

ASSESSING THE IMPACT OF INTENSIVE POSITIVE FEEDBACK ON STAFF MORALE, CULTURE, CIVILITY AND PSYCHOLOGICAL SAFETY IN A SOUTHWEST MATERNITY UNIT

Crossingham, G*; Edginton, A**; Mubeen, F**; Giridhar, K**; George, M**; Patel, J**; Smith, L**

*University Hospitals Plymouth

**Peninsula Medical School, University of Plymouth

Introduction

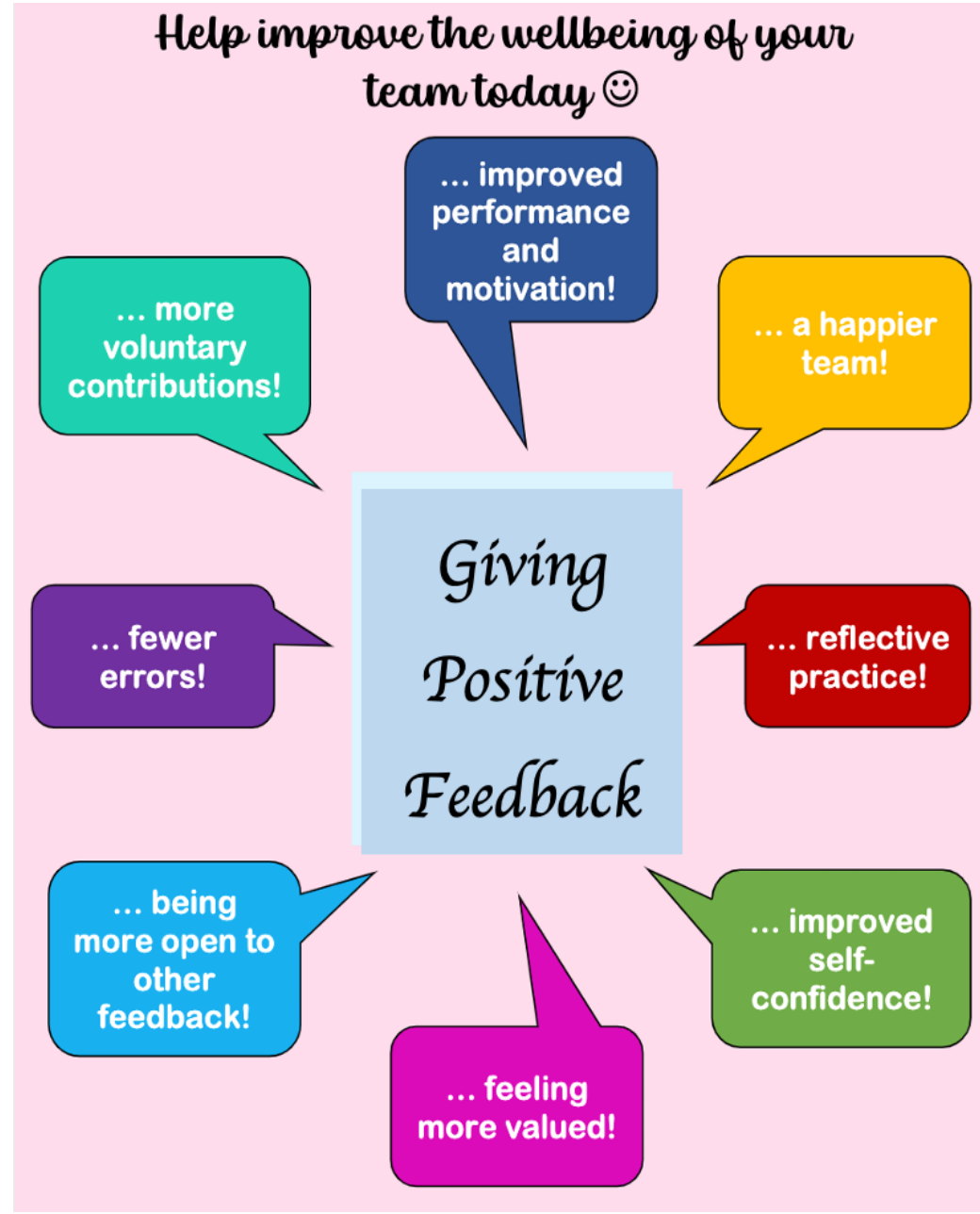
- Psychological safety, staff morale, culture and civility (PSMCC) have been highlighted by recent national reviews as cornerstones for the provision of safe and high-quality maternity care.¹
- NHS Staff Survey results reveal a decline in these metric post COVID.²
- This project aimed to assess the impact of implementing an intensive positive and appreciative narrative in maternity.

Method

- ❖ A literature review derived validated questions to assess baseline PSMCC and perceptions of positive feedback (PPF).
- ❖ Quality improvement methodology and stakeholder focus groups aided the development of the interventions.
- ❖ An established 'Learning for Excellence' (LfE) scheme at UHP was utilised to provide authentic positive feedback for the interventions.
- ❖ The impact of these interventions on PSCMM and PPF was assessed using a follow up questionnaire.

