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DEVELOPING STRATEGIES TO RAISE AND MAINTAIN AWARENESS OF THE GRIPES TOOL AMONGST JUNIOR DOCTORS

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Introduction

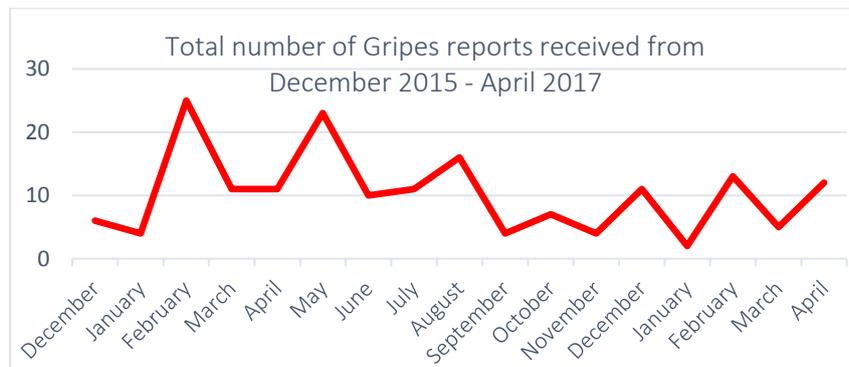
The Francis Enquiry highlighted the importance of enabling NHS staff to raise safety concerns. A web-based apparatus- 'the Gripes tool', has been developed for use within the University Hospitals of Leicester trust, to enable junior doctors to raise concerns about quality and safety of care. The Gripes tool enables a 'problem sensing' culture within the trust, however its sustainability is dependent upon engaging and maintaining awareness of the tool amongst junior doctors.

Methods

A series of multi-faceted promotional interventions comprising face-to-face and IT elements were delivered over a six-month period. At the end of this period, a junior doctor forum was held to evaluate the effectiveness of these interventions. The feedback obtained from this was used to develop a suitable promotional strategy to engage the attention of the junior doctor cohort.

Results

Intensive promotional activities correlated with an increase in the number of Gripes reports received, however the rise did not reach the initial baseline average of 13 reports/month that was achieved following the re-launch of the Gripes tool.



Conclusions/Implications

Promotional methods are effective at developing an awareness of the tool, however continuous efforts are required to sustain this awareness amongst the Junior Doctor body. It is likely that events related to the recent implementation of contractual changes, despite warnings of its potential impact upon the safety and quality of care from the junior doctor body, may have demoralized junior doctors, discouraging a number of them from raising further concerns. Such a tool is likely to function most effectively when a 'problem-sensing' culture is developed and supported at the organizational level.