



Transforming Perceptions of Nursing & Midwifery



for today

Slide deck for the first day of
Transforming perceptions of
nursing and midwifery
Ambassadors event
7th March 2018





AGENDA

- 11.40 Your challenge for today
- 12.10 Getting into teams
- 12.40 Review work done so far and identify high impact actions (with working lunch)
- 2.40 Check In
- 3.10 Design a campaign that is ACE:
 - Actionable
 - Connected
 - Extensible
- 5.25 Pitching to the panel
- 7pm Prize giving and canapes

You have already been connected via an RCT





Google image search using the word 'nurse'

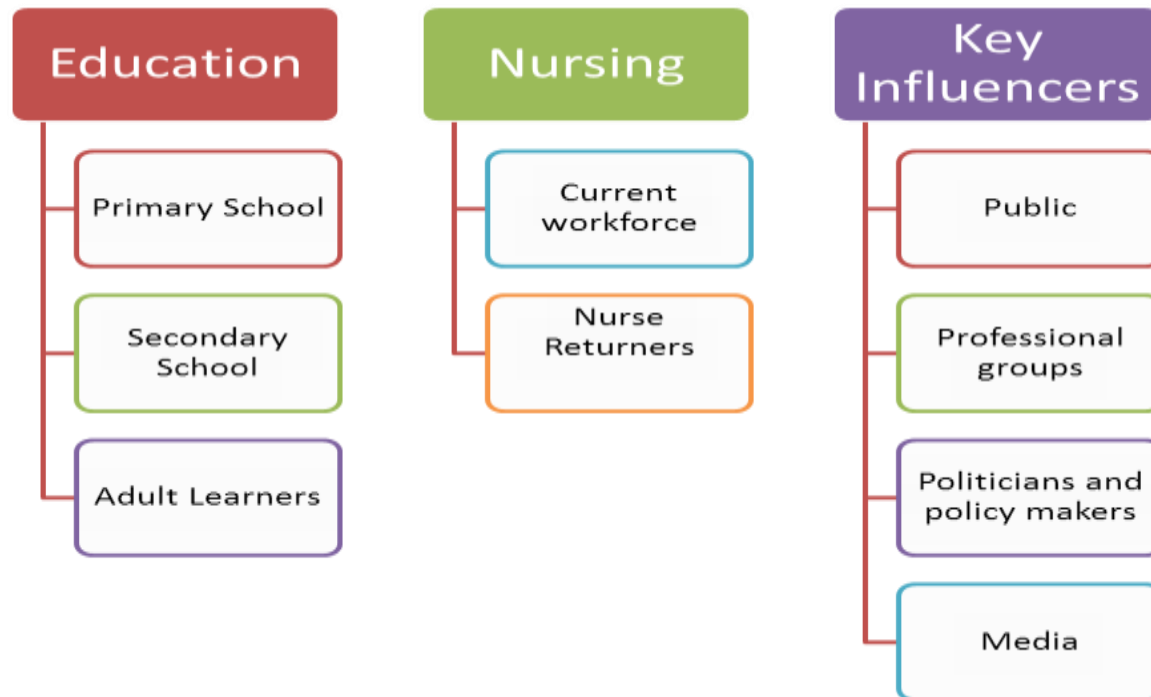


Google image search using the word 'doctor'



Help us reach our goal!

To improve the perceptions of nursing and midwifery amongst three key groups:



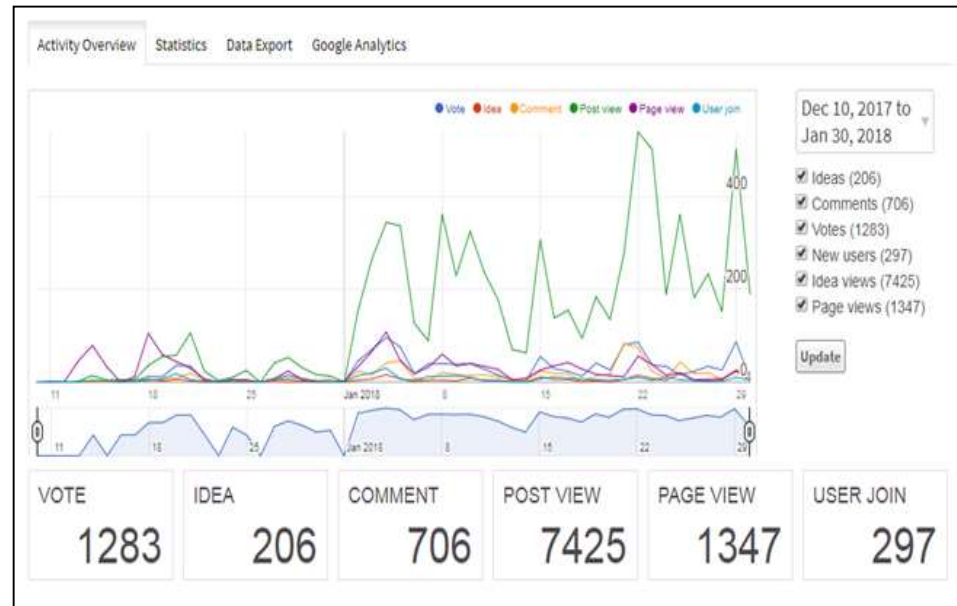
So that their perceptions match the reality of nursing and midwifery as a high-status career, which creates massive value for society and there is an positive impact on recruitment and retention.

