

responding to your needs...

Issue 3 Spring 2008



A Colourful Start to Spring at YDH...

Welcome to the third edition of *News from YDH*. We began 2008 with our Flying Colours Appeal drawing to a suitably colourful close, a focus on maternity services and some exciting plans for our birthday year.

The hospital's £1.1m Flying Colours Appeal – designed to improve public and patient areas by providing a warmer, more welcoming environment conducive to care and recovery – drew to a conclusion in February with the installation of 38 enamelled glass panels in wards across the Trust. Each panel has been designed by artist Sasha Ward in conjunction with the 'village' names which now accompany ward numbers to make patients feel more at home at YDH (see our website for details). One-word, easy-to-remember names were carefully chosen, with the help of matrons and ward sisters, from a shortlist covering Dorset and Somerset. Countryside themes accompany these names, with the panels reflecting local features specific to the individual villages.

The panels, along with the patient furniture and other projects all designed by local artisans, have dramatically improved ward areas for patients and staff. I would like to thank Sasha for her hard work, Alex Coulter and Anne Bennett for their superb co-ordination and indeed all those who contributed to the fund-raising appeal. Of course, in an ideal world we would have liked to have carried out a top-to-bottom refurbishment of the whole Trust, but as costs – both of the work itself and of decanting to another building – made this impossible, the Flying Colours Appeal offered a rewarding route to achieve the best improvements possible.

The Appeal's corporate sponsors, Screwfix Direct and the *Western Gazette*, made great contributions. Screwfix raised over £100,000 and the *Western Gazette* provided extensive coverage of the Appeal's progress and gave enthusiastic support to events as well as generous donations. Flying Colours saw wonderful support from YDH staff, both in terms of fund-raising and patience when work was carried out within their busy areas.

'Genesis' and 'Jet Set' sculptures will be unveiled on 11 April with sponsors, donors and artists attending.

We recognise that further areas of the Trust, many of them specific to staff, also need attention and we are now looking at ways to make these improvements as part of our Estates Strategy.

In 2007 the Government launched 'Maternity Matters' – a comprehensive review of maternity units around the country. This culminated, in January 2008, with all units being scored by the Healthcare Commission. For the first time a prospective mother could compare details of how her local maternity units measured up before deciding where to have her baby. YDH achieved a top score of 'Best Performing' in the Review, which also outlined areas for improvement. The Review took into account 25 different factors, including staffing levels, numbers of midwives and consultants, the mothers' own views about the state of delivery suites and standards of care, and the welfare of mothers and babies.

The results of the Review are great news for all of the staff who put in so much hard work on our unit. At YDH the maternity unit offers both consultant- and midwife-led care, with all women being looked after on a one-to-one basis, especially during labour – which is what mums tell us is important to them. But the Review is also an excellent way to start 2008; this year we plan to build on this foundation, responding to the Government's recommendations and feedback from our local service users, to make sure that we learn from every woman's experience with us, as well as focussing on further improvements in this area. Read more on pages 4–5.

This year also marks the 60th anniversary of the NHS, 35 years of the 'new' YDH and 150 years of healthcare in Yeovil. We have a full programme of events lined up to mark our celebrations, bringing together staff, partners and patients. More on this in our summer issue.

Angela Dupont, Chairman

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Examples of the new glass panels designed by Sasha Ward.



iCARE at YDH

The start of 2008 has seen the new iCARE programme being rolled out at YDH. iCARE was developed to focus the whole Trust on key elements of patient care which research showed were in need of improvement; these are Communication, Attitude, Respect and Environment...

“iCARE has become an entity at YDH; the beginning of a permanent cultural philosophy. We are measuring our performance against benchmarks set by patients and their families; knowing where we are against these measures gives us a clear focus to ensure the care delivered not only meets service users’ expectations but, where possible, exceeds them.”

GAVIN BOYLE,
CHIEF EXECUTIVE

Conciliation meetings with patients and relatives showed that these recurring themes were raised as areas of concern, and it was decided that a systematic approach was needed to help address the issues.

iCARE aims to use patient feedback to inform and influence staff behaviour in order that our care upholds the principles of: effective COMMUNICATION, positive ATTITUDE, RESPECT for patients, carers and colleagues, and an ENVIRONMENT that is conducive to care and recovery - therefore ensuring that all patients, relatives and staff have the best possible experience at YDH. The ‘i’ of iCARE relates to the individual and highlights that every member of staff has a personal responsibility to meet the standards of CARE.

Demonstrating dignity and respect for patients was the core of the project; but it became clear that the same held true for how staff treated one another and iCARE became as fundamental to the Human Resources strategy as it was to the Clinical Services Strategy.

