Communicating Quality via "Road Shows"

Becky Dodge, RN, BSN, MBA, Leslie Johnson, RN, BSN & Sherri Morris, RN, ADN, CCRN


Problem: Information Overload!

- Nursing staff are responsible for learning updates and new information on many important areas of practice.
- Traditional methods for communication of information include staff meetings, e-mails, and computer learning modules.
- Staff feedback included: Too many emails, not enough information on issues they deemed important, full email inboxes after being off for several days, etc.

Idea: Road Shows!

- A nurse manager on our Nursing Quality Council proposed that nursing staff would respond better to new information if they heard it from a different person besides their manager, face to face.
- Nursing Quality Council decided to split into groups and round on all nursing units with the new information and updates.

First Road Show: Spring 2009

- Each committee was asked for key points that should be communicated to staff.
- Also included was important information on Core Measures and e-chart documentation updates.
- Two council members put together colorful brochures with these points and the names of the Nursing Quality Council Members.
- The Council divided into teams of two or three to cover each nursing service line.

"We’re here instead of an e-mail!"

- In March 2009, each two- or three-person team went unit to unit with brochures, talking to all available nursing staff working that day.
- Brochures were left in break rooms and education areas for oncoming shifts to review.
- Staff were given the opportunity to ask questions about the presented information and offer ideas and suggestions to take back to the Quality Council meetings.

Nursing Quality Council

- An expanded version of Shared Governance began at UNC Hospitals Department of Nursing in Fall 2007.
- Quality is 1 of 5 Councils and has a collaborative relationship with:
  - Falls Committee
  - Nursing Performance Improvement
  - Skin Resource Group
  - Restraint Committee
  - Interdisciplinary Pain Committee

Reinforcing Shared Governance

- Road shows are also an opportunity to reinforce Shared Governance. Staff on each unit were asked, “Do you know who your Quality Representative is?” and “Does your unit have a Shared Governance bulletin board?”
- The presenters were given a tip sheet ahead of time to make sure everyone was giving the same information and hitting all the key points.
- Staff also appreciated the candy baskets!

Second Road Show: Summer 2009

- Staff appreciated the conversational approach, and the "one-stop," interdisciplinary nature of the information being presented.
- On busy ICU’s, some representatives found it was better to go to staff meetings to present the Road Show information.
- An employee from Hospital Performance Improvement joined us to answer questions about Core Measures and data that is generated by Hospital PI.

Future Road Show Directions

- Include unit-level Quality Reps and do multiple rounds to include weekends and night shifts.
- The Road Show idea is catching on with other Shared Governance councils.