Building on the work from the platform

A digital platform was set up to capture ideas on how about transform perceptions of nursing and midwifery. It was live for five weeks between December 2017 and January 2018.

As a result there were:

- 11,300 interactions
- 212 Ideas
- 8,520 post views
- Nearly 1,000 original tweets in twitter chat which generated 40 more ideas



Over the last three weeks, an expert panel and an implementation group have organised this information into ten “enemies” and twelve “building blocks” for positive participation





Transforming Perceptions of Nursing & Midwifery



Young People in Education

Share your ideas for innovation and stories (actions you have already taken) in response to these two questions: How might we encourage

💡 33 👍 202 💬 148 👤 56



Current Nurses and Midwives

Share your ideas for innovation and stories (actions you have already taken) in response to these two questions: How do we maintain the

💡 31 👍 158 💬 83 👤 50



Decision makers in the health and care system

Share your ideas for innovation and stories (actions you have already taken) in response to these two questions: How can we change the way


💡 19 👍 84 💬 46 👤 39



Enemies of positive perceptions

Ten core themes emerge that were identified as the most critical barriers that impacted on the perceptions of nursing and midwifery.

False Narrative A




Icon made by Freepic from www.flaticon.com

Burnout B



Icon made by Icomoon from www.flaticon.com

Lack of Joy at Work C



Icon made by Dave Gandy from www.flaticon.com

“Blame” Culture D



Icon made by Dave Gandy from www.flaticon.com

Fragmentation & Silos E

Shared Purpose



Icon made by Those Icons from www.flaticon.com

Early Childhood Influences F



Icon made by Freepic from www.flaticon.com

Macro Leadership G



Icon made by Gregor Cesnar from www.flaticon.com

Negative Reporting H



Icon made by Vectors Market from www.flaticon.com

Stifling Innovation I



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Stereotyping J



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Building Blocks for positive perceptions

Twelve design principles were identified that can help nurses, midwives and system leaders to evolve their DNA and become more confident and for the future state of the professions.

Collaborative Working 1



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Inspiring & Supportive Leadership 2



Icon made by Becris from www.flaticon.com

Innovation 3



Icon made by Freepic from www.flaticon.com

Talent Pipeline 4



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Starting Early 5



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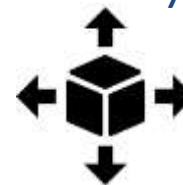
A Call To Action 6

Pride in Your Profession



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Diversity 7



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Getting the Message out 8



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Purpose & Meaning 9
Refreshing the Narrative



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Hello My Name is ... 10



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Joy at Work 11
Nurturing Nurses



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Meritocracy/ Everyone Has a Voice 12