Directors all participated in the iCARE awareness programme and training was timetabled so that all staff could attend a two-hour session. Sessions are introduced by the Chief Executive or the Director of

Nursing and include an introduction on why iCARE has been developed, with group work looking at real complaints/feedback and how they demonstrate that the iCARE principles have been lacking and how they could have been avoided. Sessions finish with a focus on compliments and how the organisation has made a positive impression on patients. Staff are encouraged to think about how ‘Magic Moments’ at work are key to a positive culture.

Around half our staff have already attended and YDH is now starting to see a positive impact. Having a chance to sit down with colleagues they may not normally meet and reflect on how our service users and staff describe their experiences here, staff are motivated to discuss ways in which real improvements can be made.

A patient questionnaire was developed and the iCARE Steering Group worked closely with the Patient and Public Involvement Group to create a model of training which we could use for all staff.

Questionnaires mean that our patients can feed back how they feel YDH has treated them under the four iCARE principles. We hope that this also tells patients that these principles are important to us and that we are actively seeking ways to improve.

We have asked our patients whether there has been a measurable improvement in terms of the extent to which they feel their dignity has been maintained and the level of respect with which they feel they and their families have been treated. The first results have been encouraging and have laid excellent foundations for further work.



d Caring

Infection Control Team Update

Infection prevention and control remains high on the Trust agenda and continues to be an area of increased focus. Our target for MRSA bloodstream infections is no more than 12 cases by 31 March 2008 and we are currently on target to meet this. However, we cannot afford to be complacent and continue to focus on high-risk activities such as the insertion and management of indwelling medical devices including urinary catheters and cannula (the device through which we give intravenous fluids or drugs).

Efforts to reduce the number of patients developing C. diff also continue, with specialist teaching on antibiotic prescribing and thorough investigation of all confirmed cases taking place across the Trust. 2007 saw a reduction of more than 37% in confirmed cases, but again, we need to continue to drive this number down further.

The Trust is adopting the Government's recommendation of 'bare below the elbow' for all clinical staff, including an avoidance of wrist watches, jewellery (except wedding rings) and similar items in order to be able to carry out effective hand cleansing. This practice is in line with and reinforces our current policy.

Two new members of staff have joined the team for a six-month secondment to carry out enhanced audit, surveillance and teaching to ensure we continue to reduce infection rates. We would like to welcome Rachael Gray, Infection Control Project Nurse, and Michelle Barnham, Audit and Surveillance Nurse.

Join Our PPI Group

We have several places available on our Patient and Public Involvement (PPI) Group. YDH is committed to involving patients and the public in the planning and delivery of our services. This is a vital part of ensuring quality care and ultimately a better patient experience.

In practice, PPI members attend as observers or participate in some of the 17 or so hospital committees that meet on a regular basis – committees covering areas such as infection control, food hygiene and complaints and concerns. These groups deal with some of the complex functions that are essential to the smooth running of the hospital.

Involvement in a more temporary way might, for example, be in showing interest in a specific short-term project or helping to develop patient information leaflets which are easily understood and ensure patients have all the facts they need to make an informed choice.

What the role can offer you:

- the satisfaction and reassurance of knowing your views and concerns are being heard and that you are working for the benefit of patients and public
- a better understanding of the structure and functions of your local hospital
- the opportunity to work with health service staff across the Trust and contribute to the future service needs of the hospital

There is great scope for public involvement and we warmly welcome new PPI members. To register your interest contact: Nicola Webber, Membership Co-ordinator, YDH, Higher Kingston, Yeovil, Somerset, BA21 4AT Email: nicola.webber@ydh.nhs.uk Tel: 01935 384753

For more information on YDH and the PPI group visit: www.yeovilhospital.nhs.uk PPI falls under Patients > Listening to You or you can simply search 'patient and public involvement' from the home page.

2-3 Clean and Caring

“Staff are asked to feed back with ideas for improvements within a month of their iCARE training. For example, maternity unit therapists have changed their hours to suit patients and their families' needs and work has been done to reduce noise at night.”

HELEN RYAN,
NURSE CONSULTANT,
CRITICAL CARE

DEEP CLEAN

The Prime Minister announced that a seasonal 'deep clean' was to be carried out in all acute trusts before the end of March 2008. This Government-funded initiative was aimed at tackling healthcare-associated infections. Says Matron Jo Ryan (*right, with housekeeper Carlos de Pablo*): "YDH already has a good record for cleanliness and reducing infections, but we took advantage of this opportunity to use the money allocated by Government to go that extra bit further than a standard clean." The deep clean was carried out across all wards, with each ward being cleaned top to bottom using special chemicals.



