DIGNITY IN CARE BROCHURE

2016/2017-a look back
It has been two years since the Welsh Ambulance Services NHS Trust (WAST) introduced its *Dignity in Care Plan*, which outlines our commitment to delivering high quality, safe and compassionate care to patients across Wales. This is the second Dignity in Care Brochure and looks back on our progress during 2016/2017.

We’ll show you how our programme has grown, the work we have achieved and how the role of our Dignity Champions has made a difference.

**Why focus on Dignity?**

Our *Dignity in Care Plan* enables us to:

- Understand more about those using the service and their specific needs
- Keep users of our services informed and involved in shaping service delivery
- Uphold our Trust values and behaviours, including dignity and respect
- Work with people to have the ability to respond flexibly to a person’s specific needs
- Be able to take effective action and evidence that we are improving services
- Talk. We will talk to people, our patients, service users, the wider public and communities
- Actively listen. We will always listen to what people have to say and work with them to ensure that we keep them informed of changes as a result of their feedback.

Through the Health and Care Standards, NHS Services are required to report how they are providing dignified care to people. The principle of dignified care is that people are treated with dignity and respect and treat others the same. There are also fundamental human rights to dignity, privacy and informed choice.

Delivering dignified care is also the responsibility of every member of staff. Our commitment to providing the highest standards of care, treating people with dignity and caring for patients respectfully and compassionately is clearly laid out in the National Governance Framework ‘Safe Care, Compassionate Care’. Our progress on delivering dignified care is regularly reported through the Trusts Quality, Safety and Patient Experience Committee.
Dignity Champions
We have 78 Dignity Champions, all from different parts of Wales and different roles, including Control room staff, Nurse Advisors, Paramedics, Heads of Service, Community First Responder Volunteers and Administration staff.

ACHIEVEMENTS

Championing Patients
Over the last year, we have received feedback from Dignity Champions about the concerns of patients with continence issues, particularly outside hospital when there are long delays; as well as issues identified at hospital handovers. This led to us having conversations with different staff and Health Board partners to explore what could be done.

We are now working with colleagues on the All Wales Continence Bundle in order to improve experiences of patients (and our staff). A PDSA cycle was approved and followed up with a continence survey. Stocks of continence resources have been made available within Cardiff & Vale Health Board and WAST staff are encouraged to log any poor experience/incident for the Trust to then follow up.

Aneurin Bevan Health Board are also encouraging WAST staff to raise issues and challenge staff if they feel a patient is compromised. Continence is also part of the National e-Patient flow programme of the Health & Care Standards monitoring group. A key aim is to improve patient outcomes by the capture and timely management of clinical assessment data for continence (as well as sepsis, hospital acquired infection, patient nutrition and hydration and tissue viability/pressure ulcers).

Improving the experiences of bariatric patients
Experiences of staff (and patients) of the challenges of responding to and treating an Obese/Bariatric patient was presented at Quality, Safety and Patient Experience Committee. It was agreed a group would convene to look in more detail at the issues and how as a Trust and in partnership with Fire and Health Board colleagues we can improve people’s experiences.

Trust Values and behaviours
The Trust reviewed our vision, purpose and behaviours with a focus on people and culture. This work is important, it has helped us meet the needs of our own communities and made a positive difference to the outcomes and wellbeing of our patients.
Listening - What does Dignity mean to you?
One of our most recent Dignity Champions, Claire Roche who is the Assistant Director of Quality, Governance & Assurance said that:

“Dignity is important to me as providing people with care that is compassionate and respectful is the foundation on which everything else we do is built. All of us are required to provide a service that is dignified. The role of the Dignity Champion is important to remind each and every one of us that kind, compassionate behaviour is fundamental to all we do in the service we provide.”

When we ask members of the public what dignity means to them, they say:

- Being treated as a person whose needs are thought of and valued, even (especially) if they differ from yours.

- To be treated with respect. To not be talked down to. To feel my opinion matters.

- Someone who talks to you face to face, not like you’re not there, and tell you what is going on and you know how it is going.

- Respect my values, beliefs and opinion with no special treatment but equality and acceptance.

- Feeling that my illness or condition is not generalised and people see beyond the condition – especially mental health.

- If English not first language be patient and respect their circumstances and as an individual.

- Not to be judged. Seen us as human being regardless of ethnicity, colour, belief, age, gender, disability etc.