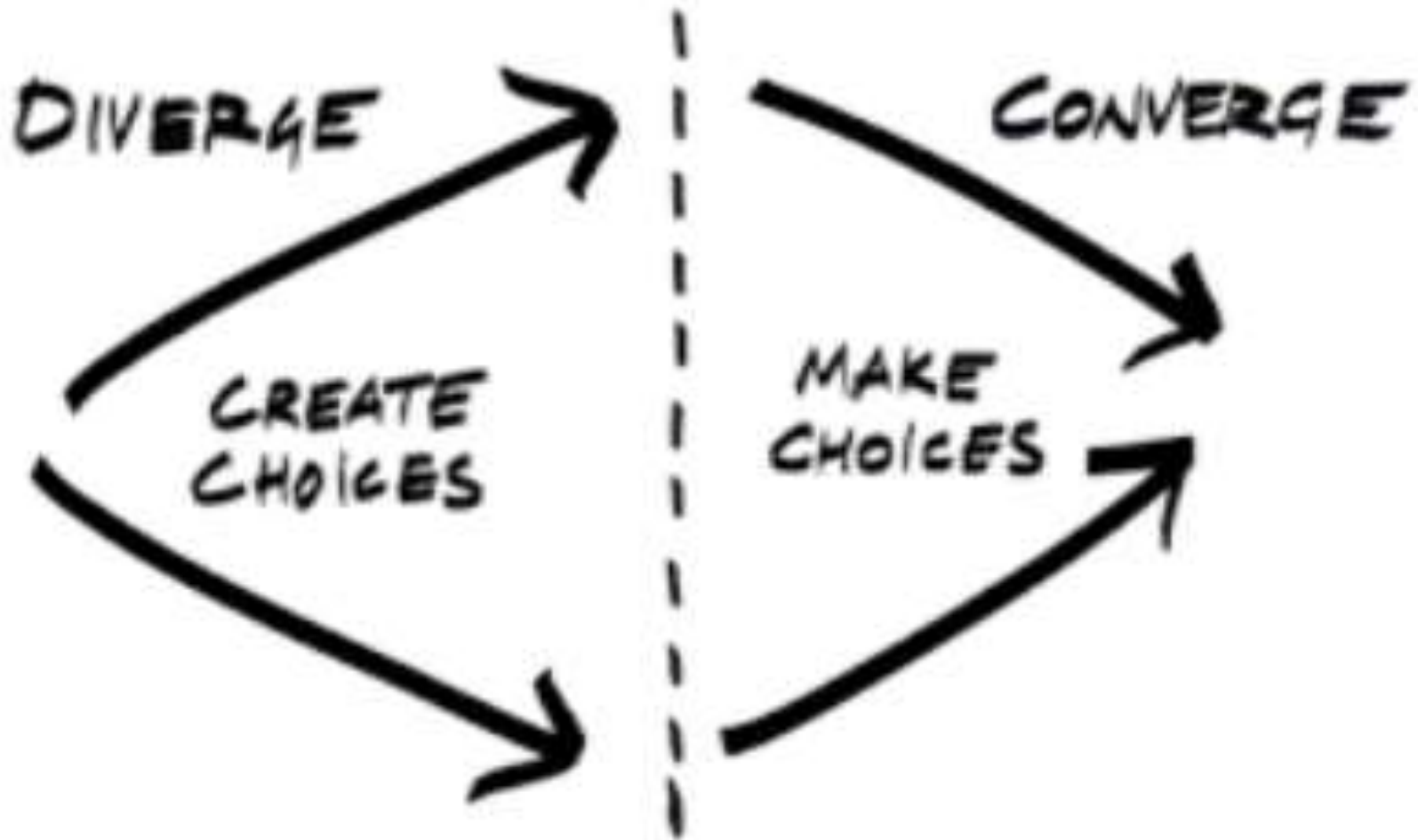
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We need both divergent and convergent thinking



What is a HACKATHON ?

A hackathon is an event where people come together for a short period of time to collaborate on a practical project, build something to test and create breakthrough thinking



How today will work

“This is not your usual conference or workshop, it is a specially designed process which enables a depth and quality of output that would usually be unachievable in such a short timeframe...”



The Fundamental Law of Hackathons



“The sum of the expertise of the people in the audience is greater than the sum of expertise of the people on stage”

Dave Winer

Source of image: www.citynet.com



Forming your team



Pick the building block that you want to work on for the rest of the day

- There are 12 tables with a building block on
- Go to the table with the building block you want to work on
- When there are 14 people at the table, the group is full
- If your first choice of group is full, go to another one

Collaborative Working 1



Icon made by Freepic from www.flaticon.com

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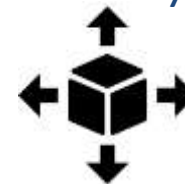
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The Ambassadors Challenge 1

Tapping into the collective brilliance of nurses and midwives



Hackathon part one:



- Review the title of your building block
- Review the ideas so far and assess their implementation potential
- Create a set of impactful, implementable ideas for your building block

Time available: 2 hours including lunch



Name of hack group:

Team members:

Original title of your building block:

Your proposed new title for the building block:

