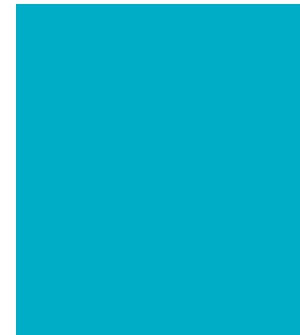




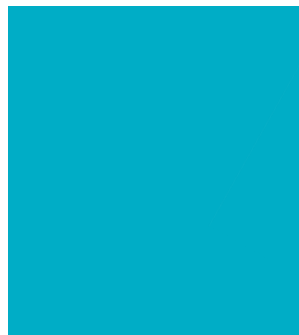
Recruiting for the values of the NHS



Jane Cummings

Chief Nursing Officer
NHS Commissioning Board

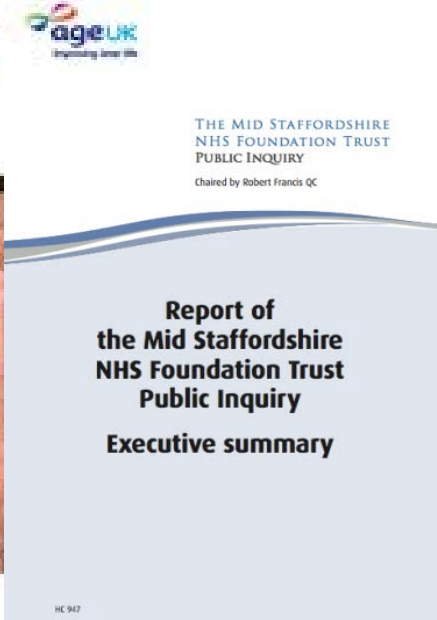
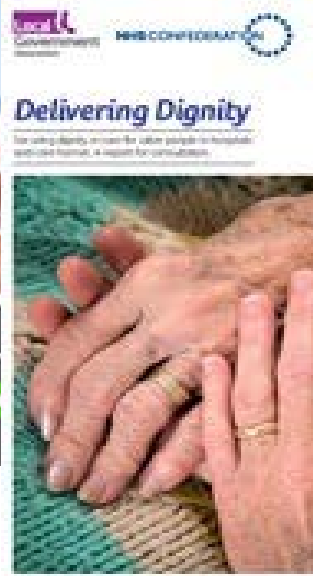
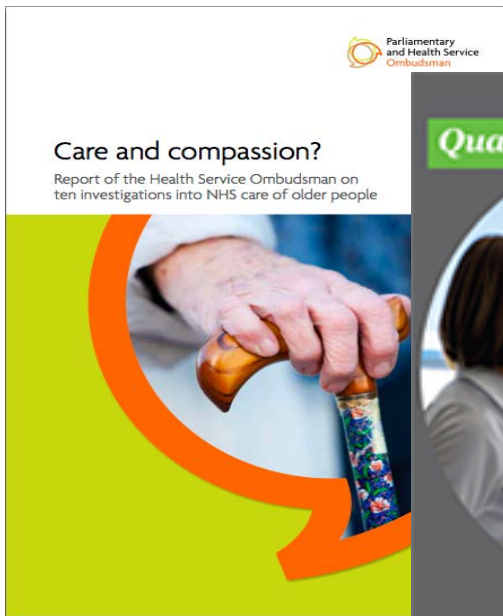
Friday 15th March 2013