Responsive: M

In 2008 we are looking forward to implementing a new model of midwifery care which incorporates various improvements to our service, some of which come in response to recommendations made in 'Maternity Matters', the Government's Review of maternity units around the country. Planned improvement at YDH include:

- drop-in antenatal and postnatal clinics in the local children's centres, making care more accessible for hard-to-reach groups
- improvements to the labour ward birthing environment to a 'home-from-home' standard
- giving women more choice for their pain relief by introducing permanent birthing pools that can be used by women in labour
- reopening of the Antenatal Day Care Assessment Unit to help streamline our service
- accessing the service for problems outside routine antenatal care
- introduction of a completely new service; a pre-operative assessment clinic for women booked to have planned caesarean sections to improve their experience and enable better planning of their care
- improving our initiation of breastfeeding rates by fully adopting the ten steps to successful breastfeeding and hopefully planning to work towards achieving UNICEF 'Baby Friendly Status' accreditation

4-5 Responsive: Maternity

Monday tours for prospective mothers of our Maternity Unit are planned on:

21 April

16 June

4 August

22 September

10 November

29 December

Contact your midwife in the first instance if you would like to attend or, if this is not convenient, please call the Labour Ward on 01935 384350.



Yeovil Women's Hospital Maternity Unit celebrating its top score in the Maternity Matters Review, 2008. Pictured are couples Tony and Corinna Laws with baby Ruby from Wincanton and Oliver and Tracey Perrett with baby Hazel from Templecombe, together with staff - Michelle Onslow, Maria Santrian, midwife, Catherine Fairbairns, senior midwife, Lisa Chambers, staff nurse, Alison Moon, Director of Nursing and Clinical Governance, Jacqui Storrie, lead midwife, Lucinda Breaden, staff nurse, Kelly Kent, labour ward sister, Hannah Stondon, health care assistant, Sam Andrews, midwife, and Julie Bruckell, health care assistant. COURTESY NIGEL ANDREWS

Maternity Unit

AMY'S MIDWIFE-LED BIRTH AT YDH...

"Because I did not want my babies to be delivered by a consultant and wanted to be in control of the process myself rather than being delivered with interventions, I asked for midwife-only care and to bring my own birthing supporter. Everything that we asked for was done. I wanted a natural delivery without pain relief even though I was having twins. I wanted ideally to go full term, without being induced or having a caesarean. With the lead midwife's help and her reassurance, it was made clear that I could have whatever I wanted. She told me the risks and benefits of my choices clearly and without prejudice

and was very professional throughout.

"Due both to the fact that I looked after myself well and the excellent care from the midwives, everything went smoothly. I was cared for as an individual and the midwives, who had just done an active birthing course, respected my wishes and helped me to move around freely throughout labour. The birth felt totally natural and flowed really nicely and although it took six hours, it actually felt like it was over in a matter of an hour!"



4-5 Responsive: Maternity

Joining the Team: Michelle Onslow, Antenatal Screening Co-ordinator



There has been a dramatic increase in screening/preventative medicine for pregnant women in recent years and all trusts are now recommended to have an Antenatal Screening Co-ordinator. This post has just been filled at YDH by Michelle Onslow whose role includes responsibility for all aspects of antenatal and newborn screening.

CONTACT: michelle.onslow@ydh.nhs.uk

Breastfeeding & Parenthood Classes in Your Area...

A series of breastfeeding and parenthood classes are now in place for 2008, across a variety of local centres, including Wincanton, Sherborne and Yeovil. Follow the links on our website (www.yeovilhospital.nhs.uk) from the maternity section under 'Patients' for more details. Women can also talk to their midwife to find out more or contact one of these numbers:

Balsam Centre, Wincanton: 01963 31824

Sherborne health visitor: 01935 816883

Queen Camel health visitor: 01935 851225

Wincanton health visiting team: 01963 32498

"The best part of my job is being able to provide continuity and a high level of service to women. I am also very excited about the prospect of introducing first trimester Down's Syndrome screening at YDH."

YIPPEE

The new YIPPEE website, www.yippee.sigma-5.net, is dedicated to Yeovil Young Parents. This relaxed, supportive group meets weekly on Fridays 10:30–12:30 at Reckleford Community School & Children's Centre, Eastland Road, Yeovil BA21 4ET. The young persons' group offers support, guidance and advice for young parents from Yeovil and surrounding areas. Parents are welcome both during pregnancy and after the baby is born and there are also activities for young parents with older children and hot and cold drinks for all. For more details visit the website or contact Janet Legg (Family Support Co-ordinator), at the above address, tel: (01935) 475938.

