### REPORT SUMMARY SHEET

| Meeting: | Trust Board  
25th January 2018 |
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<tbody>
<tr>
<td>Date:</td>
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<tr>
<td>Title:</td>
<td>SHSCT Quality Improvement Event Evaluation Report</td>
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| Lead Director: | Mrs Aldrina Magwood  
Director of Performance & Reform |
| Corporate Objective: | - Promoting Safe, High Quality Care  
- Improving Our Services  
- Working In Partnership |
| Purpose: | For Information |

#### Summary of Key Issues for Trust Board

**High level context:**

- The Trust has established an Annual Quality Improvement Sharing Event to provide opportunity for staff to share service improvements across all our Directorates and service areas. This year the QI Event also provided an opportunity to launch the Trust's Quality Improvement Strategy 2017-2021.
- The 4th Annual event held on 17th November was attended by 250 people. This report details an evaluation of the 4th Annual event based on formal feedback from attendees.
- Positive feedback was received across all areas including management of the event, venue, presentations, timing, content of presentations on offer and the variety of approaches adopted to showcase service improvements for sharing and learning.
- The ‘Dragons Den’ Innovation Challenge in particular proved popular with attendees.

#### Key issues/risks for discussion:

- Need to establish a dedicated budget for the annual event discussed and endorsed by the Quality Improvement Steering Group in Dec 17.
<table>
<thead>
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<th>Summary of SMT challenge/discussion:</th>
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<tr>
<td>• SMT acknowledged the ongoing improvements in the annual event which has become a key date in the corporate calendar.</td>
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<td>• The importance of supporting staff release and making sure a wide range of front line staff are enabled to attend was noted.</td>
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<td>• SMT noted challenges in securing a venue large enough to host a conference room with additional breakout rooms across all localities. The venue has been held in C&amp;B and A&amp;D localities. While a suitable location within N&amp;M locality has not yet been identified for the annual event, the CI team will keep this under review and will continue to host QI Network events in N&amp;M locality to ensure geographic spread and accessibility for all staff.</td>
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<td>• SMT approved requirement for a dedicated budget c. £5k to cover annual costs of running the event. Potential budget sources discussed and agreed.</td>
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<th>Internal/External engagement:</th>
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<td>• This event is communicated both internally and externally with an increased number of external attendees noted at this year's event. In addition, an increased number of service users attended the event this year.</td>
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<th>Human Rights/Equality:</th>
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<td>• None noted.</td>
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Southern HSC Trust
Quality Improvement
Event Evaluation

‘Delivering Together’

December 2017
Attendee Feedback Summary

The following is feedback from the 4th Annual Quality Improvement Event which took place in The Junction, Dungannon on Friday 17 November 2017.

282 people pre-registered to attend the event; 89% (250) attended with 17% (47) of people who pre-registered not attending. However, 15 attendees had not pre-registered.

**Directorate Attendance:**

Each of the Trust Directorates were represented at the event. 9 Service Users / PPI panel members also attended.

A range of external organisations were also represented including: NHS England (2) NI Health Trusts (3) Students (3) Private Health Organisations (3) RQIA (2) HSCNI (2) Tallaght Hospital and Department of Health.

<table>
<thead>
<tr>
<th>Directorate</th>
<th>Registered Numbers</th>
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<tr>
<td>ACUTE</td>
<td>48</td>
</tr>
<tr>
<td>CYPS</td>
<td>55</td>
</tr>
<tr>
<td>MHLD</td>
<td>41</td>
</tr>
<tr>
<td>OPPC</td>
<td>68</td>
</tr>
<tr>
<td>MEDICAL</td>
<td>12</td>
</tr>
<tr>
<td>Corp Dirs</td>
<td>32</td>
</tr>
<tr>
<td>EXTERNAL</td>
<td>26</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>282</strong></td>
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Attendees were contacted 2 weeks post event to provide feedback using *Survey Monkey*. Participation in the evaluation survey has been very promising with a total figure of 112 taking part – 39% of attendees.

Participants were asked to answer 7 short questions. All feedback was anonymous. The questions varied in style and layout and the option of leaving free text comments and feedback was available.

