

Communication for Improvement

COMMS for Comms

Collaborative, **O**bjective, using **M**ultiple media and **M**indful messages with a **S**upport plan in place

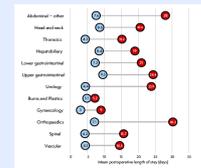
1 be Collaborative



Present the data as a shared resource and opportunity for improvement.

If less experienced members of the team present data, make sure a senior champion is there to support them.

2 be Objective



Present facts not opinions.
Let the data speak for themselves.
You can talk about your own ideas and opinions when presenting support plans (see point 5).

3 use Multiple-media



Face to face presentations, emails, texts, mobile messaging, coffee-room chat, theatre team briefs, posters, desktop screen savers...
so many different ways to share data!

4 be Mindful



We all go to work to give the best care to patients. If our data are not as good as hoped, we need to deal with this sensitively.
If the news is good, shout it loud!

5 have a Support plan in place



Identify your improvement priorities, draft a plan and present it!
Build your team and evaluate your context (barriers and facilitators to improvement).
Engage clinicians and managers (and ideally patients!)
And try to make it fun! (Cake can help).