In Focus: Greater Yeovil Governors



Ann Beable

“The opportunity to stand for election as a Governor to the hospital came at a time when I felt very strongly that I needed to give something back to YDH in recognition of the care that my mother and husband had received whilst suffering life-threatening illnesses. Fortunately I was elected to serve by Members of Greater Yeovil. I am now well on the road around a steep learning curve! Yeovil has in its midst an ‘Excellent’ hospital - the organisation maintains areas which are already excellent, and continues to strive for excellence in all other areas.”

Paddy Burr

“As a near lifetime resident of Yeovil and a six-time inpatient of YDH, I can think of no better way of putting my time and my business and academic experience to use than as a Governor of the hospital for the town and area that I love. I do believe that as time goes by the Governors will continue to make a difference to the future of the hospital with their wide, collective experience across medical and commercial fields.



“In my vision of the future of Yeovil District Hospital I see:

- an increasingly greater and wider consultation with the membership;
- more healthcare provided outside the hospital setting;
- YDH as the first-choice provider of acute services for the people of Yeovil and its outlying areas;
- care for the young and the elderly with provision for those with chronic diseases being provided through partnerships where necessary;
- continuing improvement to the hospital environment in areas such as the children’s wards, the elderly care wards and the women’s hospital;
- YDH becoming a national teaching hospital for certain skills where expertise is proven;

- an increasing amount of research above the high level already undertaken;
- YDH as an employer of choice.”



Geoff Stroud

“Since being elected as a Governor I have, along with my fellow Governors, been involved in shaping the hospital’s future direction. Specific areas of involvement have been in the appointment of Non-Executive Directors and their remuneration. An area which I feel is important is the need to increase membership and to this end I am active in the Communications Working Group which is key to this role; it is essential, I feel, that our membership base grows in order that we may benefit from views expressed across the wide spectrum of our catchment area.”

Annabelle Matthews

“I’m a mature student at Yeovil College taking a range of A-levels with a view to progressing on to medical school. In the past I have worked as a care assistant in a nursing home but my main experience is in sales and marketing. I am a regular user of our hospital and hope to be able to represent the youth of our town and help to move our hospital forward, so that it meets the needs of everyone requiring treatment. I am an escort for Somerset County Council transport service which involves taking children and adults with behavioural, physical and learning difficulties to their daily activities. I am also a part-time taxi driver.”



Election diary dates ● ● ●

- 9 April: deadline for receipt of nominations
- 16 April: final date for candidate withdrawal
- 9 May: voting packs despatched to members
- 28 May: closing dates for election

s in Focus

Elections
Coming Up Soon...
Become a Governor!

Could you be an ambassador for the hospital? Are you passionate about what happens at your hospital? Any member of the Trust who is aged 18 or over who lives within the constituency where there is a vacancy for a Governor can nominate themselves for election.

The following Governor seats are to be contested in May: two seats in the constituencies of Greater Yeovil, South Somerset (South & West) and South Somerset (North & East); one seat in the constituency of Mendip and two Staff Governor seats.

Elected Governors are invited to attend around four daytime Board of Governors meetings per year and are consulted on plans for changes to the health services locally. They discuss any areas of special interest that they have and meet with and speak to members in their constituency to hear their views. Key in helping to actively recruit new Foundation Trust members, they are given user-friendly information to keep them up to date with the work of the Trust.

Governors receive out-of-pocket expenses but no financial reward or special NHS treatment. Contact Nicola on the details shown to the right to request a nomination form if you have not already received one as part of a member's mailing.



Staff Governors

Steve Wills joined YDH in 1983, after working for the Department of the Environment in military establishments in Wiltshire. He joined us as a maintenance craftsman and progressed through to Charge Hand and then Supervisor in 2004. "Being a governor has given me an opportunity to work collaboratively with other governors and staff on issues that directly affect the working environment of our hospital."

Ashley Davidson has been nursing since 1983, and based at YDH since 1994. She is involved

in Cardiac Service Development, especially in the field of cardiac investigations and rehabilitation. Ashley works closely with the cardiac network in a constant effort to improve equity of access to local services for our patients.

Jane Johnston joined YDH in 1992 as an information assistant following a varied career in travel, insurance and electronics. She has worked her way up to Senior Analyst in the Clinical Information and Business Intelligence Department. In her role she works very closely with clinicians, finance, governance and Trust management in monitoring and analysing activity and helping to develop targets, plans and strategies. "Fifteen years at YDH has given me a wide knowledge of the pressures, responsibility, targets and constraints felt by every department within the hospital. I am confident that I have the knowledge and experience to represent all staff. I am determined, tenacious and feel I provide a complimentary balance to the current mix of staff governors."

