The value of social media in rescuing the Vulnerable Patient

The EKHUFT experience

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Kent critical care nurses using social media to spread best practice on sepsis

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Background

- The world is a big place - a huge potential audience
- 71% of all UK adults access the internet via a mobile phone
- 72% of adults have a social media profile
- Facebook audience = 39m,
- Twitter audience = 21.8m
- UK 2015 general election: the parties who focused on social media came out on top
Advantages of social media

• Easy to connect with like minded individuals
• Quick way to share information
• Share best practice
• Can reach people 24/7
• It is generally cost neutral
EKHUFTccot strategy

- Raising the profile of the team
- Clearly identified target audience
- Identified topics and information
- Unique selling point
- Operating procedure
- Part of a package of education
- Advertise training days
- Demonstrate that we value colleagues
- Access information for the CCOT team to develop
- Take advantage of networking opportunities
In the Frame
Rewarding Excellent Practice
Seasons greetings!
Sepsis Stars
‘Soundbites’ for Safer Care
International Nurses Day

Celebrating International Nurses' Day at the QEQM
Sharing works 2 ways

**POPPs intervention protocol**

<table>
<thead>
<tr>
<th>Nursing</th>
<th>Physiotherapy</th>
<th>Medical</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Patient upright* to eat and drink.</td>
<td>• Daily review</td>
<td>• Rapid assessment / intervention if failure to progress Prescription</td>
</tr>
<tr>
<td>• Pain score &gt;3 action</td>
<td>• Written instruction</td>
<td>1. Mouthwash</td>
</tr>
<tr>
<td>• Analgesia given</td>
<td>• Incentive spirometer</td>
<td>2. Adequate analgesia</td>
</tr>
<tr>
<td>• Prescription review if inadequate relief</td>
<td>• Humidified O₂ (if face mask needed)</td>
<td>3. Mucolytic</td>
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<td>• Medicines delivered</td>
<td></td>
<td>4. Stop PPI if not need</td>
</tr>
</tbody>
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Dr Ron Daniels - Super User

- King of Social media?
- Influence policy
- Gain access to people that could not meet by conventional ways
- Learn current thinking
- Active participation
- Feel Involved
- Your opinion counts
What we have learnt

- People know who we are and what we do
- We can be in control of the message
- Fast response time
- Not every one agrees with our view, can spark debate
- Lots of support locally and nationally
- People like short visual messages
- People like to be recognised and rewarded
- Different demographics like different mediums
- It is easy to use; with practice it gets faster
- We are invigorated and motivated
- We’ve created a ‘buzz’
What else we have learned

- CPD accreditation
- Webinars
- Appraisal
- Revalidation
Contact details

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• Coming soon! Look out for us on 🎥