WEST MIDLANDS QUALITY REVIEW SERVICE
SHOWCASING BEST PRACTICE EVENT

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PRIDE At The Heart Of Nursing

PROFESSIONAL
RESPECT
INNOVATION
DIGNITY
EFFECTIVE
At Dudley and Walsall Mental Health Partnership Trust we are committed to the values of respect and dignity, compassion, improving lives and working together to provide high quality mental health services

**PRIDE** is a Trust-wide initiative valuing our nursing workforce and the contribution of commitment nurses make to quality of care.

**PRIDE** promotes innovation and encourages our nursing workforce to become local champions for change and make a difference

**PRIDE** is an opportunity for all nurses to renew their pledge to continue to deliver high quality compassionate care and take **PRIDE** in all they say and do.

**PRIDE** is about upholding the reputation of the nursing profession and driving professional standards and providing a high standard of care and practice at all times
PRIDE – The Journey

• Celebrating Nurses Day with PRIDE launch (12th May 2011)
• Director of Operations and Nursing and Head of Nursing delivered PRIDE roadshows engaging the workforce
• PRIDE packs given out to the nursing workforce, including PRIDE bags, badges, post-it-notes and pens
PRIDE – The Journey

• Ward to Board approach
• Creation of Chairman’s PRIDE Award as part of staff Recognising Success
• PRIDE reflective learning logs – a local tool whereby nurses can reflect on their contribution to effective patient care and share the learning with colleagues
The PRIDE Pack

A practical hands-on resource folder including a range of best practice nursing tools, i.e.

- NMC Standards
- High Impact Actions
- Essence of Care Benchmark for Respect and Dignity
- Principles of nursing practice endorsed by the RCN, NMC and DH
- Code of Hygiene compliance information
- Key Quality documents, national and local
“PRIDE has made a difference to me and has gone a long way to making me feel a valued nurse. It is easy to lose sight of why I came into the profession that I am proud to be part of. The PRIDE pack is on my list as a point of reference”

Staff Nurse
Learning for Others Planning Similar Initiatives

- Executive Director/Trust Board support from the outset
- High energy leadership approach within teams
- Sense check ideas with frontline staff
- Plan launch events well in advance and engage the wider resources within your organisation i.e. communications team
Learning for Others Planning Similar Initiatives

- Think of simple, straightforward logos and messages, i.e. PRIDE at the heart of nursing
- Create a practical resource which nurses find helpful to use on a day to day basis
- Ensure you have a good feedback network
- Ensure that your initiative has a real learning buzz about it
- Share the learning across the wider health economy
- Create an award category, i.e. Chairman’s PRIDE award
Chairman’s PRIDE Award

A nurse and doctor have worked in partnership for many years and quietly get on with their work proudly. This example of listening to local carers who are challenged with the significant demands of service users with Fronto-Temporal Dementia (FTD) has been recognised as fulfilling the principles of PRIDE, i.e. both have demonstrated striving for high quality Professional standards, have approached the carer group with utmost Respect, have Innovated with a development of a local carers group, have shown Dignity and are looking to evaluate the Effectiveness of the group from a carers perspective during the coming months.
Next Steps

- Keep the PRIDE learning alive
- Continuous quality improvement
- Integrate PRIDE reflective learning logs within the wider reflective practice and supervision structures
- Roll-out PRIDE across the multi-disciplinary team
- Apply PRIDE principles to further work programmes i.e. PRIDE at the heart of medicines management