- Understand the needs of an individual. Being courteous and respectful to an individual. Respecting confidentiality.

- Respect with regards to my needs, my wishes, my age, my condition, my beliefs. To be treated and spoken to clearly but not in a patronising way, given full information and allowed to make my own choices.
We have been engaging with a range of mental health and carers groups about their experiences of using our services.

Some themes from the groups include:

• Keeping a person’s religious and cultural views and thoughts in mind, whilst treating them
• Privacy is really important
• Due to fear of stigma (and past experience of stigma), some people with Mental Health and wellbeing issues often deliberated over whether or not to disclose their mental health condition to Ambulance Crews and Hospital staff.

We visited a Youth Group for Mental Health support in Cardiff, with key representatives from organisations who work directly with young people who raised the following issues:

• There were positive examples of where Lesbian, Gay, Bisexual, Trans* (LGBT) young people’s needs were respected with great dignity by ambulance crews
• There were examples where young people’s suicide attempts/self-harming or 999 calls from certain well known Youth Organisations who work with vulnerable young people were felt to be not taken seriously by Ambulance crews.

Our response to Mental Health patients needs to be considered against other work in Wales that support people with differing Mental Health issues. All of this feedback has influenced the Trust’s Mental Health Improvement Plan.

**Taking patient experiences to Committee meetings**

At a Quality, Safety & Patient Experience Committee meeting in November 2016 we presented experiences of people in mental health crisis and the impact on patients and staff of not having a consistent approach. There was great debate involving many staff including the Safeguarding team and operational staff.
What is it like to use our service if you have a sensory loss?
We regularly engage with different groups including those with sight loss, hearing loss and those with dual sensory loss. More recently we have visited a range of Sight Loss groups where people relayed positive experiences of using our services. The groups had lots of ideas for improvement, which included:

- A password system for when you ring 999 so that when help arrives a person with sight loss will know ambulance staff have arrived
- Having a Volunteer driver for non emergency transport that helps people with sight loss to be taken to the right department and not just to the main entrance of a hospital.
- Use bigger print for any information we produce, and provide audio information
- Having ambulance staff tell nurses that we have a carer for sight loss who needs to stay with us.

Launch of Pre-Hospital Communication App
In 2013 we developed a bilingual Pre Hospital Communication Guide in the form of a small booklet that we gave to all of our staff. We have now developed an App version of the guide, which will be available to everyone who can download it to their phone, staff and public alike.

The App is a tool to help communicate with those who have additional communication needs including:

- People who are deaf or hard of hearing
- People for whom English is not their first language
- People with learning disabilities
- People whose illness or injury affects their communication

A person may use a mixture of speech, gesture and pictures to communicate. The App uses images and a small amount of supporting text to help you find out important information about someone or what has happened if they have had an accident. You can use the App to identify if the person uses a specific communication method or the language they speak.

Anyone can download and use the App for free! It’s available on iOS, Android and Blackberry-

- **iOS**–search for ‘PreHospApp’
- **Blackberry**–search for ‘pre hospital app’
- **Android**–search for ‘Pre-Hospital Communication App’
Show me where
The Trust has been piloting ‘Show me Where’ across the Abertawe Bro Morgannwg University Health Board area. This is a tool that enables adults and children with a disability or who are unable to speak English, to convey the location of pain or discomfort to other people. The tool is available as a multi-lingual app available on the App store. It is a useful tool for:

- Stroke
- Autism
- Early stage Dementia
- Disabilities affecting speech. E.g. Cerebral Palsy, Multiple Sclerosis
- Deafness and hearing problems
- Intubated or tracheostomy patients
- People suffering from trauma or anxiety
- Non English speaking people

As well as the App we have been using hard copy ‘Fans’. Like the App, people presented with the ‘Show me Where’ Fan are asked if they are in pain. If ‘yes’ is indicated they are shown a list of body images to select from. Presenting the tool on a regular basis reduces stress and anxiety and ensures the early detection of pain with these vulnerable people. In a clinical environment it is helpful for family, friends and staff to triage and report to medical staff to aid rapid examination.

We are currently evaluating the pilot and will be providing results to University Hospital of Wales, Cardiff who created the App and Fan.

Sensory Loss Clips
Working with The Centre for Sign, Sight & Sound we have developed two new sensory loss information clips. The first video clip offers basic information about the Welsh Ambulance Service, what we do and how someone with a sensory loss can contact us. The second video clip talks about falls, how to avoid falling in the home and how we respond to fallers.