The evaluation sought to enquire how participants felt about a range of aspects including:

- Suitability of the venue
- Time allocations for networking on the day
- Content of the day
- Poster Presentations

**Communication:**

Throughout the day social media updates were posted with images to help promote the event to our online followers. (Appendix 1 page 12)
Overall Feedback:

- Attendees who provided formal feedback have reported that the event was an excellent day, held at a terrific venue, was very well organised and provided a real and genuine opportunity for staff to meet, share best practice and reflect on Quality Improvement within their own services.
- Attendees greatly approved of the model in which the day was delivered with various oral presentations both in the Main Hall for all delegates and then in break-out sessions for smaller groups of staff with particular interest in certain specialties.
- Feedback on the presentations available was strongly positive with attendees impressed with the range of quality improvement work that is on-going throughout the Trust and the evidence based approach to ensuring that change equals improvement.
- Attendees felt that the timings allocated for various aspects of the day were appropriate.
- The ‘Dragons Den’ Innovation Challenge proved to be extremely popular with attendees, many reported that this was fun and entertaining yet informative and very stylishly presented.

Q1. Please select the time you attended the event?

![Bar chart showing attendance]

- 14% of survey takers (16 people) attended AM
- 5% (6 people) attended PM
- 80% (90 people) attended all day

Q2. Did the event provide you with the opportunity to learn from others and network?
99% of survey takers felt the event provided an opportunity to share good practice and network.

Snapshot of free-text comments relating to networking and good practice opportunities:

- A great mix of staff/teams from different Directorates and great to hear about other people’s work
- As I am new to the Trust this event provided an excellent opportunity to renew acquaintances and put faces to names
- Excellent event, wide variety of professional groups involved, plenty of opportunity to network
- Found the sharing very motivating, as did my staff
- Good to have the opportunity to network with people you don’t see on a day-to-day basis
- Great to meet so many staff especially from Acute
- Lots of food for thought: much information that can be implemented in our area
- More social care projects required, for balance
- Much better than last year which was very good, very enjoyable and terrific for boosting staff morale
- Really good round robin of a range of Trust improvement approaches across many disciplines
- Relaxed atmosphere which contributed to the fostering of good communication
- The parallel sessions were excellent - all 3 were full of info and enthusiasm
- Made some really good contacts and opportunities for collaborative working
- A brilliant day, very well organised and great opportunity to network

Constructive feedback included:
- A lot of participants were clinical and our service is more Social Care

Overall Summary:
Staff found the event provided them with ample opportunities to meet with colleagues, discuss best practice and hear about new initiatives from across the Trust. Some staff felt that the social care aspect of trust business needed better representation.
Q3. Please share your views regarding the following:

A snapshot of feedback on the Poster Presentations:

- Poster presentations were all very visual and interesting
- Reviewing the posters meant I got to see what smaller quality improvement goes on in all divisions of the Trust – I like to know what's happening in other areas
- Lots of great posters and all very colourful and well presented
- Great chat from colleagues presenting their posters (and a cup of tea!)
- Poster presentations were laid out very well.
- Would have been useful to have had the presenters standing at their posters

Constructive feedback on poster presentations which will be reviewed for next year's event included:

- Did not get opportunity to view all the posters - consider making these available online or in Trust
- Posters too tight together hard to identify correct person for each poster
- There were so many posters, it was difficult to view all of these and take in all the information
- Not enough time to get around all posters
Parallel Break-out Sessions" Presented by various staff from across the Operational Directorates

Overall Summary of free-text feedback on Oral Presentations

- Very well planned
- Couldn’t get round all posters but brilliant to see the great work that is being done
- A brilliant day, very well organised and a great opportunity to network.
- Excellent show case of the initiatives in the Trust overall. Motivating and encouraging
- The presentations in the Main Hall were absolutely fantastic. Excellent use of videos
- A great day with great speakers
- Parallel sessions were very informative - showed what can be done to improve service both for service users and employees

Constructive feedback included:

- There were so many posters, it was difficult to view all of these and take in all the information. The repetition of the S&LT team role play videos was a little tiresome I’m afraid. One would have been more than enough!!!!
- Not enough time to get around all posters. Parallel sessions speaker times could have been 20 minutes in total for questions and answers
- I don’t think the poster presentations were visited much as after presentations all morning all you wanted to do at the break was have a cuppa and talk to colleagues.
- Presentations in pm may not have been necessary, although appreciate provide choice to attendees
- It was great to see all the poster presentations but difficult to read them all as the one’s at eye level got my attention more than the one’s further down so this was probably a disadvantage for those presenters

Mrs A Nelson, Ms S Yoong, and Mr R Mayes (pictured above) with their winning poster as voted by attendees.
For the first time the Quality Improvement Event introduced the QI Cinema to showcase some of the quality improvement activities that are being undertaken by Trust staff.

The Cinema had capacity for 80 people; approximately 70 people took the opportunity to view the short videos during their lunch break.

