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Background

During this pandemic we have been subject to an “infodemic” – a constant stream of new information, guidelines, and publications which has contributed to staff fatigue [1].

However, there is clearly still a need to disseminate important updates and changes to policies to relevant staff members, particularly on the Intensive Care Unit (ICU).

The aims of our project were to:

- 1) Introduce a practical communication strategy for staff members on our ICU at the Queen Elizabeth Hospital, Birmingham.
- 2) To collect feedback on staff experiences of the ICU and to disseminate this to relevant parties.

Methods

A multidisciplinary project team was assembled. The project had two arms – communication and feedback.

For the communication aspect, it was decided to produce a weekly one-page infographic poster (see Fig. 1, below). This was then physically displayed on the ICU, sent via email, and uploaded onto relevant WhatsApp groups.

Information on the posters included updates regarding equipment, changes to prescribing policies, explaining wellbeing resources, and updates regarding feedback.

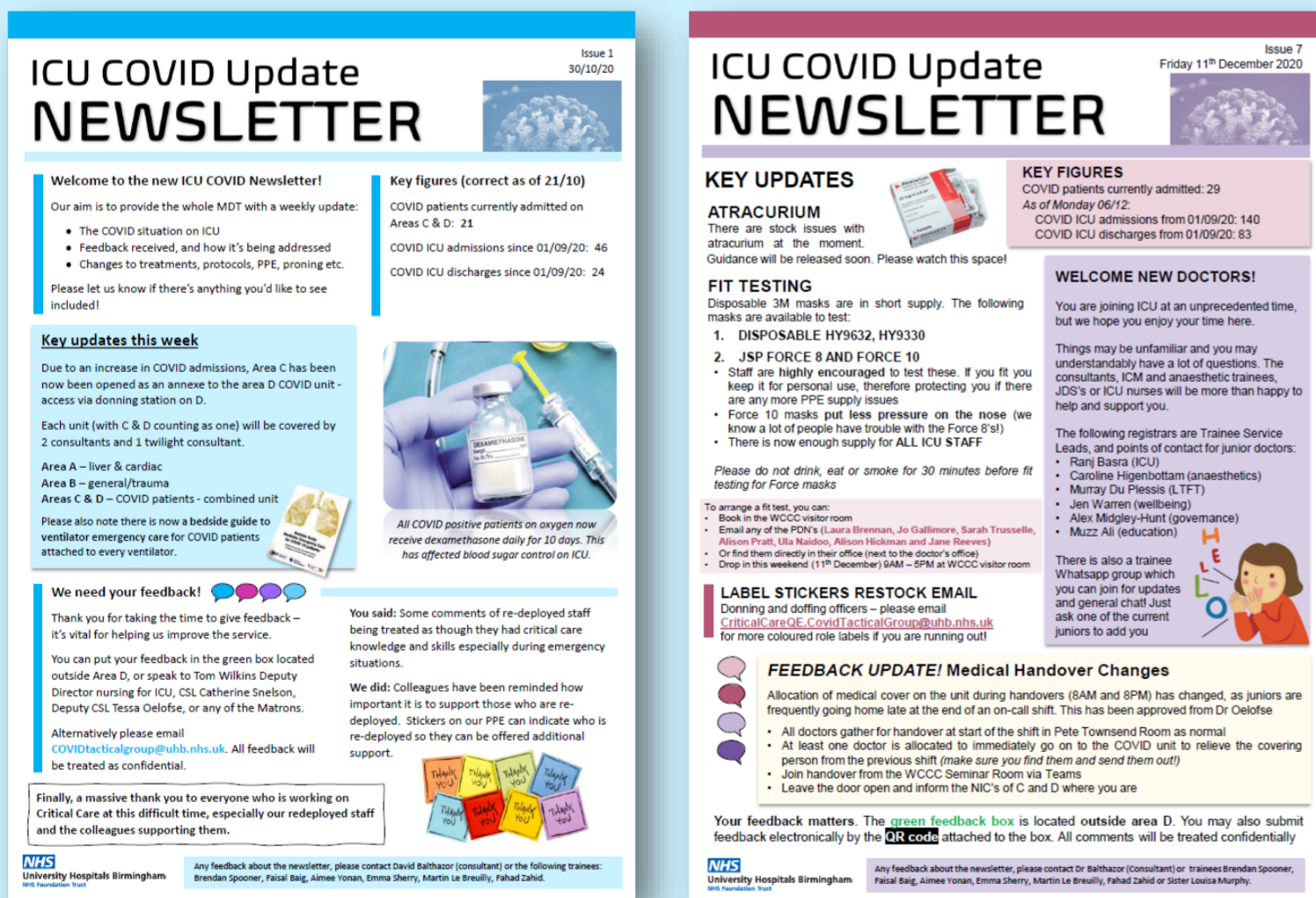


Fig 1: example infographic posters

The feedback collected was via multiple sources:

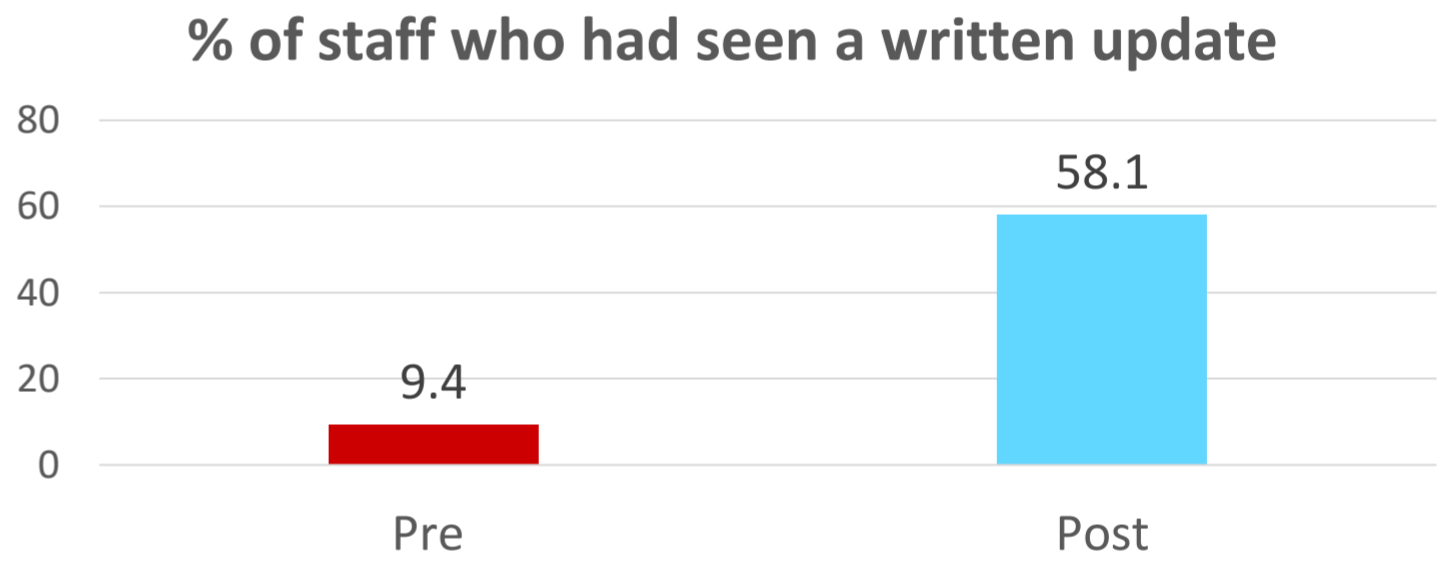
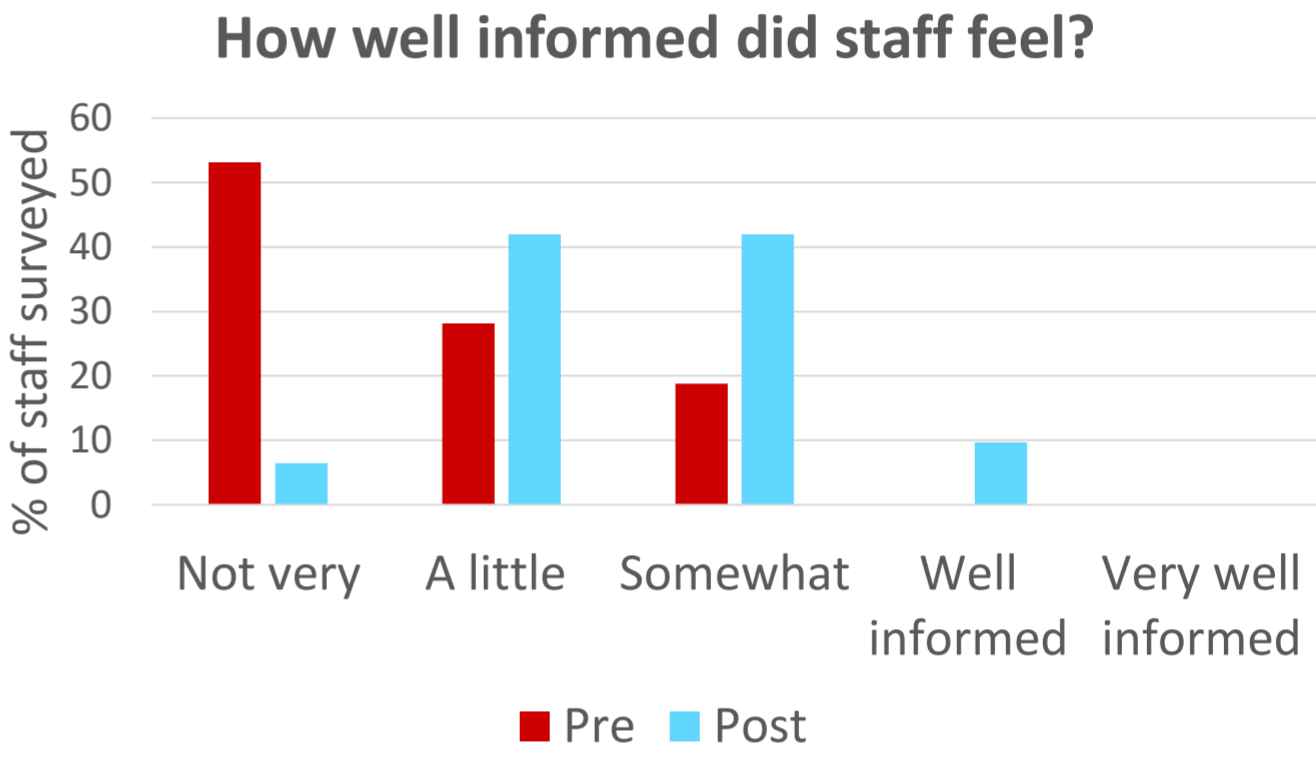
- A QR code displaced in ICU rest areas and on the weekly newsletter.
- A physical suggestion/feedback box located next to the ICU.
- A dedicated email address.

