

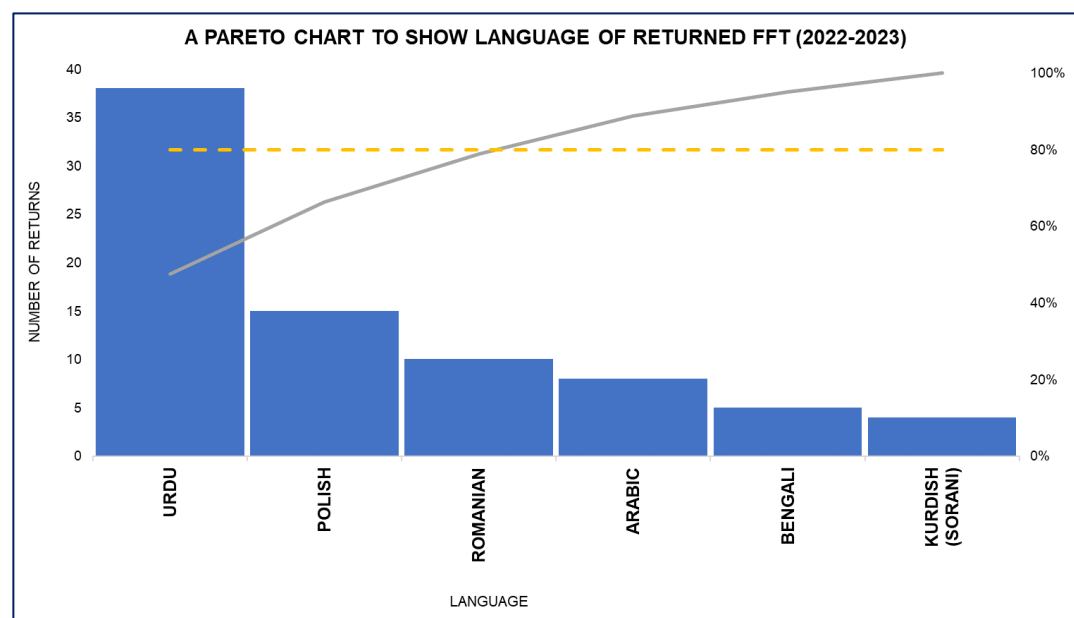


All Views Matter

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Introduction

Within the 5.1 million people in the UK whose main language isn't English, 20% cannot speak or read English well or at all¹. This equates to approximately 1 million people. Patients who do not speak English well report greater barriers to accessing healthcare, have a poorer patient experience and are more likely to be in poorer health². In the Sexual Health Service (SHS), we identified that non-English speaking patients had a lack of opportunity to provide feedback on their care. Engagement with the Patient Experience Team (PET) confirmed there was no current process in place for non-English speaking patients to leave feedback via the Friends and Family Test (FFT). Both the SHS and PET, identified it was of paramount importance to reduce this inequality and produced FFT survey forms into the most frequently requested languages across the Trust footprint. As a starting point, the top 6 languages identified below.



Aim

To increase feedback in SHS for non-English speaking patients, from zero to 5% by June 2023, with a view to be at 10% by December 2023.