A Snapshot of feedback on the QI Cinema:

- The cinema and dragons den were a brilliant when to showcase peoples work also and show how senior Management listen to staff and to give the go ahead for financing service improvements. To put this event together must have taken a lot of thought and hard work. GREAT DAY.
- The cinema was really informative and the dragon den was the highlight!!
- Missed the band because we wanted to attend the cinema- would have liked to hear more of them The cinematic experience was great idea
- Heard good reports about the cinema but was unable to participate.
Constructive feedback included:

- QI cinema was such an excellent idea I was a bit disappointed that there wasn't focused QI learning in there. The repetition of the S&LT team role play videos was a little tiresome I'm afraid. One would have been more than enough!!!!
- I attended the cinema during lunch so this limited my time to view the posters
- Unfortunately I did not get a chance to visit the QI Cinema
- Parts of the Cinema was good but content of speech and language team while very interesting and useful was just too detailed and long for this event
- The ED sketch was excellent.
Whilst attendees were not asked to review the Innovation Challenge: ‘Dragons Den’ in isolation, please see some free-text comments below which reflect attendee feeling on this aspect of the event:

- Dragons Den was extremely enjoyable and innovative, maybe include clients as dragons?
- Dragons Den presentations were innovative, well prepared and presented with style - thoroughly enjoyable.
- I thought the standard of the Teams presenting at the Dragons Den was fantastic.
- I loved the dragons den, it added a fun spin on the hard work that is being carried out within the Trust.
- Particularly liked the Dragon’s Den session - very inspiring to see such enthusiasm from the teams presenting and noted how well they stood up to questioning from the Dragons. Delighted that all teams were given the funding requested - very encouraging.
- Dragons Den was inspiring!!!!
- Dragons Den was excellent. Very entertaining. All presentations were valid and interesting. Tough decision for the Dragons to make.
- The audience were gripped during the Dragons Den presentations.
- The Dragons asked some challenging questions.
4. Did you feel the time devoted to oral presenters was…

A snapshot of feedback on the time devoted to oral presenters:
- Given the time frame the event was well organised and more time to speakers would have been difficult
- Time allocated for presenters ideal however afternoon session no time for questions/answers session
- Speaks were all very good and appeared to have enough time and not rushed
- The lectures were fantastic, interesting and good visual presentations also.

Other feedback included:
- Some of the presenters spoke for too long
- Felt they could have made presentation straight to the point with so many present in audience.
- Some side presentations felt slightly rushed in terms of interaction/questions.
Q5. Were there sufficient opportunities to view poster presentations, have questions answered, share ideas and experiences?

Overall Summary of free-text feedback on sufficient opportunity to view poster presentations, have questions answered, share ideas and experiences

- Ideal time but just too many posters
- Sharing ideas and experiences could be promoted further, for those not yet ready to attend a QI course
- Poster displays were excellent - maybe have a representative from each poster to stay beside poster to answer questions? Groups could take it in turn to be beside their poster during coffee/lunch/before the event started.
- A lot of very interesting posters and amazing to see amount of work staff our doing within the trust
- No one at posters to answer questions
- It would have been nice to have posters made into a booklet
- They were all excellent, a lot of work and effort went into them
- Appreciate if we had more time this might have been to the detriment of hearing some of the excellent speakers.

However constructive criticism received included:

- Too many posters, some too small to read, almost none with authors nearby
Q6. Would you recommend the event to your colleagues to attend next year?

- 98% of survey takers (108 people) would recommend the event to colleagues to attend next year. 2% (2 people) would not recommend.

Feedback from Attendees on the Event as a whole included:

