

Walk and Talk Improvement

Ideas for Safe Quality Care



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Oifig an Phríomhholfígh Clínicíil

Aim and objectives:

Development of an **All-Ireland podcast** to improve patient care by capturing the personal stories of people who work in and use health services, and make these conversations available through a new communication platform. The initial project scope includes the development of 6 episodes, based around the 6 themes of the HSE Patient Safety Strategy (PSS), 2019-2024.

Co-designed with patient partners, National Quality and Patient Safety Directorate (NQPSD) and Health and Social Care Quality Improvement, Northern Ireland (HSCQI NI) teams. This project was a test of concept with the ambition to build podcasting capacity within the team.

The problem to be addressed and initiative undertaken:

Separation and loss of opportunities to connect with people interested in Quality and Patient Safety. In the wake of the COVID-19 pandemic, podcasts have seen a tremendous growth as a media channel, with 45% of listeners across the UK and Ireland joining in 2021 (Acast x Nielsen Media Analytics, June 2022). As a response to this growing shift in communications, the NQPSD, in collaboration with the HSCQI NI, and patient partners, co-designed an all-Ireland podcast titled **Walk and Talk Improvement: Ideas for Safe Quality Care**.

Project scope:

The podcast was launched for World Patient Safety Day 2022, with 4 of 6 episodes. Our ambition is to feature guests from Ireland and Northern Ireland to provide multiple healthcare perspectives from two health systems.

Episodes:

1. Empowering and Engaging patients
2. Empowering and Engaging staff
3. Reducing harm in healthcare
4. Using data to improve
5. Human Factors: Designing for people
6. Leaders on leadership: part 1
7. Leaders on leadership: part 2 (in development)

The platform for hosting the podcast is Acast. Available to listen to on Acast, Spotify, Amazon Music, Google Podcasts, YouTube

Connect with us:

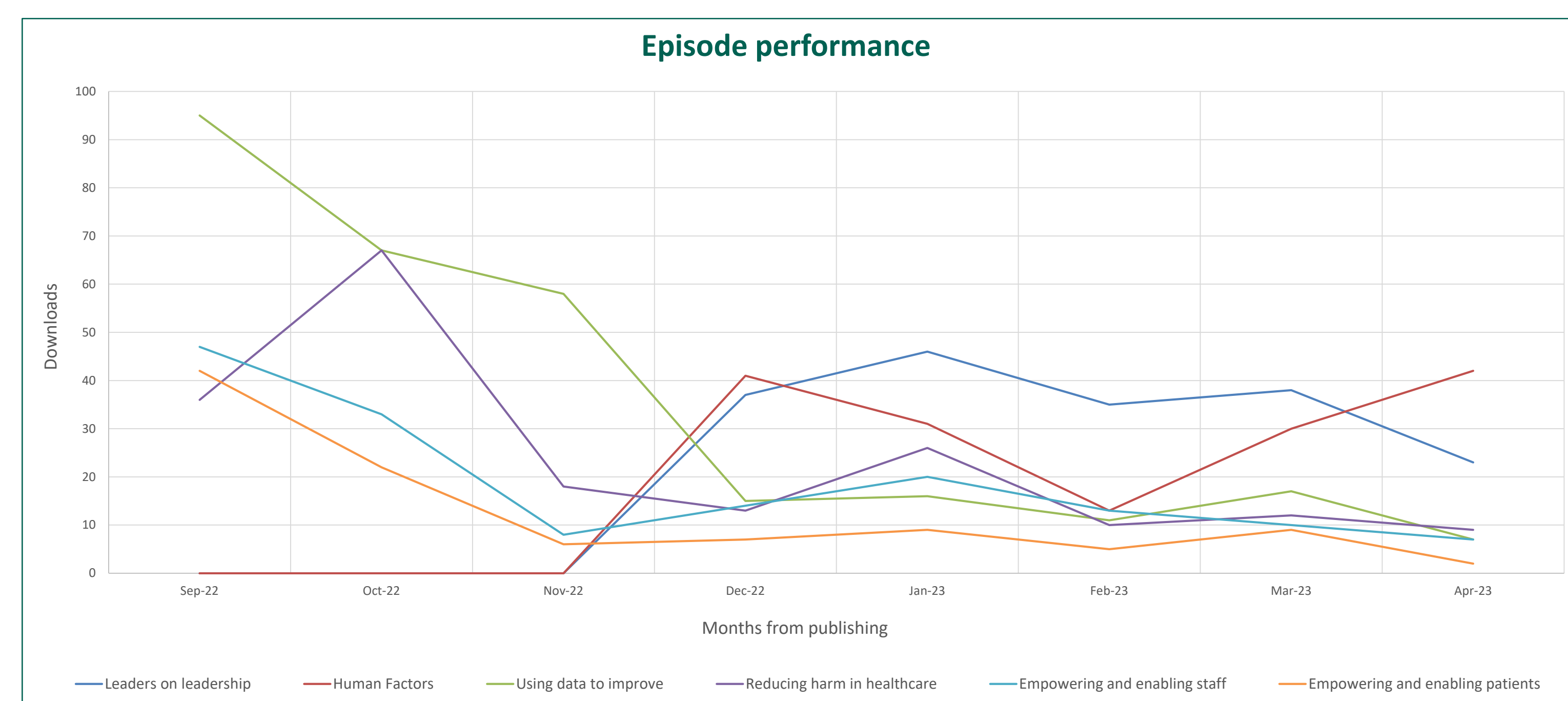
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Outcome and next steps:

An evaluation has been undertaken 6 months after launching involving survey of listeners, a focus group with the production team and Acast analytics on for the first 6 episodes. Since launching on 13.09.22, we have had 1110 episode downloads (as of 13.04.23), it was in the top 50% of all podcasts during launch. Due to a structure of sharing hosting and co-hosting, capability and skills development in podcasting has been developed in the team. Production and learning was based on a “two-two-two” arrangement with the media consultant doing two episodes, the team shadowing two episodes and the team doing two episodes on our own.

Next steps include development of the second series: Reducing Common Causes of Harm. The evaluation report to help guide future episode planning. We are currently publishing the evaluation report on our website to provide share the learning and experiences: www.hse.ie/nqpsd.



Feedback from listeners:

“Easy to learn more about QI in my own time - I always need more time to read articles, so podcasting is great for me.”

“It's helpful to hear from a range of perspectives and understand that we have similar challenges regardless of the healthcare system in which we operate.”

“I am new to QPS and I find it a great way to improve my knowledge of the directorate while driving to and from work!”

“I have shared it with my students; some have listened and referenced it in assignments.”

Acknowledgements to our hosts and guests:

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References

Acast x Nielsen Media Analytics, June 2022: “The Podcast Listening Landscape: United Kingdom & Republic of Ireland,” Accessed 05.09.2022
Health Service Executive (2019): “Patient Safety Strategy 2019-2024.”

