“Having Great Staff who offer Great Care leads to a Great Future for all”
Introduction

Both the NHS and the midwifery and nursing profession are facing some of their greatest challenges to date. It is my absolute belief that these challenges can be overcome by really living the Trust’s values and behaviours and leading the way in standards of care, education, and clinical research. As nurses and midwives, we have the privilege and a unique opportunity to directly shape the experiences of our patients, service users and their families/carers here at Hull and East Yorkshire Hospitals NHS Trust.

The publication of this strategy dovetails with that of the national strategy for nurses and midwives, ‘Our Culture of Compassionate Care’ (DH, 2012). By building on the national strategy and placing care and compassion at the heart of everything we do, we will ensure the specific needs of our midwives and nurses are met and strengthen our collective workforce so we’re fit to face the future together.

Purpose

To consistently deliver excellent patient experience and outcomes, to ensure care is consistent with the 6Cs of Nursing and the organisational vision is attained. The three components parts of this strategy are:

- Voice
- Place
- Time

Leadership is critical to making this happen.
“We have the privilege and a unique opportunity to directly shape the experiences of our patients”
Principles of the Nursing and Midwifery Strategy

Voice

Leadership

Time

Place
Actively seeking out those with potential.

Emphasis is placed on leadership development at all levels.

Establish a Nursing Senate to drive implementation of the nursing strategy and provide expert advice, guidance, and influence for nurses at all levels of the organisation.

Create and recruit to career pathways that reflect national guidance such as specialist nurse, clinical research nurse and midwives, midwife/nurse consultant.

Work with partner organisations to pre and post registration education.
Develop a programme of leadership for middle managers.

To nurture and develop midwifery and nursing leadership ability at all levels leaders will use coaching, mentoring, supervision and appraisal systems to provide staff with timely feedback from patients/clients and other sources.

Establish a Midwife and Nursing Senate to drive implementation of the nursing strategy and provide expert advice guidance and influence for nurses at all levels of the organisation.

Review senior nurse roles to develop a compelling and inspiring portrayal of senior midwives/nurses leading at the bedside, working directly with patients, leading by example and personifying our values.

Work with partner organisations to develop our pre and post registration education program.

Work towards taking ward sisters/charge nurses out of the daily numbers and ensure that the time released is used to provide clinical leadership at the bedside.

Nursing and Midwifery Strategy 2013-2017
“To provide high quality care that is Safe for all patients and service users”
In order to provide truly exceptional care, and deliver the vision of this strategy, it is important that we not only listen to our patients, nurses and midwives, but we actively hear what they are saying.

Central to our strategy is the belief that every voice counts, so we will ensure that no voice is lost in the clamour to be heard.
Use and respond to I want Great Care

We will respect and respond to the individual needs of patients and relatives to ensure that their diverse needs are met regardless of race, colour, gender, disability, age, religion or sexual orientation.

Be able to demonstrate a reduction at ward level

There will be evidence of changes in practice and action plans and audits will be available as confirmation.

We will proactively participate in patient and public forum, listening to the needs and wishes of patients to inform care and service redesign.

The principles of informed consent and confidentiality will guide our practice.

Friends and Families test

Have mechanisms in place to ensure we treat every patient as an individual.

Complaints and compliments received around the patient experience.

Actively involve patients where able, in discussions around their Care Planning and Care Decisions.

Redesigning patient pathways

Confidentiality

Patient Voice
All Nurses and Midwives at every level have the opportunity to attend Big Conversations and contribute to Organisational and Nursing Directions.

Forum for discussing key issues and taking forward the Nursing and Midwifery Strategy.

An annual appraisal to identify areas of success and areas for development.

Senior nurses in organisation, at the frontline, and meeting all levels of staff and patients.

Access to senior nurses in organisation to raise concerns.

Delivery of Chief Nursing Strategy.

Annual conference to celebrate, and share all the good practice in the organisation.

Nurse and Midwifery Voice

Big Conversations

Nursing and Midwifery Senate

Personal Development Record

Freed up Fridays

Link Leaders Phone

Compassion in Practice and 6 C’s

Nursing and Midwifery Conference

Nursing and Midwifery Strategy 2013-2017
“Safer care”
Many places, every place, one place

Patients receive their healthcare in many places, and every place they experience must provide care that is of an equally high standard.

Patients and their loved ones rely on us as health professionals to provide the confidence and reassurance they need. To do this, we will ensure every place of care provides a special, unique and seamless service.
To improve the patient survey on Emergency Department

To ensure that the Trust is compliant with eliminating Mixed Sex accommodation

Ensure we reduce infection rates on every ward, and have a ZERO tolerance on MRSA bacterium

To reduce all avoidable harm as identified in our Quality accounts

Key standards of care will be available on the intranet site

To develop always events in our discharge process

Emergency admissions

Eliminating Mixed Sex Accommodation

Infection rates

Harm

Transparent

Always events

Patient Place
Nurse and Midwifery Place

- Setting the Standard
  - All wards assessed using the setting the standard process

- Transparent

- Safe
  - Quality and Safety Boards populated
  - We will use nursing and midwifery key performance indicators to monitor and review safety issues such as slips, trips, falls and pressure areas.

- Effectiveness
  - All internal transfers will be appropriate and ensure that there is a seamless handover

- External
  - To work with multi agencies to ensure that pathways are developed across professions
“To improve patient outcomes”
We will use our time effectively to ensure patients are afforded the right level and a consistently high quality of care.

Patients come into contact with us on many occasions, and we strive to provide the highest standards of care every time. After all, a great patient experience can stay with people for a lifetime.
To ensure we meet the NHS Constitution

To develop a care plan that is reflective of the patients' needs
Nurse and Midwifery Time

- **Acuity**
- **Intentional rounding**
- **Nurse on every ward round**
- **Productive series**
- **Releasing time to care**

We will use appropriate nursing and midwifery tools to ensure that we have accurate nurse to patient ratio.

Introduce hourly safety checks on patients.

All Ward sisters to become supervisory, to facilitate a nurse on every ward round.

Using evidence from the NHS Institute for Innovation and Improvement.

Introducing E-Obs, E prescribing, and developing the Cayder boards further.