

## REASON WHY?

The National initiative from Each Baby Counts is being rolled out nationally and specifically looks at communication, escalation, response and action taken. The 3 initiatives that are must dos for the Trust are 1) Advice, Inform, Do 2) Teach or Treat and 3) Team of the Shift.



To introduce the communication tool and terminology of Teach or Treat to the team by the end of August 2023 as evidenced by observation of conversations and experience-based design questionnaires.

## PLAN

Following the Success of the Tea Trolley Teaching rounds for the launch of 'Advice, Inform, Do', the plan was to utilise the same method to launch the tool Teach or Treat and introduce the team to the new concept.

A meeting was planned with the senior department leaders and ward managers, the education team and professional midwife advocates in order to disseminate information and agree the strategy.

Tea Trolley rounds were planned to discuss the tool with all staff and social media posts to aid with communication were also planned to coincide with the launch.

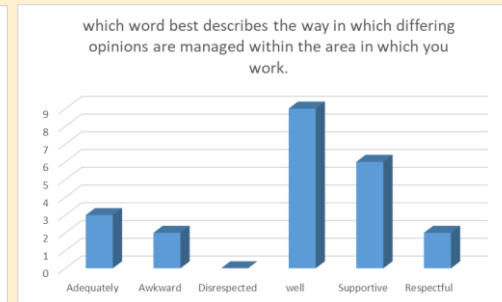
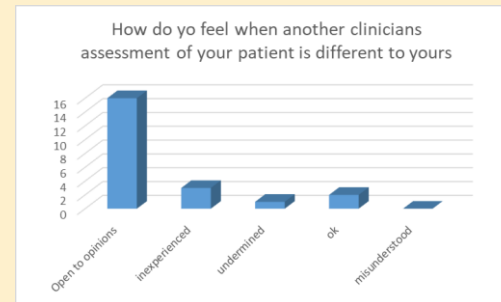
## DO

During the week of 17<sup>th</sup> July tea trolley rounds were conducted every morning. Training was also delivered 2 evenings that week to ensure that staff working nights had a chance to receive the information. In addition, the same team who delivered the tea trolley training also joined the MDT handover and midwifery huddles on delivery suite (which occur each change of shift) so that the medical staff would not be missed during the tea trolley training. This meant that almost all staff working that week received training on the teach or treat toolkit to include how/when it should be used. The champions were clearly identified with T-shirts in leading the launch of teach or Treat. The Social media coverage was limited due to the person being on leave. Pens were also provided as a visual reminder of the toolkit and the previous 'AID' toolkit.



## STUDY

102 staff received training on Teach or Treat and were encouraged to use a tally chart after the teaching to keep track of when teach or treat conversations were being held were used. Feedback was also gained by some senior staff about the current situation regarding differing's of clinical opinion.



Interestingly although staff report feeling positive about how differences of opinion are managed when conversations were observed there was a 50/50 split between ones perceived as positive and ones perceived as negative and only half of the conversations included teaching. Although there were some excellent examples of positive language being used (for example 'I think this because') there were also still examples of negative language and body language (eye rolling, lack of eye contact and phrases such as 'I'm not worried its fine')

## ACT

### ADOPT

The use of the competition aspect of the tally chart to record change in language. The introduction of fruit and breakfast snacks on the tea trolley. The use of T-shirts to identify champions.

### ADAPT

Consider the time of the launch's so they don't coincide with holidays. More work to embed the language and attitudes.

### Next Steps

Further work to embed teach or treat.

The roll out of the last initiative Team of the Shift.