Having qualified in Bristol in 1981, **Helen Ryan** spent eight years in the RAF completing tours of duty in Cyprus and aero-medical nursing. In 1993 Helen came to YDH as a Senior Sister for Intensive Care and is now Nurse Consultant, Critical Care. "Being a governor gives me the chance to represent the views of the staff at Board level. I would also hope that the staff governors can have a positive influence on decision making for strategic service developments."

Chris Parker joined YDH as a Consultant Urologist in 1993, having lived and trained in and around London. He was Medical Director from 2000-03. He is keen that our hospital makes the most of any opportunity to improve patient care while maintaining a good working environment for its staff. "I feel that it is important that a member of the medical staff be on the Board of Governors, drawing on their skills to represent staff, patients and other users of YDH."

6-7 Governors
in Focus

FORTHCOMING TALKS:
PARKINSON'S
DISEASE,
TUESDAY 10 JUNE

SHOULDER & ELBOW
SURGERY - ADVANCES
AND POSSIBILITIES
TUESDAY 14
OCTOBER

BOTH AT 6.30PM IN
THE MARSH JACKSON
LECTURE THEATRE,
SOMERSET ACADEMY,
LEVEL 4, YDH.

BOOK YOUR PLACE:
0800 0929 759/
nicola.webber@ydh.nhs.uk

WRITE TO:
NICOLA WEBBER,
MEMBERSHIP
CO-ORDINATOR, YDH
NHS FOUNDATION
TRUST, FREEPOST
NAT 13686,
YEovil BA21 4SZ

New Faces at YDH

Clinical Nurse Specialists

Lin Mear is YDH's first Specialist Nurse in Inflammatory Bowel Disease (Crohn's Disease or Ulcerative Colitis). Says Lin: "I previously worked as a Clinical Nurse Specialist in the Colorectal/Stoma Care Department for a good number of years, so I know the Trust well, although this is an exciting new role. I provide support and information for patients and am responsible for the organisation and supervision of care for patients with IBD, particularly those undergoing specialist treatments. Most patients are referred directly from the Gastroenterology Department or Ward Staff and I often meet them for the first time in the Outpatients Clinic. Matron Jo Ryan says: "Lin's appointment represents a welcome broadening of the gastroenterology services at YDH which we hope will be of great benefit for our patients."



Dermatology and Skin Cancer Nurse Specialist Mihaela Savu is setting up a service which is totally new to the Trust. Her role includes providing a link between dermatology and the plastic surgery service to improve the patient pathway and ensure the highest possible quality of care. In turn it is hoped that this will reduce waiting times. Mihaela worked as a nurse for 14 years in Romania, specialising in dermatology. During 1994 she worked in Somalia as a Dermatology Nurse Specialist with the United Nations troops and was decorated with the Peace Keeping Medal. She says: "This new role at YDH involves many challenges – which is what I love! In the future my plan is to undertake nurse-led clinics in areas such as emollients, follow-up (Roaccutane, Methotrexate, etc.) and a minor biopsy clinic. Hopefully my job will free up more time for the consultant, accelerate our service and reduce waiting times."



8 New Faces at YDH

“As the new consultant urologist at YDH I am keen to embrace the evolution of urological practice, especially establishing closer links with primary care and taking urology as ‘close to home’ as is appropriate. I would like to develop community awareness of urological health issues particularly as the medical aspect of urology continues to increase.”
PAUL FOSTER

NEW CONSULTANTS AT YDH



Urology: Paul Foster

Paul's interests include laparoscopic surgery and minimally invasive treatments for prostate cancer. He says: "There are many exciting challenges ahead; the field of urology continues to expand and I hope to add to the well-established urology service at Yeovil." Paul, 34, trained in the South West, most recently at Southmead Hospital, Bristol. He comes to the area with his wife Ruth, a GP, and children Alec, 5, and William, 2.

Ophthalmology: Rob Fuller

Rob Fuller is shared with Dorset County Hospital and is a graduate of Southampton University Medical School. His eye training was based around Moorfields Eye Hospital in London and he was accredited as a specialist in 1999. He has worked as a substantive consultant in the UK and New Zealand since February 2002 and has performed two post-accreditation fellowships. Rob enjoys teaching and is an examiner for the Royal College of Ophthalmologists. He had also developed an innovative device for naturally improving tear quality, which will be available to patients in 2008.

