

# Embedding Psychological safety and high-quality improvement into Shrewsbury STW engagement event

The Shrewsbury and **Telford Hospital** 

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## **REASON** WHY?

Meaningful patient and public engagement is fundamental to delivering improved cancer services. Following the STW cancer engagement event in Telford (November 2024), post-event feedback

- •The information delivery at beginning of the day was overwhelming for participants
  •Data capture was difficult for transcribers.
- ·Limited accessibility to well-being sessions due to agenda structure and movement logistics. Psychological support for professional facilitating
- These insights signalled a need to refine the structure, delivery, and emotional safety of the event format. In response, an improvement cycle was initiated for the next engagement evolve to the Shrewsbury, applying the NHS Model for Improvement and Plan-Do-Study-Act (PDA) methodology to test iterative changes.











To enhance the experience of participants and professionals at STW cancer engagement events, as measured by qualitative feedback by 31st

#### **PLAN**

Based on structured facilitator debriefs and participant feedback from Telford:

- The agenda was redesigned to align STW organisational representation with the relevant thematic sessions, ensuring contextual relevance and engagement.
- Session lengths were extended from 20 to 30 minutes, and the overall event time was increased by one hour.
- The sequence of questions was revised in collaboration with psychology professionals to promote emotional safety and improve cognitive processing.
- Transcribers were supported with clearly assigned roles, and a participant-led summary process was introduced.
- Wellbeing activities were centralised in the main room to maximise participation and reduce transition strain.

These revisions reflected a deliberate effort to enhance both the practical and emotional dimensions of engagement.

#### DO

The revised format was piloted at the Shrewsbury STW cancer engagement event on 20th March 2025.

The new agenda and rationale for changes were communicated at the start of the

A summary document outlining the session structure and logistics was provided. Participants were explicitly informed about the inclusion of psychological safety considerations and were encouraged to participate in well-being activities throughout the day.

A debriefing session was held with professionals facilitating the discussions.

|               | Time: 09:30-15:30  |   |
|---------------|--|---|
|               | Venue: Strewsbury Town Football Club., Obiox R   | xxad, Shrewsbury, SY2 6ST   |
|               | AGENDA   |   |
| Tiese         | Hem  | Speaker   |
|               | TEACOFFEE (30 mins   |   |
| 09:03 - 09:30 | Facilitator Arrival & Briefing   |   |
| 09:33 - 10:00 | Registration, Sags, Tea & Coffee   |   |
| 10:00 - 10:15 | Introductions: (5 mins each):  House Keeping & Princey Natice  NICPES Report  Aims and Objectives  Creating a Bafe Space | Loraine Mahachi -Stropshire Telford & Vitelán ICB<br>Loraine Mahachi -Stropshire Telford & Vitelán ICB<br>Loraine Mahachi -Stropshire Telford & Vitelán ICB<br>Ernity Dates & Marityn Owere -Citrical Psychologists |
| 10:15 - 10:45 | Session 1- Supporting Early Diagnosis  | ALL   |
| 10.45 - 10.50 | Healthualch Strapshire Cancer Report   | Lynn Cauley, -Chief Officer-Healthvalsh Shropshire  |
|               | BREAK (15 mins)  |   |
| 11.05 - 11.35 | Session 2 - Support During a Diagnosis   | ALL   |
| 11:35 - 12:05 | Session 3 - Hospital Care & Treatment  | ALL   |
| 12:05 - 12:25 | Sealed Activity - Yoga   | ALL.  |
|               | LUNCH (EØ Mina)  |   |
| 13.15 - 13.20 | QOF and Cancer Care reviews feedback   | Cancer Care Coordinator   |
| 13:29 - 13:50 | Session 4 – Cancer Care Reviews  | ALL   |
| 13.53 - 14.10 | Seated Activity – Sound both   | ALL.  |
|               | DREAK (16 mins)  |   |
| 14.25 - 14.35 | Lingen Davies Cancer Fund, Inc. Cancer Champion Insight<br>Personalised Care Feedback                                    | Erema Backhouse, COO - Lingen Davies Cancer Fund<br>Katey Exans, -SaTH Cancer Personalised Care Lead  |
| 1435 - 15.05  | Session 6 - Support Post Diagnosis   | ALL   |
| 15.05 - 15.25 | Feedback  G&A  Sammany of Findings  West Middands Center Alliance Most Steps   | Erma Sackhouse<br>Loraine Wahachi   |
| 15:30         |  |   |
| 15:45         | Detriefing   |   |

#### STUDY

Post-event evaluation through facilitator reflections and participant feedback revealed a markedly improved experience:

- Participants described the event as more manageable, inclusive, and emotionally
- Facilitators reported enhanced flow, improved transcription quality, and deeper thematic insights due to clearer session focus.
- A letter from one participant noted that the structure enabled them to engage more confidently and access support services that they otherwise might not have explored.

#### Participant feedback:

"I'm so glad I came. I think it was brilliantly run. The whole format was excellent, so efficient"

"I had no idea there were opportunities to take part in wellbeing activities....I loved the sound bath and would definitely do that":

Professionals' feedback "



### **ACT**

Following positive evaluation:

- The revised structure has been adopted as the standard model for future STW cancer engagement events.
- A Standard Operating Procedure (SOP) was developed for targeted GP text messaging to improve governance & participant recruitment.
- Continued involvement of psychology professionals has been embedded into event design, including question framing and on-the-day support for both participants and professionals

These changes are intended to sustain the improvements while continuing to respond dynamically to user feedback.

Partnering Ambitious