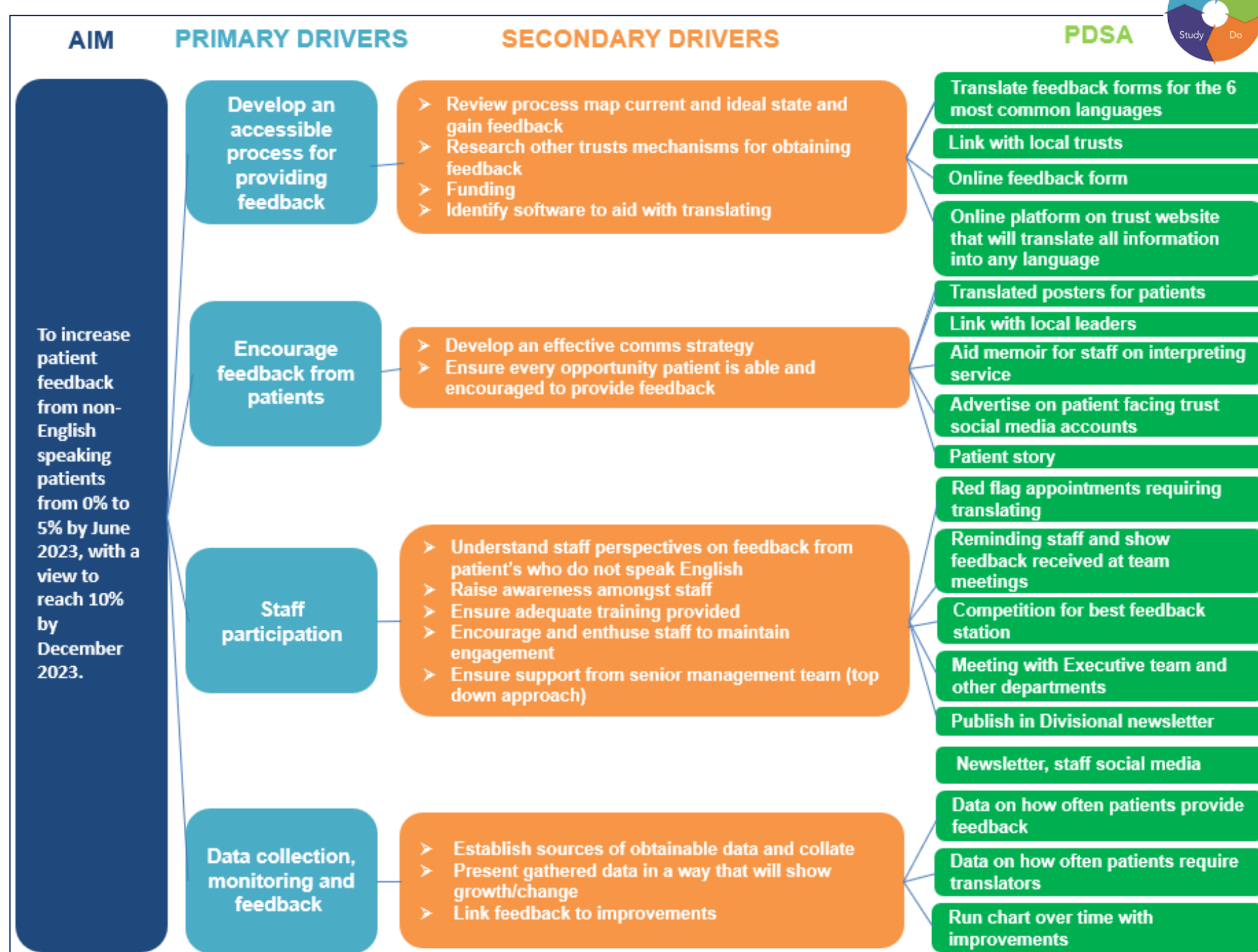
Translated FFT Feedback

Arabic	"Good treatment and care for patients"
Romanian	"Staff are very friendly with the patients. I was very pleased with what was offered"
Polish	"Very professional visit, thank you very much, a very good approach to patients"
Urdu	"I have difficulty in speaking English. Due to which an Urdu interpreter was called for me and it was good for me"

Challenges & Lessons Learned

- Process mapping the patient journey identified inequalities are present at each point of contact with the service.
- The SHS covers a wide geographic area. Embedding change into each area has proved challenging.
- Undertaking qualitative and quantitative data has provided invaluable insights into staff engagement with FFT as a whole. Our assumption was that everyone would view feedback as being important, however this was not reflected in the engagement event data. Whilst 100% of patients felt this was an important intervention, this was not reflected in staff feedback.
- All translated FFT forms received so far have provided positive feedback, while this is to be celebrated, we hoped for constructive feedback to inform improvements in the service.
- Technology has been an ongoing barrier as our current platform is unable to support languages other than English at present. This includes Short Message Service (SMS) and Quick Response (QR) codes.