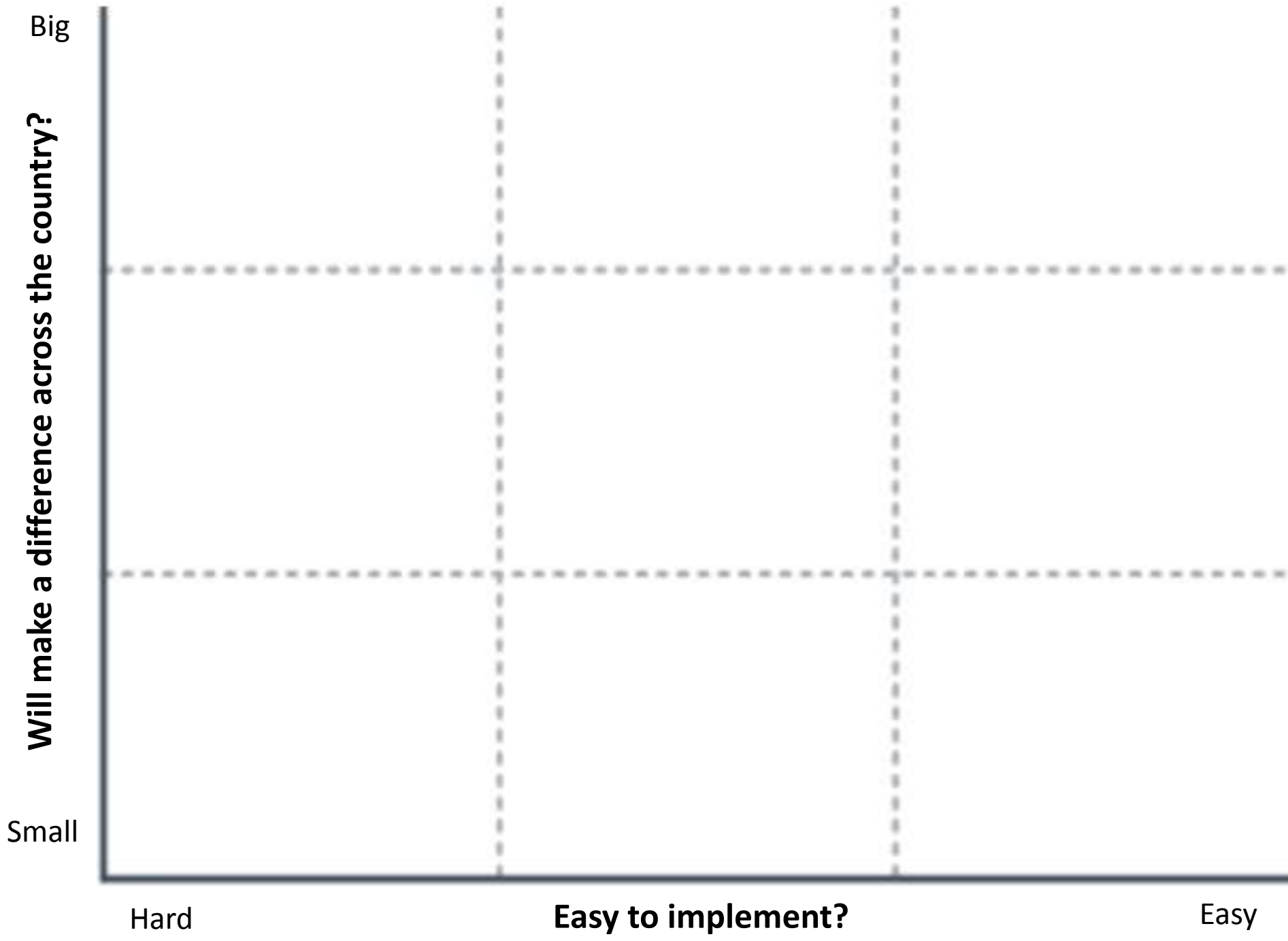


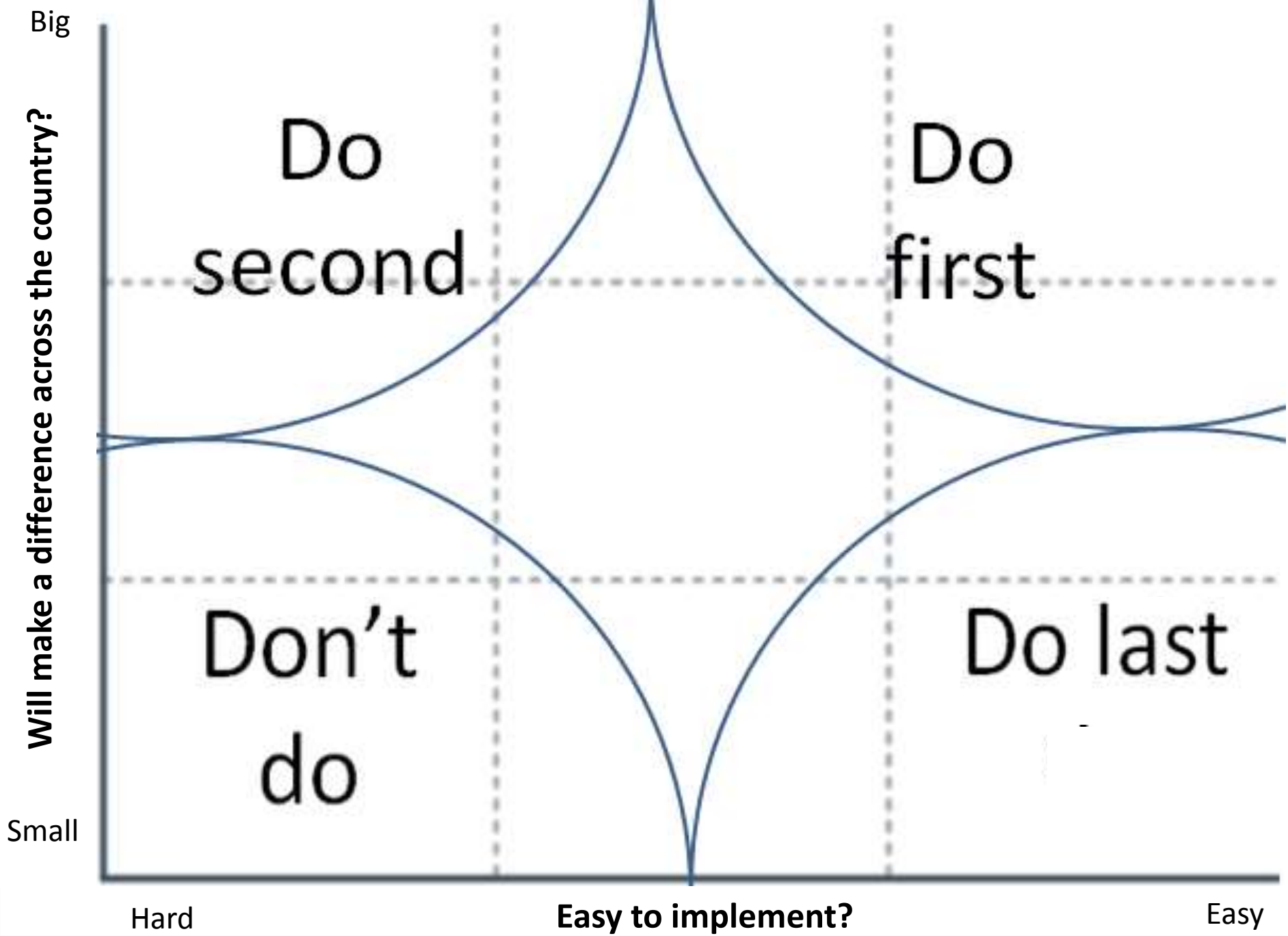
Our big ideas for our building block:-

- 1.