- “It was a really well organised, worthwhile event to attend with great networking opportunities. We spend so much time working in silos and not getting to share our ideas and experiences across other directorates. Really worthwhile day”
- “Very interesting and informative day regarding developments within the Trust”
- “A very worthwhile day out of the office to see all the great projects taking park in SHSCT”
- “Overall, I felt it was excellent and innovative and a fantastic reflection on the Trust, and the QI Team”
- The event as a whole was excellent. I would definitely recommend it to colleagues. The opportunity for shared learning and networking is really good. Also all the pre-info before the event was so clear and self-explanatory and well detailed. Well done to your team for an excellent event.
- A fantastic day, really educational, motivating and inspiring. Highly recommended.
- Great event and loved the presentations and overall day was very enjoyable and gives our team ideas on what we could hopefully present next year!
- All of the participants I saw had obviously put a vast amount of work commitment and dedication into their research, the presentation of their findings and the benefits to their department and their patients. I think they all should be congratulated personally and encouraged to continue their great work.
✓ Left me upbeat and reassured that there is so much good work going on in our trust. A credit to the QI
✓ Excellent opportunity to see work right across the Trust. An uplifting day!
✓ Thank you for all the work that went into this event. It was great to see all the marvellous work that is being done across the Trust that I would normally not get to see or hear about.
✓ An excellent event, every detail was covered. The cinema was really informative and the dragons’ den was the highlight!! So much time, thought, creativity and detail put into event well done to all involved. Has motivated and inspired me to further develop my practice via quality initiatives
✓ “I think more junior staff and newly appointed managers need to attend to see the fantastic work staff are carrying out and they could achieve with a bottom up approach. The cinema and dragons den were a brilliant way to show case peoples work also and show how senior Management listen to staff and give the go ahead for financing service improvements. To put this event together must have taken a lot of thought and hard work. GREAT DAY”
✓ It was an excellent day. The event was really well organized and everything dovetailed together perfectly. It provided an ideal opportunity to learn about some of the excellent work being done throughout the Trust. Look forward to next year!
✓ Absolutely excellent event on all levels. Really informative, engaging, relevant and enjoyable.
✓ Excellent venue, a lot of preparation by the QI team and all those involved. The day ran smoothly and was thoroughly enjoyable. It was lovely to hear how hard everyone works to improve patient satisfaction and patient experience and improve outcomes.
✓ This was such an inspiring day! Can't wait until next year!
✓ The event evoked a sense of pride in the Southern HSC Trust. It was refreshing to see innovation being demonstrated within the Northern Ireland healthcare system.
Appendix 1

Communications Report: Annual Quality Improvement Event 2017

In recent years, the use of social media in health care has skyrocketed. From Tweets to Facebook posts, health and social care organisations and staff increasingly use social media to promote awareness, encourage patient engagement, and increase the spread of accurate health messaging. Being mindful of this social media updates were posted on The Southern Trust Twitter and Facebook pages to share the Quality Improvement Event outputs to our online followers. You will find the full analytics of each social media post listed below.

Twitter

The cumulative Twitter reach was 22,435

Overall 13 tweets were posted at the Quality Improvement Event. The total reach on our tweets would have been 22,435, which is very successful considering a tweet may only appear on a timeline for a very brief period. Each post was re-tweeted by at least one follower, we also received a large number of ‘likes’ and the hashtag #HSCQI was used 41 time on the day of the event.

Readers Explanatory Notes

Impressions are related to the interaction or engagement with a tweet after it has been delivered.

Tweet count is the total number of tweets sent by an account, whereas the impression are the tweets sent that actually generate interaction or replies from others on Twitter.
Twitter Posts

Opening Tweet

Welcome and Opening Remarks Trust Chairperson Roberta Brownlee
Aldrina Magwood launching Trust Quality Improvement Strategy

Peer Support Transforming The Workplace Ann Butler and Brian Toner
What Matters To You? Dr Ahmed Khan Associate Medical Director CYPS

House Band On The Spectrum

Packed House after lunch
Eimer McGeown, Breast Care Specialist Nurse

Lynne Whiteside and The Lymphoedema Team last year's Dragons Den Winners
## CYPS Speech and Language Team First Up at The Dragons Den

**Impressions**: 1,578  
**Total engagements**: 127  
- **Media engagements**: 66  
- **Likes**: 10  
- **Link clicks**: 16  
- **Detail expands**: 14  
- **Retweets**: 7  
- **Profile clicks**: 5  
- **Hashtag clicks**: 1

## CYPS ID CAHMS Team second to present at the Dragons Den

**Impressions**: 1,628  
**Total engagements**: 157  
- **Media engagements**: 112  
- **Likes**: 18  
- **Link clicks**: 11  
- **Detail expands**: 9  
- **Retweets**: 5  
- **Hashtag clicks**: 1  
- **Profile clicks**: 1
Finally we have our Mental Health Liaison Psychiatry Service #mentalhealth #HSCQ!

**Impressions**

**Total engagements**

- Media engagements: 60
- Likes: 18
- Detail expands: 11
- Profile clicks: 9
- Link clicks: 6
- HashTag clicks: 4
- Retweets: 1

MHD Liaison Psychiatry Service final presentation at The Dragons Den

And the winner from the dragons’ den challenge is CYP Speech and Language Therapy team! #winners #HSCQ!

**Impressions**

**Total engagements**

- Media engagements: 169
- Detail expands: 47
- Likes: 43
- Profile clicks: 23
- Retweets: 13
- Link clicks: 10
- HashTag clicks: 5
- Replies: 2

And The Winner is… CYPS Speech and Language Animators
Looking forward to seeing you all at next year’s

Annual Quality Improvement Event

Friday 16th February 2018

The Continuous Improvement Team