Driver Diagram



All Views Matter

Your view matters. Please ask a member of staff for a feedback form.

آپ کی رائے اہمیت رکھتی ہے، براہ کرم عملے کے رکن سے جوابی رائے کا فارم طلب کریں۔

رایک مہم الرجاء طلب استمراة ابداء الرأي من أحد الموظفين

بیرونی زبانوں میں گفتگو کرنے، کتابچہ دوا لہ نامزدہ کی سہولتیں رکھنے پر فورمیکس سرچج و نتیجی

Păreră dvs. contează. Vă rugăm să solicitați unui membru al personalului un formular de feedback.

আপনার মতামত গুরুত্বপূর্ণ অনুগ্রহ করে একজন স্টাফের কাছে একটি ফিডব্যাক ফর্ম চান

Państwa opinia ma znaczenie. O formularz opinii należy poprosić członka personelu.



Interventions

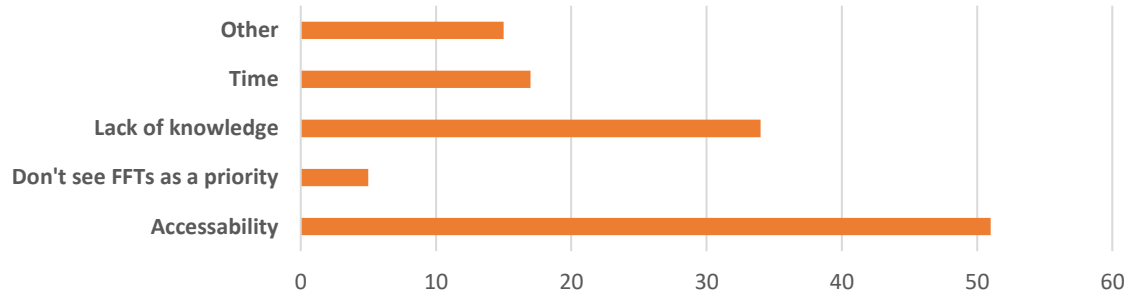
Our driver diagram identified four primary drivers. This generated many secondary drivers and interventions over the course of the project. Examples of PDSA cycles and interventions included:

- A translated promotional poster - highlighting the availability of translated feedback forms
- A staff 'design a feedback station' competition
- Staff engagement event to raise awareness of the project
- Regular project updates via staff and patient communications
- Alerts on electronic patient records to highlight the need for an interpreter and feedback form.

Patient & Staff perspective on the importance of offering FFTs in alternative languages (outer circle patient/ inner circle staff)