- 2.
- 3.
- 4.

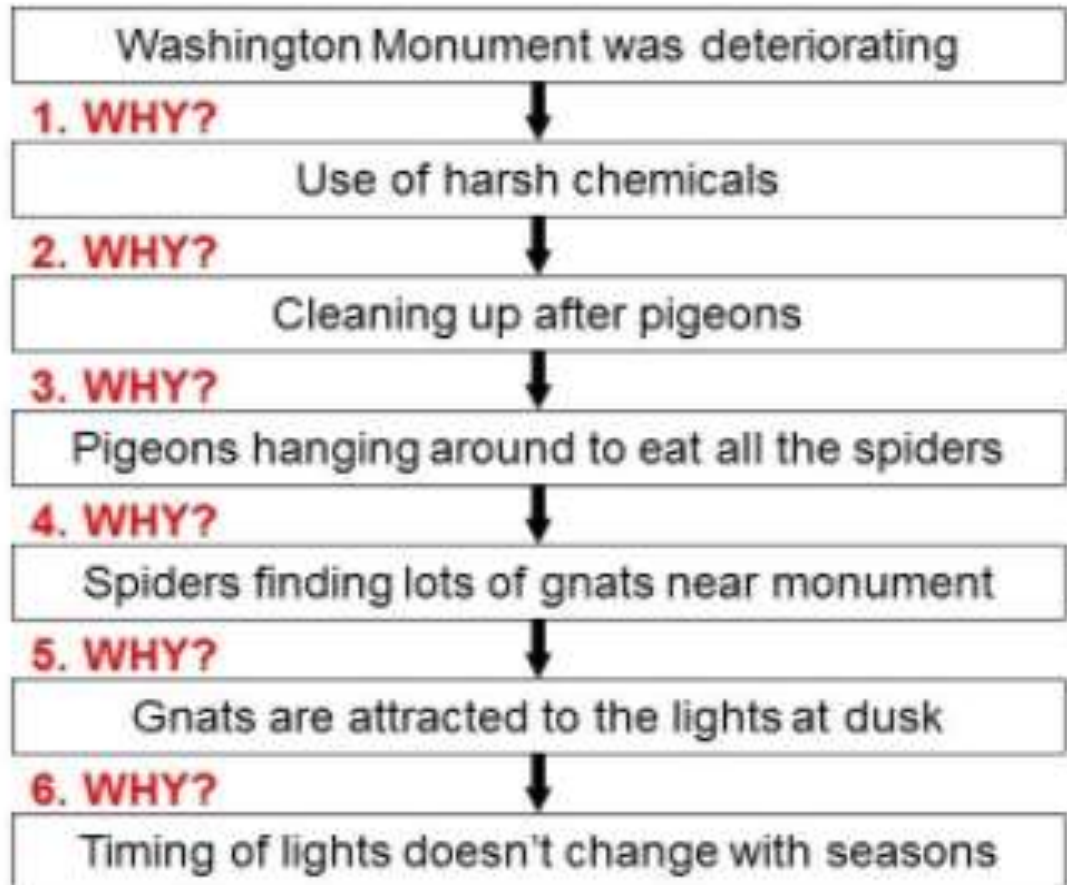
Which enemies of positive perceptions will these ideas impact upon?








