

# Proud of Nursing & Midwifery in Newcastle - A Strategy for Success

Nursing &  
Midwifery Strategy  
2010 - 2013





# Welcome to the Trust Nursing & Midwifery Strategy



**There are many national drivers that shape nursing, for example the NHS Constitution, which defines the rights and responsibilities of staff and patients, and the recent decision that nursing will be an all graduate profession. Whilst this background has inevitably influenced the development of this strategy, the focus of the document is on the work of nurses and midwives in the Newcastle upon Tyne Hospitals, and the recognition of the valuable contribution that they make to the patient experience and the success to the Trust.**

It is clear that pace of care delivery is faster, and opportunities for intervention much greater. Patients therefore interact with many more people during episodes of care than they did previously, and can often feel that their care is impersonal and uncoordinated. As there are very few care interventions that don't involve nursing, they are ideally placed to make a difference in the patient's journey.

It is true that nurses and midwives need a range of technical skills, and a high level of education to enable them to be effective and be critical thinkers, and decision makers. However, it is not just what they do, but how they do it, that is important, and the core values of care and compassion cannot be overestimated.

It is often suggested that nurses should "get back to basics" and focus on basic nursing care. However, there is no such thing as "basic care". Often things that are described as basic are anything but basic to the patient. Often interventions are counted in terms of cost, when we should actually be thinking of them in terms of value to the patient. Some of the things that really matter have no cost, but are of great value. As well as investing in tangible resources, we also need to invest time and effort in creating a culture of trust, collaboration, and respect. It is how nurses and midwives do things, not just what they do that is important.

In the current climate of constant change, whatever needs to be achieved needs people to do this and as nurses make up 40% the workforce, they can be very influential in this respect.

It's good for all staff to remember a time when they felt vulnerable, for example on their first day in a new job, and to remember that's how patients feel every day, and to remember how much power patients lose when they come into hospital, and how much power staff are perceived to have.

On a personal note, which will be reflected in the strategy, I have been a nurse in Newcastle for 36 years and have never once regretted my decision to train as a nurse and midwife. It is a privilege to be a nurse, and to support patients, and others, who trust nurses when they are at their most vulnerable.

There is much evidence to support the fact that staff satisfaction increases patient satisfaction, and it is therefore essential that we support the development of the next generation of nursing role models, to ensure that nursing, and nurses, are still valuable and valued, and are central to the business of the Trust.

**HELEN LAMONT**

*Nursing and Patient Services Director*

January 2010



# 1. Assuring the effectiveness and quality of care

## Objective:

**To deliver the highest standard of nursing and midwifery care to all patients. Nursing and midwifery Key Performance Indicators will give us confidence in the delivery of effective care throughout the Trust.**

## To achieve this we will:

- Introduce a clinical assurance tool to measure the effectiveness of the care that we deliver.
- Seek the views of, and respond to, what staff and patients say about the effectiveness of the care that we deliver.
- Be proactive in the implementation of evidence based standards of care across the Trust which reflects national standards and emerging evidence.
- Build upon existing, standardised nursing and midwifery documentation to continue to meet the requirements of local and nationally agreed standards.
- Provide regular feedback to nurses and midwives via newsletters and at staff engagement forums to enable them to identify and share areas of excellence, seeking and adopting opportunities for continuous improvement.
- Continue to support a culture in which patient safety underpins our practice.

## 2. Defining and valuing the workforce

### Objective:

To support nurses and midwives to develop the expertise to lead excellent care delivery within the multi-disciplinary workforce, valuing the contribution made by every member of the team.

### To achieve this we will:

- Ensure that appropriate support and development opportunities are available to all nursing and midwifery staff throughout their career.
- Produce a workforce plan that will identify opportunities for role and skills development, for example, through shadowing and succession planning.
- Develop structured support, including a generic competency framework and a named preceptor, for newly registered nurses during their preceptorship period.
- Work with our Higher Education partners to ensure that pre-registration learners receive the highest quality experience while they are on placement within our organisation through support from appropriately prepared mentors.
- Continue to hold matrons, sisters and specialist nurse forums and in addition, develop new forums for staff nurses and healthcare assistants to help them engage with issues that impact upon their work and/or the care and services they provide or support.
- Ensure a high level of visible presence from the senior nursing team within clinical areas in order to provide appropriate support and guidance to colleagues.





