

Introducing #QiComms

What is #QiComms?

#QiComms is the strategic communications part of quality and safety improvement that builds the will and momentum for achieving improvement goals. It uses communications in a planned way to support and underpin work that inspires, motivates and informs all those involved to deliver better, safer treatment and care for individuals.

The #QiComms Charter

The Charter invites all quality improvement leaders to recognise the strategic place that communications plays in improvement and integrate it into their work.

The Charter has been developed to spotlight and renew interest in the often overlooked communications element of quality improvement work. The Charter describes how, by investing in planning, data collection, skills and resources, teams can use #QiComms to understand their audiences and communicate persuasively to support change.

Above all, the Charter invites improvement leaders to bring their committed support to #QiComms in the improvement team, so they can engage and motivate healthcare staff and deliver the benefits of their work to patients as quickly and effectively as possible.

SIGN UP TO The #QiComms Charter

All you need to do is:

- **Discuss** the principles with your colleagues and management team (see overleaf)
- **Agree** for a senior member of your team to sign the Charter
- **Complete** this simple online form bit.ly/qicomms-signup, so that we can send you resources to help you build #QiComms into your improvement work
- **Take a photo** of the charter being signed and share on Twitter using the hashtag: #QiComms

Further copies of the Charter can be downloaded from: bit.ly/qicomms-charter

The #QiComms Charter has been developed by the International #QiComms Group, which includes the following organisations:



The #QiComms Charter

1 We will use #QiComms to accelerate our improvement work for the benefit of patients and everyone we serve

We believe that everyone should benefit from improvements in treatment and care, as quickly as possible. We will use #QiComms to make sure everyone across our organisation is inspired and motivated to engage in quality and safety improvement work and deliver better and safer treatment and care.

2 We will plan our #QiComms from the start

We build communications into our planning process from the beginning and review our communications against measurable goals at the end, so that it supports us in achieving our quality and safety improvement goals every step of the way.

3 We will give #QiComms support at the highest level

Our leaders and senior managers recognise the value of #QiComms and ensure improvement teams have the expertise, skills and resources they need to integrate #QiComms into their work effectively.

4 We will take a strategic approach to #QiComms

We understand our audiences, so we can design strategies and tactics to reach them with a clear and consistent set of messages to meet our improvement goals.

5 We will make our #QiComms evidence-based

We support our #QiComms work with sound theory and evidence, contributing to what we know about the impact and effectiveness of communications methods, tools and approaches by undertaking research and sharing our work.

6 We will continuously improve our #QiComms

We will develop indicators, collect data and monitor and evaluate our communications work so we can continuously improve, increase our impact and deliver greater value to our organisation's quality improvement efforts.

7 We will put people at the centre of our #QiComms work

We will speak to the hearts, as well as minds, of all those delivering and supporting quality and safety improvement. We focus on people and find ways to engage with them to motivate and inspire them to work with us to achieve our improvement goals.

Signed _____

Role _____

Organisation _____

Date _____

AIM

will

Qi

execution

ideas

Model for Improvement

What are we trying to accomplish?

How will we know that a change is an improvement?

What change can we make that will result in improvement?

Act

Plan

Study

Do

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Next steps

1

Start a conversation in your organisation or with your team about #QiComms:

- What is the potential of strategic communications?
- How could **#QiComms** strengthen your QI work?
- Where has improvement work been held back because **#QiComms** was missing?

2

• How could planning **#QiComms** early help you engage with your organisation's leaders and senior managers?

- How could planning **#QiComms** early save you time, resources and effort as you roll out your work?
- Thinking of your last QI work, what would you have done differently if **#QiComms** was planned from the start?

3

Identify a supporter, at board or executive level, who recognises the value of strategic communication and win their support by:

- Showing your work is aligned with organisational objectives.
- Clarifying the benefits of integrated **#QiComms**.
- Keeping them informed with regular updates.
- Creating opportunities for them to contribute.



Join the global #QiComms conversation - use the hashtag and share your experience of using communications in quality improvement.

4

Involve the communications team in your organisation. They can help:

- Give access to relevant internal communication channels.
- Support external communications with contacts, press releases and media training.
- Troubleshoot, brainstorm and encourage!

5

Have you used strategic communications to take your QI work forward? If you have, share the learning:

- Write a case study.
- Record a video... how did people react to your communications work?
- Host a webinar for others to share what you learnt.

6

How can you measure the impact of your communications - think about:

- Online surveys - awareness, knowledge.
- Sign ups to newsletters and newsletter opens.
- Social media activity - likes, retweets and responses.
- Participation - in events, training, workshops and seminars.

7

Tell stories! They're a great way to engage people in your improvement work, convey why improvement is needed, and share the results of successful projects.

Listen out for stories and capture them:

- Use phone video.
- Record skype calls or Twitter chats.
- Ask people to send you their stories.