Working*

- *Continuity of Care*

The film may be used in several ways:

➢ Alongside mandatory or customer service training

➢ As a motivational tool pre or post user experience workshops and as a focus on improving outcomes

➢ Discussion tool for team meetings / briefings

Communication

The film can be utilised as a focus for delivering a communication training session by raising awareness of the topics listed below. It is intended that by showing various scenarios from people's differing perspectives it will re-enforce the importance of good communication and highlight the need for change in areas such as behaviour/ language/ attitude.

Communication

- Understanding different methods of communication
- Body Language
- Use of language / Jargon / acronyms
- Dealing with Assumptions
- Working with Differing Points of View
- Habits and Beliefs
- Listening Responding Skills
- Individual Strengths and Qualities
- Choosing Using Positive Reinforcement
- Conflict Management

Communication

Questions for discussion:

- *How many different forms of communication can you identify ?*

- *Where did you spot positive and or negative forms of body language ?*

- *What if any assumptions did you make about the differing characters ?*

- *What positive and or negative highlights from a customer service perspective did you see – list them ?*

- *What good behaviour did you see and what behaviour do you think can be improved ?*

NB : Questions can be posed to the group or they can be used as syndicate exercises. Split group into a number of smaller groups and ask each group to reply to one of the questions above and present back to the rest of the group.
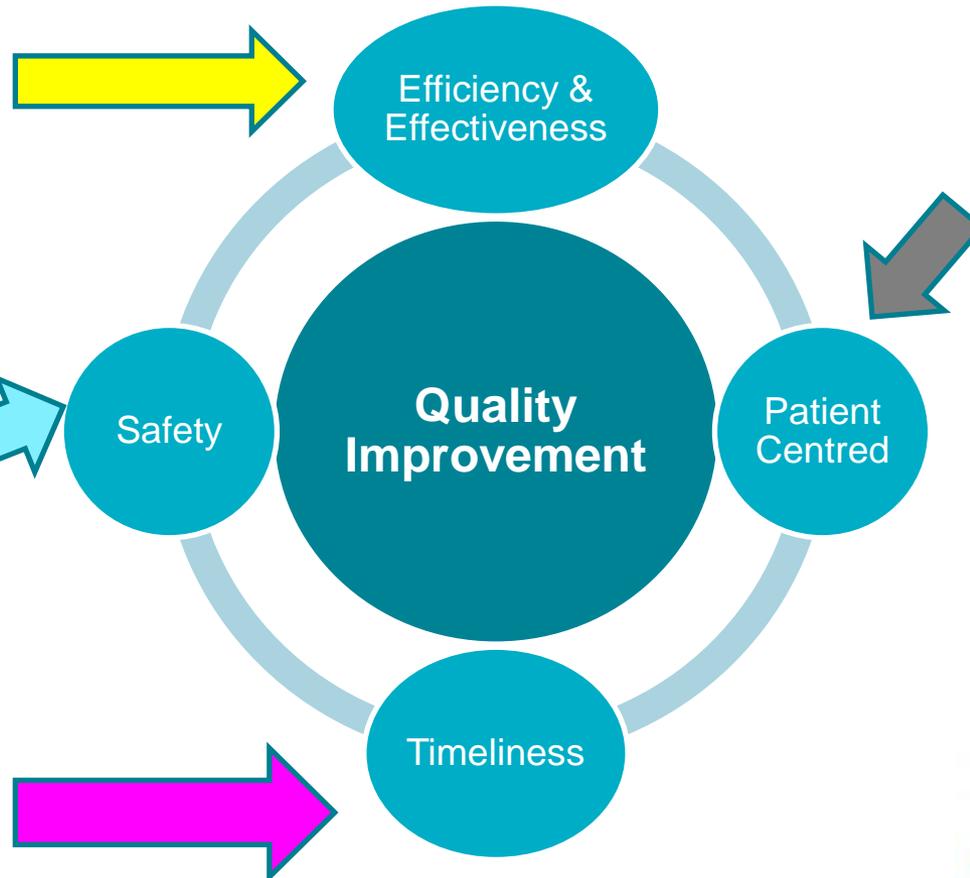
Quality Improvement

Quality improvement was a key theme from the pilot user experience workshops and the film is a prompt for considering local quality improvement issues and user involvement in service development.

Example topics from workshops :

- Resolve complaints
- Address waiting Times
- Resources (facilities, staff)

- Implementation of local and national guidance (such as London quality standards, NICE guidance, SCN toolkits)
- Management of risk

- Adequate time with users

- Provide information and evidence based resources to inform decision making (for example, birth place, pain relief)
- Provide choice
- Inform women's expectations
- Understanding different needs