The “5 Whys”: get beyond the surface ideas to the root causes



The Ambassadors Challenge 2

Tapping
into the
collective
brilliance
of the
Nurses and
Midwives



drawn by Graphic Change 



Design a campaign

Name of hack group:

Team members

The new title for your building block:

What difference will it make (outcomes)?

Actionable:- what action will people need to do?

Connected:- who will you need to involve, influence and connect to?

Extensible:- how can your ideas be easily customised, reshaped or remixed by people locally so they can make them their own?



Hackathon part two:



Design a campaign for your building block that is ACE:

ACTIONABLE

CONNECTED

EXTENSIBLE

Prepare a four minute pitch for the judging panel

Time available: 2 hours 15 minutes including tea



3 principles for spreading change

**A
C
E**

ACTIONABLE: The idea is designed to make you do something. It might start with sharing but it's a call to action

CONNECTED: The idea promotes a closer connection with people you care about or share values with. It makes you feel part of a community and the network effect creates further spread

EXTENSIBLE: The idea can be easily customised, remixed, reshaped by people taking part. It's structured with a common stem that encourages communities to alter and extend it

Jeremy Heimens, Henry Timms [New Power: How it's changing the 21st Century and why you need to know](#) (2018)





Patient time is the most important currency in health and social care.

**IF YOU'RE WORKING ON A WARD IT
FLIES BY.**

**IF YOU'RE LAYING IN A HOSPITAL
BED IT CRAWLS BY.**

**TIME IS RELATIVE. BUT WE HAVE TO
MAKE IT ALL COUNT.**

Help patients to get up, get dressed and get moving.

#endPjparalysis #TheLast1000Days



70 day challenge:
to give patients
back one million
days of their
precious time that
would otherwise
be wasted in bed
in a hospital or
care home.



#EndPJPparalysis 100 Day Challenge

Thursday 14th September to Friday 22nd December

Ward: 18

Week beginning: 6.1.17

Patients up and moving before midday:

| MON | TUE | WED | THUR | FRI | SAT | SUN |
|-----|-----|-----|------|-----|-----|-----|
| 20 | 19 | 17 | 20 | 19 | 20 | 18 |

Together we can ~~end~~ #endpjp paralysis



#EndPJparalysis



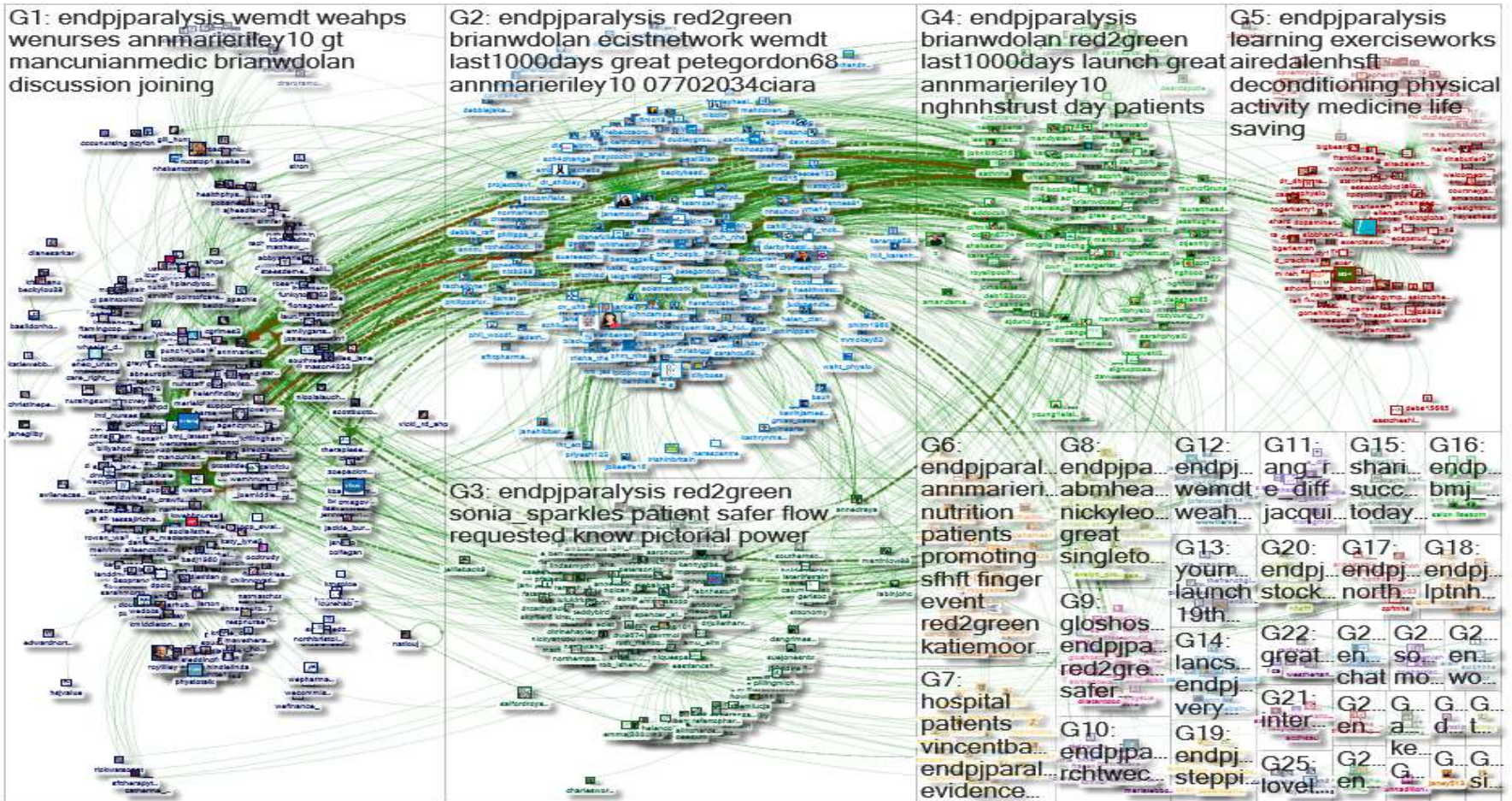
The East of England 100 day, 100,000 patient days
#EndPJparalysis challenge