Interventions

- 1.Motivational board showcasing positive patient and staff stories and high-quality care
- 2.Promotion of the LfE initiative to patients thus increasing positive feedback
- 3.Weekly emails of LfE stories focussing on specific themes

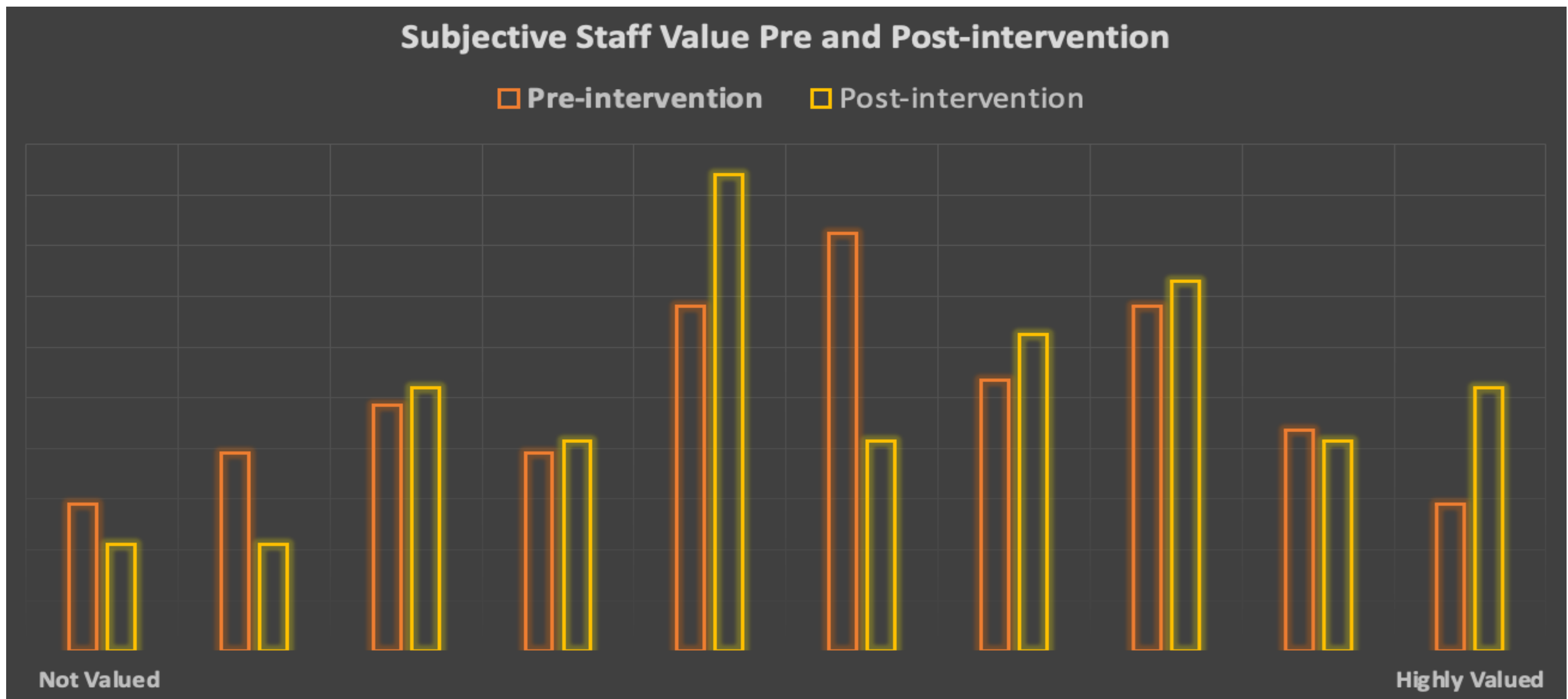


References

- 1.Reading the signals: Maternity and neonatal services in East Kent. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1111993/reading-the-signals-maternity-and-neonatal-services-in-east-kent_the-report-of-the-independent-investigation_web-accessible.pdf
- 2.2021 NHS staff survey - UHP. <https://cms.nhsstaffsurveys.com/app/reports/2021/RK9- benchmark-2021.pdf>

Results

- ✓ 22% increase in weekly positive feedback
- ✓ 19% increase in positive encounters
- ✓ 22% decrease in negative encounters
- ✓ 6% increase staff sense of value



- ✓ 8.7% increase in team enjoyment
- ✓ 1.1% increase in staff comfort at work
- ✓ 20.8% increase in staff comfortability raising concerns
- ✓ 16.9% increase in staff openness to alternative opinions
- ✓ 9.7% increase in staff ability to ask colleagues for support

Discussion

Intensive positive feedback interventions have a positive impact on PSMCC – increasing all domains measured.