Each of the clips provides information in British Sign Language (BSL), audio voice over and subtitles, making the information accessible to a wide range of people. These are being promoted far and wide across Wales. Visit the Deaf and Hard of Hearing section of our website for more information.
Sensory Loss Awareness Month
November 2016 was Sensory Loss Awareness Month in Wales. Throughout the month Health Boards and NHS Trusts across the country, including the Welsh Ambulance Service, held events and took part in different activities to raise awareness of the campaign.

During this year’s campaign month, here at the Welsh Ambulance Services NHS Trust we worked with colleagues at Deafblind Cymru who loaned us specialist equipment that would allow us to simulate what it feels like to live with a sensory loss. Our staff spent time using the equipment to find out how they would cope doing their regular day jobs and other day to day tasks like making a cup of tea if they had a sensory loss.

You can find further information about the ‘It Makes Sense’ campaign here.
Developing the role of Learning Disability Community Champions

Working in partnership with a number of Learning Disability groups across Wales we developed a learning programme to help increase confidence in ringing 999 through our ‘Beginners Guide to the Health Service’ and the co-production of a range of easy read resources designed to educate and support people needing help from us.

The programme led to the development of the ‘Big and Little Accident’ quiz to show the difference between urgent and non-urgent situations and describe the range of services who can help. A facilitator pack was produced with a dedicated ‘Learning Disability Zone’ created on the Welsh Ambulance Services website. Members of the community were involved in the creation of the programme from the outset, with the programme design driven by their needs. To continuously convey important messages and establish strong relationships within communities the development of a ‘Learning Disability Community Champion’ working in partnership and supported by us was essential.

Champions had the opportunity to facilitate their own group sessions in delivering the ‘Big and Little Accident’ quiz with contents of the ‘Beginners Guide to the Health Service’ e.g. ‘When should I call an ambulance?’ and ‘Do you know how to call an ambulance?’

We have continued to revise the role of the Learning Disability Champion to enable them to be more involved in Trust work. They have been supported to act as a point of contact within their networks and provide feedback/suggestions on ways to improve our services for them. Each Champion is formally recognised with a Trust certificate signed by our Chief Executive in recognition of their contribution. We are now looking to hold three regional workshops across Wales to develop the role of the Community Champion.
Learning Disability Celebration & Learning event

We worked in partnership with Caerphilly County Council on a celebration and learning event, with and for people with learning disabilities. This event was on the 28th February 2017 in Blackwood, and celebrated the work we have carried out in partnership with the learning disability community.

We promoted the role of the Trust’s Community Champions, who delivered an interactive quiz to teach people when it’s appropriate to phone the emergency service and what other services are available for non-life-threatening injuries and illnesses, in support of the Welsh Government’s Choose Well campaign.

As part of the event we also formed a drama group called Sirens, who spent months working with the Trust to rehearse and act out two different 999 scenarios.

Through this event we have raised awareness, knowledge and understanding of the need to make reasonable adjustments to language, particularly when answering the phone and delivering care. Click here to see highlights from the day.

Learning Disability CPD opportunities for staff

Following the Celebration Learning Day we have held a number of awareness sessions in Swansea with local Learning Disability Nurses from ABMU Health Board.

We know that approximately 26% of people with learning disabilities are admitted to hospital in the UK each year. People with learning disabilities are more likely to need to access healthcare services as they have higher levels of ill health and much higher rates of premature death than the population as a whole. People with learning disabilities have higher rates of obesity, coronary heart disease, respiratory disease, dementia and epilepsy. Awareness sessions included:

- What is a Learning Disability?
- Questions to ask to identify if someone has a Learning Disability
- Awareness of the Ridd Foundation and the Care Bundle
- Conveyance/non-conveyance of someone with a learning disability to hospital
- Making reasonable adjustments in delivering care
- Consent/Mental Capacity
Feedback from the sessions have been collated and incorporated within further improvement work. Staff feedback included:

• Difficulty in assessing patient’s needs and identify people as having a Learning Disability
• Staff feeling the ambulance service is the last resort for a lot of patients with multiple, complex needs, and that people (including other healthcare professionals) aren’t using the service appropriately.
• Difficulty within communication as lots of different health care professionals use different systems that don’t speak to each other
• Challenging for crews to assess Mental Capacity – more training around Mental Capacity Act would be useful
• Plans are progressing on holding further training sessions across Wales, with our next project being in partnership with Cardiff People First.