This information was fed to relevant stakeholders for them to act on to improve care, working practices, and staff wellbeing.

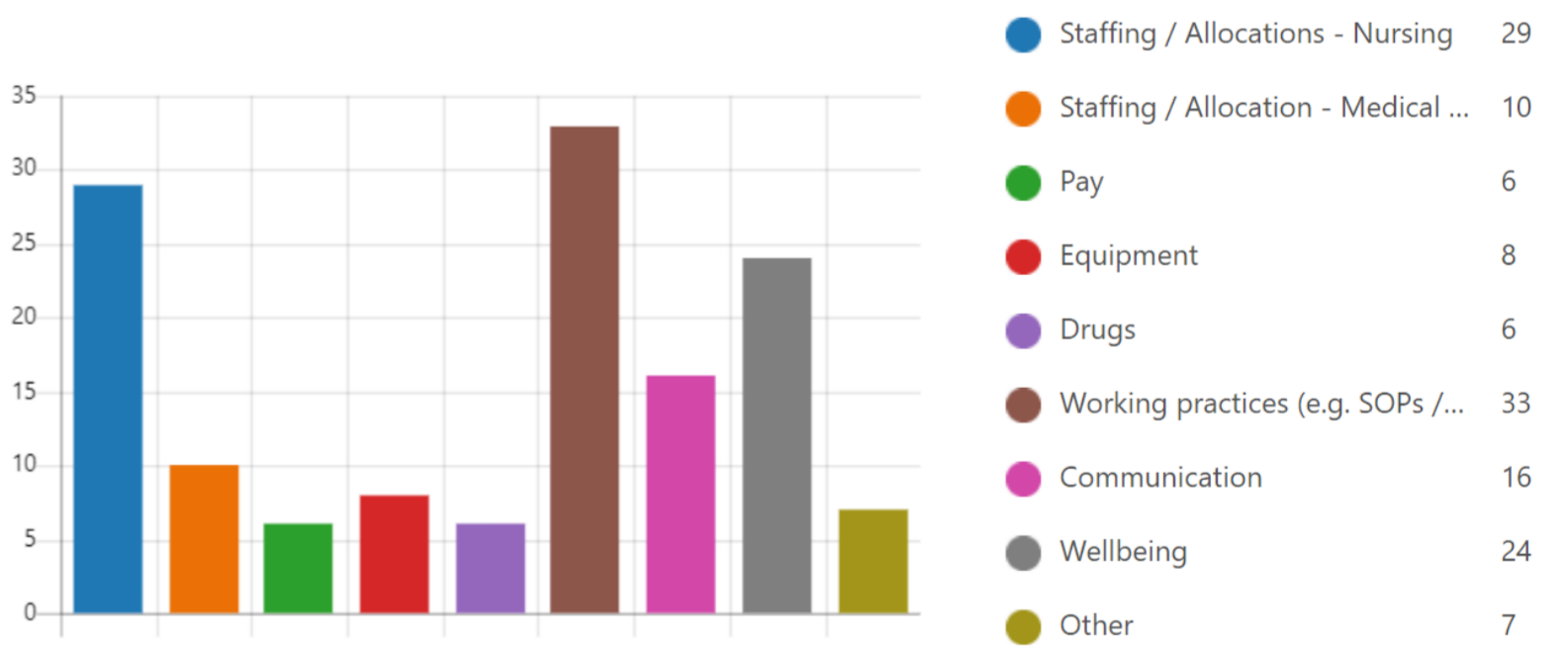
Results

From October 2020, 19 weekly updates were produced. They were distributed to over 400 staff members and displayed in 24 locations across our ICU.

A survey was carried out and pre- and post-implementation of our weekly infographic poster. Results showed an improvement in how well-informed staff felt.



The team also processed 137 pieces of feedback about a wide variety of issues on the ICU. Feedback was sub-grouped into different categories; the numbers for each are given below.



Direct changes made as a result of feedback included a new hot water heater for staff drinks and streamlining the junior doctor handover process.

Discussion

- We found a one-page infographic poster to be an effective tool to share information.
- A QR code was an efficient method of gathering feedback, and therefore improving practice.
- This was a quick and effective information sharing and communication strategy.
- It was not possible to address all the issues raised, but many were at least acknowledged.