Efficiency & Effectiveness

Safety

Quality Improvement
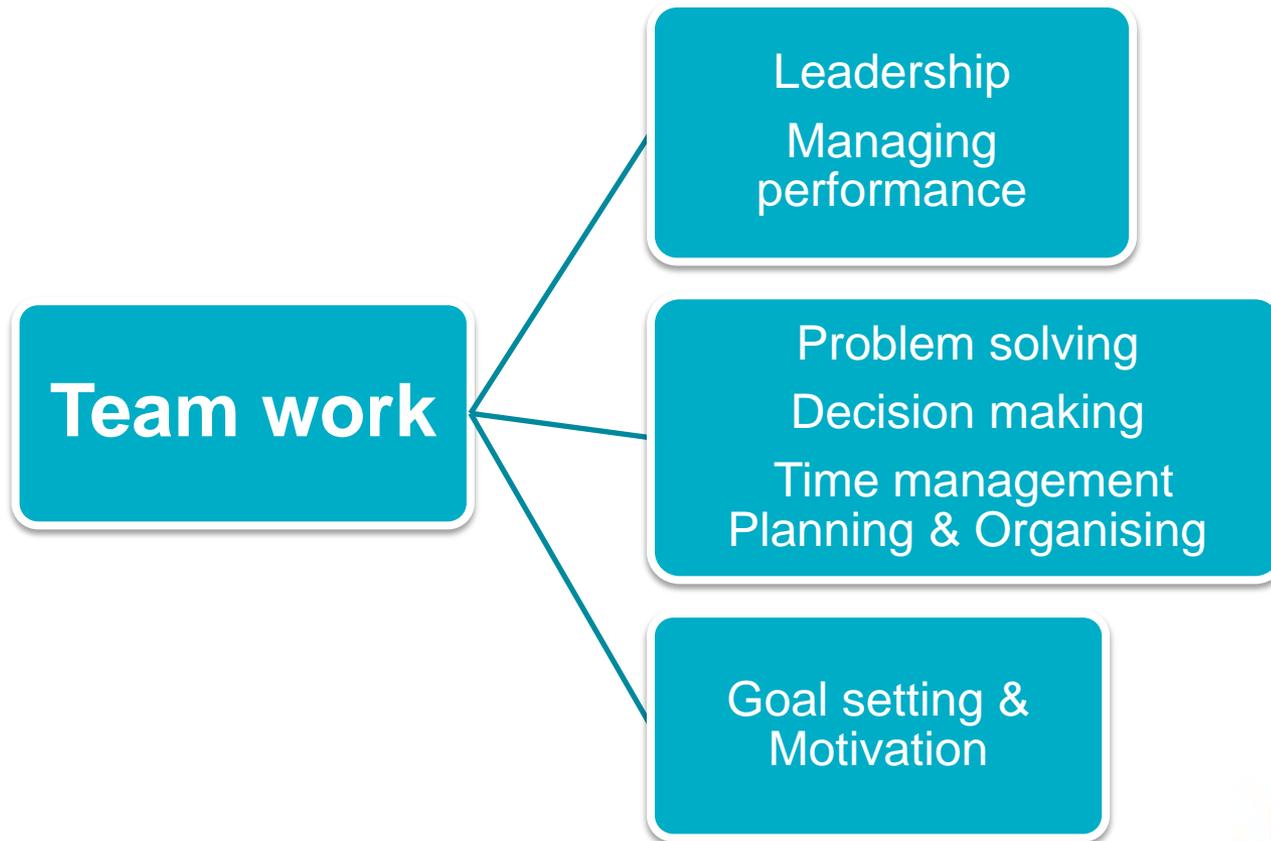
Patient Centred

Timeliness

Quality Improvement

- Questions for discussion:

- *How can service users be involved in the improvement and development of services ?*

- *Are there any methods of collecting user feedback on the maternity service differently ?*

- *What areas of practice or the service can you improve locally ? (This may include facilities, technology, implementation of standards, management of risk or sharing learning amongst staff)*

Team Working

Team working is critical in the workplace and involves cooperation and a common goal that the entire team can work toward. The service user experience workshops highlighted issues that evolve from lack of good team working.

Team work

Leadership
Managing performance

Problem solving
Decision making
Time management
Planning & Organising

Goal setting & Motivation

Team Working

Questions for discussion:

- *What does good team working look like ?*

- *How important is team working to job satisfaction ?*

- *What needs to change locally / how can things be improved ?*

- *How can you contribute to achieve good team working ?*

NB : Questions can be posed to the group or they can be used as syndicate exercises. Split group into a number of smaller groups and ask each group to reply to one of the questions above and present back to the rest of the group.

Continuity of Care

Continuity of care in pregnancy is highlighted as a key issue in the film.

Questions for discussion:

- *Is achieving continuity of care an issue locally ?*

- *What are the problems across the different stages of the maternity care pathway ?*

- *How can levels of continuity of care be increased?*

Please refer to the SCN Continuity of Care toolkit for further information on key factors for successful implementation of Continuity of Care models and best practice case studies.

Pledges

- In conclusion of a discussion session individuals should consider changes they could take personal responsibility for i.e. an action they can implement or a change in behaviour.

- To capture this formally, it is suggested that they complete individual pledges.

  For Example:

  I pledge that I will:

  1. …………………………………..

  2. …………………………………..

  3. …………………………………..

Action Plans

- On completion of individual pledges, the group can then be asked to consider group actions which can form an action plan (see next slide)

- The group may consider changes that need to be addressed within teams / service / department / Trust

- A leader nominated to own the action plan

- Owners to be assigned and responsible for progress and completion

- Timescales agreed and owners responsible for actions being completed within the timeframe

Action Plan

Pledge (Description of pledge from workshop)	Actions (What needs to be done to fulfil the pledge?)	Owner (Who should take responsibility to complete the actions?)	Resources (What do you need in order to complete the actions?)	Timeline (When should this be completed?)	Status (Progress with pledge and associated actions)

Evidence of success:	*(How will you know that you are making progress? What are your benchmarks)*
Evaluation process:	*(How will you determine that your goal has been reached? What are your measures to assess your outcomes? What is the learning?)*

Further information

- **Further information**
- If you would like to give us any feedback on the training pack or film, please email us on england.maternityscn@nhs.net

- **SCN website**
- Additional resources and news are available through our website,www.londonscn.nhs.uk