A National perspective
The Trust is part of The All Wales Learning Disability Health Group. This group acts as a forum to review evidence, share learning and provide advice and guidance to Health Boards, Trusts and the Welsh Government to support positive health outcomes for people with learning disabilities.

The group’s role is to:
• Consider the needs of people with learning disabilities when they access healthcare, with particular reference to the implementation of the care bundle – “Improving General Hospital Care for Patients with a Learning Disability”
• Promote the uptake of and support implementation of best practice in respect of the ‘All Wales Annual Health Check for People with Learning Disabilities’
The Trust supports a National Ageing Well in Wales programme which reflects a growing recognition that more needs to be done to address key issues such as dementia, falls and loneliness, and that communities are more inclusive. As a National Ambulance Trust, we understand the important role we have in supporting the Ageing Well in Wales Action Plan.

Through visiting older persons groups we are always reminded of what’s important to older people and what they expect from us. It was very clear how important dignity and respect is to people.

In the summer 2017, we engaged with older people groups and organisations to ask them about their experiences of using our services, and what kind of service they would expect to receive from us.

This led to us developing a list of ‘Promises’ for older people when accessing and using our services. The ‘Promises’ were used to celebrate International Day of Older People on the 1 October 2016.

These are some of the things that people told us:

- I would like to be treated with respect and for there to be empathy for the issues / illness I am dealing with
- Liaise with my carer whilst at the same time acknowledging my wishes and needs
- Don’t talk down to me
- You will be mindful of my communication needs and will take steps to make sure I understand and can make decisions about my care
- I expect to be treated in a timely manner and not kept waiting for long periods if I am sick and in need of assistance

While we get lots of praise for delivering an excellent service, older people also worry about:

- Falls
- Issues for people with sight loss
- Making sure they are understood and their view is taken into account

See a full list of the Promises here, or contact us for a copy (contact details are at the end). We have shared the Promises far and wide, with the public and older persons groups as well as the Older Persons Commissioner, the Emergency Ambulance Services Committee and many more. We have received positive feedback and have been invited to present at the Chief Nursing Officer’s Conference 2017.
Supporting people who have fallen
The Trust has a large role to play to make every contact count for people who are falling at home or in the community. A range of initiatives are in place across Wales to attend uninjured fallers and make a timely assessment.

We are promoting a range of information to frontline staff, and are working with Public Health Wales and the Chartered Society of Physiotherapists on their Get Up and Go, A Guide to Staying Steady information resources.

Dementia
We have visited Dementia Service User Review Panels across Wales to talk to about our services. People had lots of good questions and comments about the service, including how we need to increase knowledge and awareness of staff, particularly call takers, about recognising the needs of people with dementia.

In response to this, we are working with the Review Panel in Gwent to visit to our contact centre in Cwmbran, and will be looking to work together on some learning resources for our staff.

There is work being progressed on a Welsh Ambulance Services Dementia Friends Action Plan as well feeding into the All Wales Dementia Strategy.
National Participation Standards
The Children and Young People's National Participation Standards were launched in November 2016.

These will help us identify key issues that we should be aware of when working with children and young people. 2017 will see us working in partnership with the Children’s Commissioner and a broad range of organisations and children themselves on a list of Promises.

In September we launched our new Welsh Ambulance Services mascot, Jack. Jack will help us in our engagement with children and young people when we visit schools, children’s groups and other fun days that we regularly attend.

You can watch our short video introducing Jack here

LESBIAN, GAY, BISEXUAL, TRANS* (LGBT)

We have attended a range of events over the last year to engage with this community, including Pride Cymru in Cardiff, and Mardi-Gras.

We attended Swansea Sparkle again, which is Wales’ largest Trans* information and public integration event. The annual event focused on promoting partnership working, sharing information, raising awareness of hate crime and most importantly giving Trans* people an opportunity to come along and relax in a safe and informal environment.

At the event we were able to talk to members of the Trans* community about their experiences of using our services. Most people we spoke to hadn’t used the Ambulance Service before, but people were concerned about how they would be treated if they do need to use the service in the future. They were concerned about how much of their gender variance they would need to disclose and how understanding and well trained our staff would be to deal with this.
LGBT Staff network – encouraging people to be themselves
The re-launch of our Lesbian, Gay, Bisexual and Trans+ (LGBT) staff network offers our staff, volunteers and allies to work together in creating better relationships between the Trust and local LGBT+ communities. Through the new virtual network we are working to eliminate LGBT+ discrimination, promoting equality of opportunity for all employees and volunteers within the Trust.