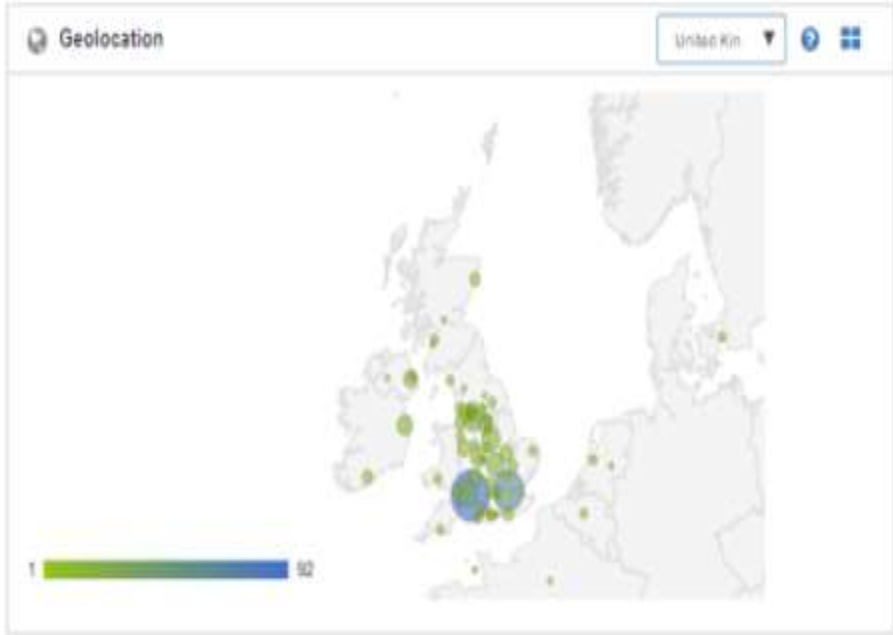
11 September - 11 December 2017

We got **1883** patients up and
moving last week!



#endpjaralysis: connected social communities





"You don't have to take your clothes off..."



For people over 80 –
10 days in a bed ages muscles by 10 years
One week of bed-rest results in 10% muscle loss
Loss of strength could make the difference between
dependence and independence

Get dressed – Get moving!

#endPJparalysis

Addenbrocks



"You don't have to take your clothes off..."

Spot the difference



For people over 80 -
10 days in a bed ages muscles by 10 years
One week of bed-rest results in 10% muscle loss
Loss of strength could make the difference between
dependence and independence

Get dressed – Get moving!

#endPJparalysis

Addenbrooks

End PJ paralysis



Wearing pyjamas longer than you need to can make you feel vulnerable.

Being mobile helps you recover more quickly from illness and injury.

So we'll be encouraging you to get out of bed when you're well enough, get out of those PJs, and get moving.