Commissioning Board

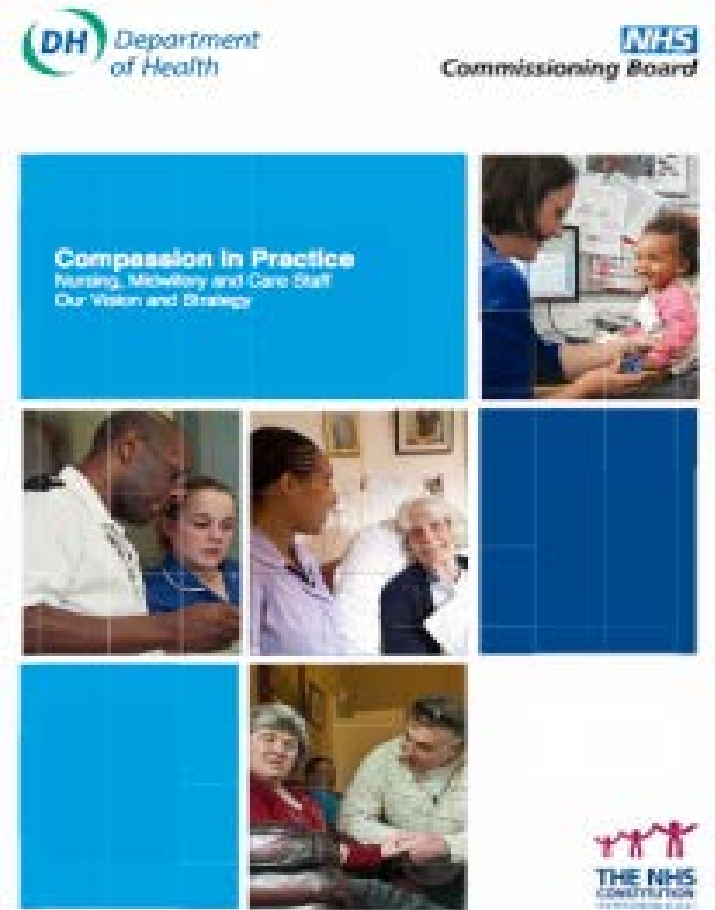
The first step toward change is awareness. The second step being acceptance (Nathaniel Branden) – multiple reports have raised our awareness of need to change and shape our culture of care!





Our acceptance of the need to change enables us to take actions to implement our vision and strategy for nursing, midwifery and care givers.

NHS
Commissioning Board





The vision for Nurses, Midwives and Care Staff





6Cs - Values essential to Compassionate Care

Care

Care is our core business and that of our organisations; and the care we deliver helps the individual person and improves the health of the whole community.

Caring defines us and our work. People receiving care expect it to be right for them consistently throughout every stage of their life.

Compassion

Compassion is how care is given through relationships based on empathy, respect and dignity.

It can also be described as intelligent kindness and is central to how people perceive their care.

Competence

Competence means all those in caring roles must have the ability to understand an individual's health and social needs.

It is also about having the expertise, clinical and technical knowledge to deliver effective care and treatments based on research and evidence.

Communication

Communication is central to successful caring relationships and to effective team working. Listening is as important as what we say. It is essential for 'No decision without me'.

Communication is the key to a good workplace with benefits for those in our care and staff alike.

Courage

Courage enables us to do the right thing for the people we care for, to speak up when we have concerns.

It means we have the personal strength and vision to innovate and to embrace new ways of working.

Commitment

A commitment to our patients and populations is a cornerstone of what we do. We need to build on our commitment to improve the care and experience of our patients.

We need to take action to make this vision and strategy a reality for all and meet the health and social care challenges ahead.



Action at all levels...

- 1. National Actions** – a range of initiatives that will be led by national bodies and regulators such as NCB, PHE, HEE, CQC, NMC, NTDA and Monitor. These will also be supported by key stakeholders such as NHS Employers, the RCN and the RCM.
- 2. Local Actions** – a range of initiatives to be led by local organisations and be supported by national bodies, creating the environment, providing leadership and giving the highest priority to achieving the culture of compassionate care.
- 3. Call to Action** – the overarching focus for organisations and individuals specific to each area of action.