### 3. Creating and sustaining innovation and effectiveness

#### Objective:

To foster a culture which supports nurses and midwives to develop evidence based, innovative ways of working in order to provide the best possible healthcare experience for all patients.

#### To achieve this we will:

- Promote innovation to drive up both the quality of patient care and the productivity of our services through support networks, best practice events and staff engagement forums.
- Ensure that the resources we have available (physical and people) are managed in the most effective way through minimising waste and ensuring staff are supported to attend work.
- Develop and implement a research programme which will assess, maximise and verify evidence based care.
- Promote, encourage and support nursing and midwifery-led research.

#### *Bronchiectasis and urinary incontinence - setting up a multi-disciplinary clinic*

A recently introduced nurse led model of care, means patients attending the bronchiectasis outpatient clinic are asked about their bladder function. Appropriate referral to the Nurse Consultant for continence care can then be made with the aim of promoting both urinary and faecal continence for the adult person ensuring care is integrated with other aspects of health care. The service offered to patients and their carers incorporates a multidisciplinary team approach, involving both the patient and their carer in all aspects of their planned treatment.



### *Teenage Pregnancy Scan Clinic has been awarded 'You're Welcome' Accreditation*

The Teenage Pregnancy multi-disciplinary scan clinic consists of professionals from the RVI, Connexions and Barnardo's Teenage Pregnancy Support Team and has been awarded the prestigious 'You're Welcome' status.

This is an excellent achievement as this unit is one of only two services in the North East who have received 'You're Welcome' accreditation to date. It is awarded to services in both the NHS and voluntary sector which fulfil criteria to prove they provide young people with friendly and accessible services.

## 4. Providing and sharing best practice

### **Objective:**

**To recognise the excellent standards of nursing and midwifery practice already delivered in this Trust and provide opportunities to share best practice with colleagues in other areas.**

### **To achieve this we will:**

- Refine and expand existing networks such as the annual nursing and midwifery conference to celebrate and share best practice.
- Identify the depth and breadth of specialist knowledge and experience that exists within nursing and midwifery, providing a regular opportunity at nursing forums and in nursing publications to showcase this.
- Acknowledge excellent or innovative practice through initiatives such as the annual achievement awards.
- Continue to participate in local and national benchmarking and audit in order to drive up standards.
- Lead on the provision of a high quality, safe, environment for care, recognising excellence through ward accreditation.

## 5. Treating everyone with dignity & respect



### *Care in progress signs*

As part of the Trust commitment to maintain the Privacy and Dignity of all our patients, all wards now use simple but effective signs in curtained areas.

### **Objective:**

**All patients, visitors and staff within the Trust will feel valued and their individuality is respected. Patients and their carers will feel that they have been treated with dignity and respect in all aspects of care.**

### **To achieve this we will:**

- Continue our commitment to privacy and dignity, delivery of same sex accommodation and obtain patients perceptions of our success.
- Recruit Dignity Champions in every ward and department throughout the Trust.
- Promote the principles of safeguarding in order to protect and support vulnerable people.
- Lead in the provision of an environment in which patients, visitors and staff feel welcome, through our professional and caring manner.

## 6. Promoting and valuing patient & public involvement

### Objective:

To make every experience of this Trust a positive one. We will demonstrate, through patient perception surveys, that patients and carers opinions are valued and respected in order to meet individual needs.

### To achieve this we will:

- Communicate with patients and carers, involving them in care decisions and listening to what they say.
- Ensure the hospital environment remains safe and welcoming for our patients and staff.
- Work in partnership with the Community Advisory Panel, Patient Advocacy Liaison Service (PALS) and others, in order to respond to the views of patients and carers and ensure there are no inequalities or barriers to care.



### Promoting and valuing patient and carer involvement through education

The multi-disciplinary pain management team have communicated with patients and carers and developed patient education sessions which enable patients to make informed choices about their future treatment.

“You should aim to view the services you provide from the standpoint of a patient, and involve patients, their families and carers in the services you provide, working with them, their communities and other organisations, and making it clear who is responsible for their care.”

(Section 3b of the NHS Constitution, pg 11)

### Sources Consulted:

NHS North East (2008) *Our Vision, Our Future, Our North East NHS*, North East Strategic Health Authority, Newcastle  
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Department of Health (2009) *The NHS constitution*. DH, London  
Institute for Innovation and Improvement (2009) *High Impact Actions for Nursing and Midwifery* [www.institute.nhs.uk/hia](http://www.institute.nhs.uk/hia)

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