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Using social media to improve the learning loop from risk incidents

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Aims: To use a multi-media, multi-pronged approach to disseminate weekly learning outcomes from risk incidents on the neonatal unit.

Method: Originally a risk newsletter was circulated via email every 1-2 months with key learning points. A pre-intervention staff survey was performed to gauge the level of awareness of risk learning and interest in learning more. A slide was created each week with 4-6 learning points from incidents that week. It was presented on the weekly grand round, amended if necessary, then presented at nursing handovers, sent to the doctors WhatsApp group and nursing staff Facebook group (using information governance guidance), and copies put up around the department. Learning from other areas e.g. M&M meetings were also included. Information was presented in an aesthetic and digestible way. A post-intervention survey was then performed.

Results: Initially, 48% of staff felt a bit informed about incidents on the neonatal unit, 31% didn't feel informed at all, and 85% wanted to be more informed. After trialling the project for 8 weeks, 100% of the respondents felt happy with the weekly presentations, Facebook and WhatsApp posts. Everyone felt that they learnt from the weekly learning. This is now trialling in other departments. We are currently analyzing data to demonstrate the effectiveness of this project.

Conclusion: The multi-pronged approach used enabled us to effectively target a larger audience. The weekly presentations created a dynamic team attitude towards risk learning and enabled rapid recommendations to be put into practice.

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