Those involved can have as little or as much involvement as they like – they can choose just to receive information, represent the Trust at Pride events, be an LGBT+ champion or help run the network itself.
Our engagement work with Black, Asian and Minority Ethnic (BAME) communities has identified that many people from BAME communities do not feel that healthcare services have a good understanding or awareness of their cultures. We learnt that we needed to consider better the religious, cultural needs of patients and their families especially responding in an emergency and to patients where death has occurred.

We will continue to engage with diverse communities to further improve care provided to patients and their families through a series of education and awareness sessions for our staff in temples, mosques and synagogues throughout Wales. These sessions are promoted to all Dignity Champions.

**Increasing the Diversity of our workforce**

The Culture & Media Centre in Loudoun Square, Butetown, Cardiff was the venue for the Trusts widely publicised open drop-in event held on 27 January, specifically targeted at black, minority, and ethnic communities.

Those attending had the chance to learn about the Trust and the varied career opportunities on offer. Our venue in the heart of Butetown, Cardiff was an intentional move to encourage as many local attendees as possible with an emphasis on minority communities who often are not aware of the jobs available or the wider range of WAST activities.

Around 200 people attended, all keen to come and find out more about what WAST does. We had lots of staff available on the day for people to talk to, including paramedics, senior managers, training and workforce teams, Community First Responders and our HART specialist teams. We remain on a journey but are determined to support our patient facing services with a pro-active engagement approach amongst all of our communities. The new contacts and relationships made on the day will assist us in supporting future events.
Written and designed in consultation with patients, members of the public and other key partners, our new Bereavement Leaflet is designed to offer initial information, advice and support following an unexpected bereavement, where the deceased person will be left at home when WAST staff leave the scene.

We have received feedback from families that having information and signposting is really important at a time when there is confusion and upset about next steps.
Here are some areas of work we will focus on over the next few months:

**Supporting Johns Campaign**
We have made a pledge to support Johns Campaign - A campaign for the right to stay with people with dementia. The campaign is fighting for the belief that carers should be welcomed, and that collaboration between the patients and all connected with them is crucial to their health and their well-being.

We recognise the important role that carers have in our work in WAST, and we have a range of resources and initiatives to support carers. We have a Carers Information Flyer ‘Do you look after someone’ which is provided to any carers who are identified. We have developed a list of Promises, that outline our commitment to involving carers in any discussions, and that a carer can accompany the person they care for. We are also working towards becoming a Dementia Friendly Organisation and are encouraging all staff and volunteers to become Dementia Friends.

For further information please visit [www.johnscampaign.org.uk](http://www.johnscampaign.org.uk)

**Hello my name is**
We heard the news that Dr. Kate Granger sadly passed away in July 2016. Kate was the reason for the high profile ‘Hello My Name..’ is campaign. We launched this within the Trust however we need to keep the momentum going and reinvigorate this campaign. Giving your name to people helps establish Trust and it is no coincidence that since we launched ‘Hello my name is..’ that the number of compliments we have received about staff by name have increased. Keep your eyes peeled for more information and communications about Hello my name is campaign.

**It’s good to talk...**
We want to offer our Dignity Champions more opportunities to get together and meet up. We want to do this through:

- Local ‘Digni- tea’ sessions. Let’s arrange a get together to have a cuppa and talk about local issues
- Arranging CPD sessions

If you have any ideas on areas for learning associated with our Dignity Plan, please let us know.

**What have you done?**
Please share with us what you have done to identify or address dignity issues, or ideas you have for developing this work.
If you want to join our Network or become a Dignity Champion, please visit our website **www.ambulance.wales.nhs.uk**, call 01792 311773 or email **peci.team@wales.nhs.uk**.

Follow us on Twitter
@WelshAmbPIH
@NHSDirectWales

‘Like’ us on Facebook
www.facebook/welshambulanceservice
www.facebook/NHSDirectWales

How was your experience with us?

If you would like to give feedback on any aspect of your experience of using the Welsh Ambulance Service, contact the Patient Experience and Community Involvement team at **peci.team@wales.nhs.uk** or visit the *Have Your Say* section on the website.