On Friday 24th March
our staff are wearing PJs to understand how it feels to be a patient.

#endPJparalysis

70 DAY CHALLENGE



**GET
1 MILLION
PATIENTS UP,
DRESSED**

CHALLENGE STARTS
**17TH
APRIL**

Deborah Abson @DeborahAbson · Mar 2

Just emailed my **5** blog for @nclstp about getting people up, dressed and moving! The more hospitals involved the easier the #70daychallenge will be for #endPJparalysis

#ontheMEND 😊 @07702034Ciara @RNOHnhs @LondonRCOT @theRCOT

#endPJparalysis #OnTheMEND

MOVING!



Royal Devon and Exeter Hospital



University Hospitals Morecombe Bay



East Sussex Healthcare



“Because we want to, not because we have to”

Top tips for a Red & Green pharmacy

1. Prepare TTDs the day before discharge
2. Have TTDs ready with ward pharmacy teams early in the day
3. Personal dosage systems (DoseJet Doses) require more time to prepare so prioritise these
4. Nurses may POD check TTDs & use TTD packs and remember patients may have their nearest relatives at home
5. When discharging your patient please ensure they have their supply of medicine with them and know how to take these

Red & Green Challenge

#100dayredgreenchallenge

The NHS social millionaires

- #EndPJparalysis, #Red2Green and #last1000days are about creating social millionaires
- Each day we undertake a million acts of kindness to
 - Value patient time
 - Have no red days
 - Offer dignity, autonomy
 - Remind us with why we came into healthcare



Peter Kennell @PeterKennell · 2h
Meanwhile @NHSUK had more food for thought from our guru @BriensOates - #Red2Green isn't a 'management' activity...

“Red to Green is not a 'management' activity, it's an intrinsic desire to seek better, to stand up and be proud of why you came into healthcare”
- Brian Dolan

#Red2Green
#Last1000days



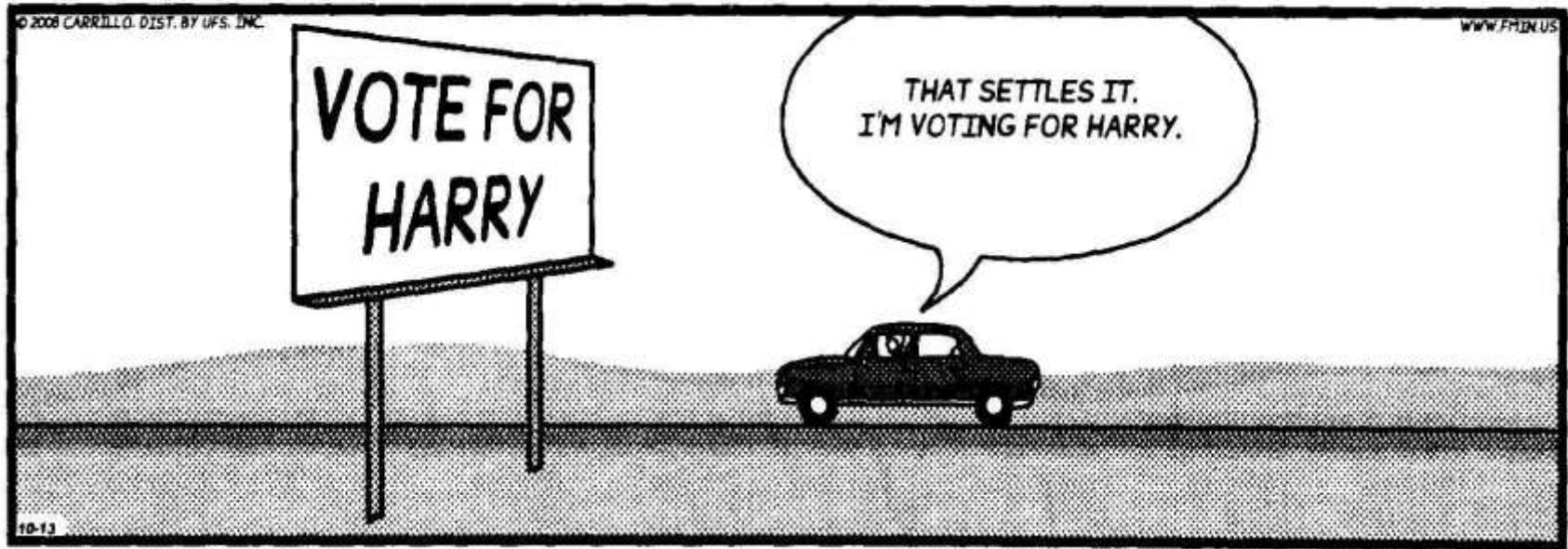


Pitch your solution!



People's Choice Voting

F MINUS TONY CARRILLO



And the Winners Are!