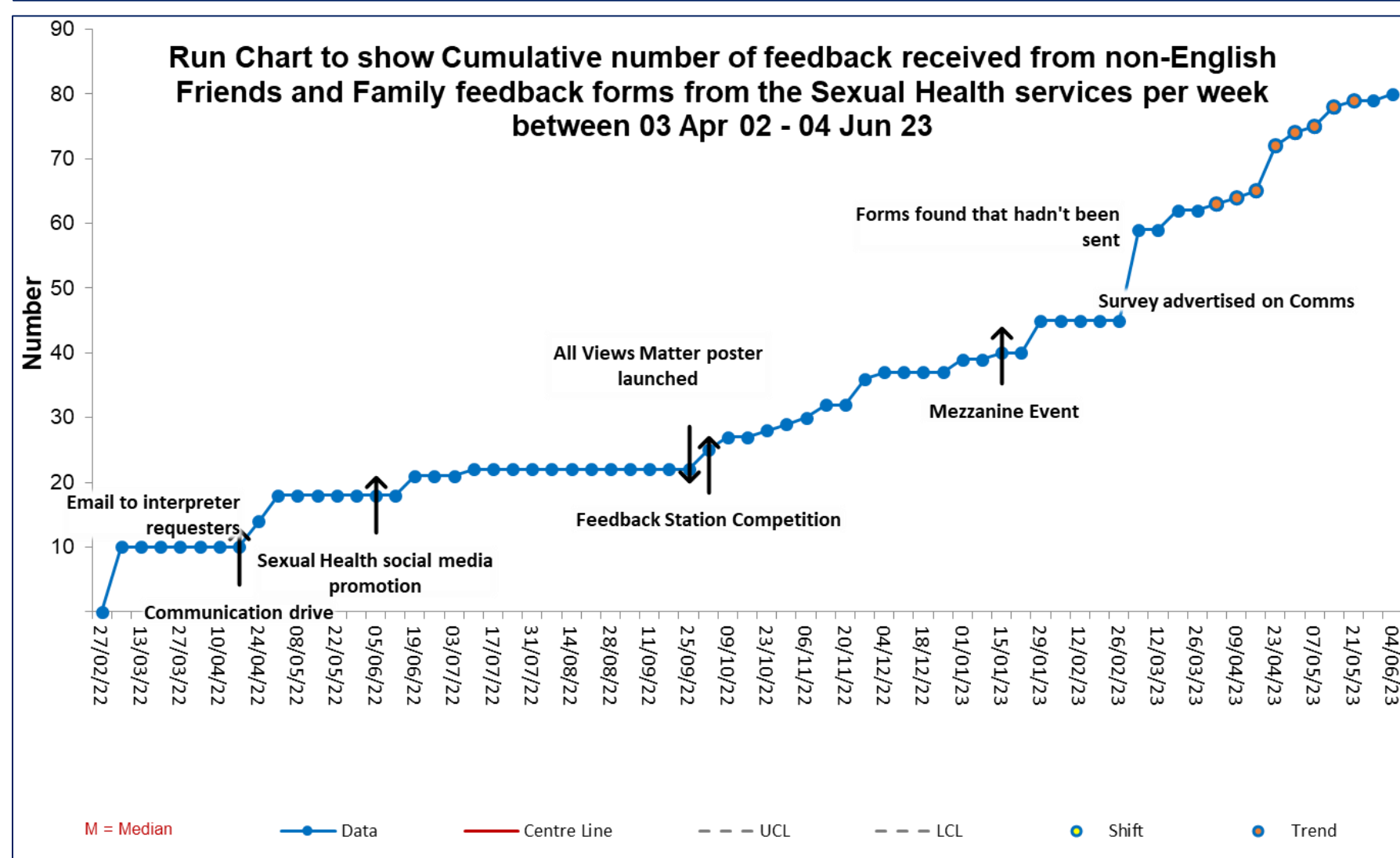


What would stop you from offering the Friends and Family forms in an alternative language to patients?



Results

Our Run Chart below, shows the increasing return of feedback forms over time. After each PDSA intervention, there was an increase in the number of forms returned, demonstrating a quantitative improvement.



Sustainability & Spread

Our goal is to spread the feedback forms Trust-wide. For this to happen, engagement with all staff including the senior management team is crucial. We have presented our project at the divisional board meeting and hope to see the forms utilised in different areas in the division. We have had the support of the executive team who are keen to see its implementation; our staff engagement event highlighted the importance of a 'top down' approach in raising staff commitment. Continuing presentations at divisional level will reinforce the importance of this work. We will continue to use social media to highlight the importance of the project and availability of the feedback forms. This project has opened up wider conversations about making information accessible to non-English speaking patients and reducing health inequalities.



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IMPROVING HEALTH OUTCOMES FOR MINORITY ETHNIC COMMUNITIES

1. Office for National Statistics (ONS), released 29 November 2022, ONS website, statistical bulletin, [Language, England and Wales: Census 2021](https://www.ons.gov.uk/peoplepopulationandcommunity/ethnicityandnationality/bulletins/languageandwalescensus2021)

2. Whitaker KL, Krystallidou D, Williams ED, Black G, Vindrola-Padros C, Braun S, Gill P. Addressing language as a barrier to healthcare access and quality. Br J Gen Pract. 2021 Dec 31;72(714):4-5. doi: 10.3399/bjgp22X718013. PMID: 34972791; PMCID: PMC8714507.