Helping People Stay Independent



Improving Patient Experience



Measuring Levels of Patient Care



The 6 Areas of Action





Strengthening Leadership



Getting Staffing Right



Positive Staff Experience





Heart of delivery is to work with Health Education England to

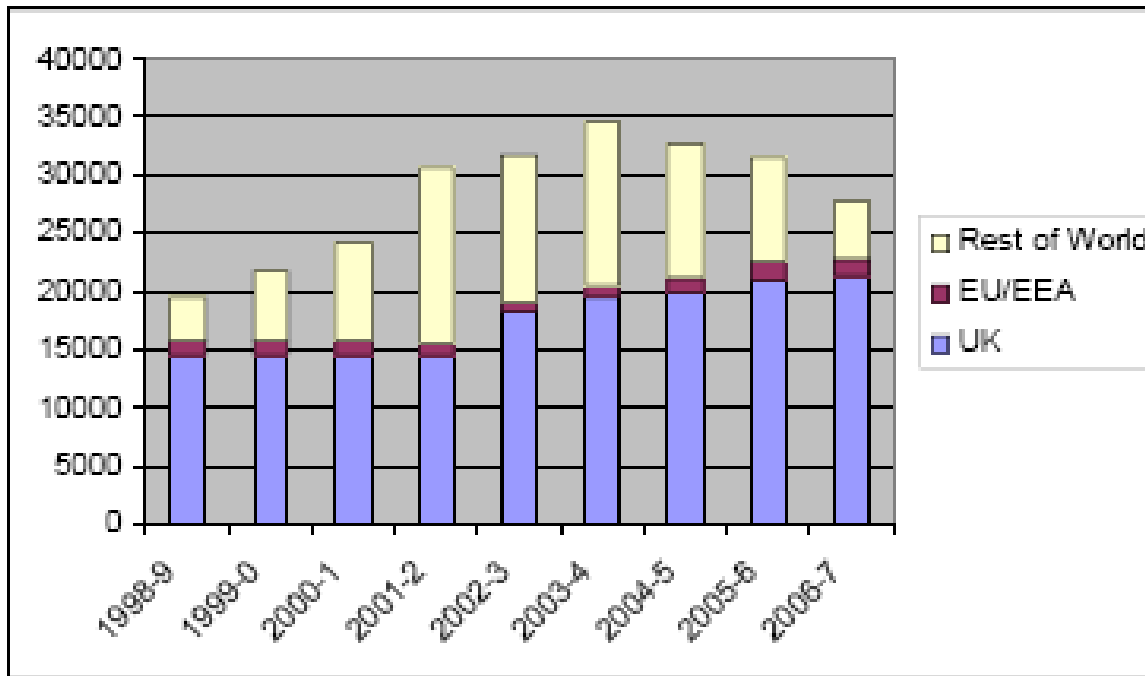
- Recruit staff with the values, compassion and attitude to deliver care
- Support organisations to value and care for their staff who in turn value and care for those who need our services
- Provide regular appraisal and challenge to maintain these values

.....Today is the start of our shared journey



Why consider international approaches?

Source of new NMC Registrants 1998-2007



Source: Nursing and Midwifery Council Registration Data

- Increased mobility of Healthcare Workforce
- Common demographic changes across global populations
- Population migration and diversification
- Majority of non UK new registrants not in EU/EEA

Personal Actions - What can you do...

“I will continue
to develop my
skills”

“I will build
effective
relationships”

“I will
contribute to
the
Dementia
Challenge”

“I will support
the Friends &
Family Test”

“I will support the
measuring of
patient care”

“I will ask for
& act on
patient
feedback”

“I will be a role
model for the
6Cs in
everything I do”



Getting Involved...

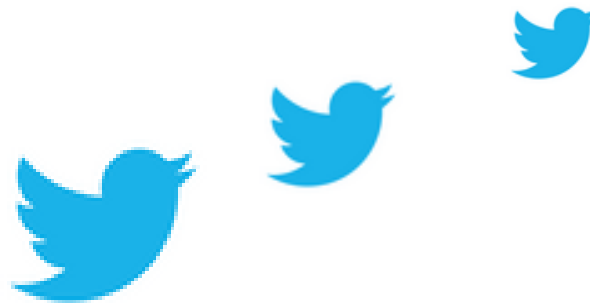
Follow us on Twitter

@nhs cb

@JaneMCummings

@VivJBennett

@JulietBeal



Follow Hashtag

- #6Cs
- #Caremakers

Sign up to 'Energise for Excellence':

- join thousands of nurses in our active online community
- access the tools & resources to help drive improvements
- Share examples of good practice and success

http://www.institute.nhs.uk/qipp/calls_to_action/energise_for_excellence.html



Next Steps...Implementation

The work begins now to transform the care, advice and support that people receive from us...



Individual actions by us all will collectively deliver this large scale change and have the greatest impact for our patients and the people we care for!

Final Thoughts...

This vision and strategy is our vision and strategy.

Collectively developed, collectively owned and to be collectively implemented.

Whilst each of us can and does make a positive difference to every one of our patients and the people we support, we can do more.



NHS Heroes 2012





Our Shared Commitment

We commit to doing more...

We commit to care and we commit to deliver...

“Compassion in Practice”





Our Shared Commitment

- Today you will learn of all that you can do
- Think about all you can change
- We ask you to make a pledge to make it happen and hang it on our tree

