



Llywodraeth Cymru
Welsh Government

The NHS 70-day, 1 million patient



Challenge

17 April 2018 – 26 June 2018

**Everything you need to
know to take part**

Downloading the #EndPJparalysis data collection app



The app can be downloaded on the Play Store or the App Store by searching for **#EndPJparalysis** (by Cambridge Digital Health). Alternatively you can use the following links:

For Apple phones/tablets (iOS):

<https://itunes.apple.com/gb/app/endpjparalysis/id1351652951?mt=8>

For Android phones/tablets:

<https://play.google.com/store/apps/details?id=com.camdh.app.endpjparalysis>



Please visit **www.endpjparalysis.com** to check how we are doing.

The live dashboard will be accessible to the public; it will have all the data collected in wards and hospitals taking part in the challenge. And from 17 April you will see in real time how we are progressing toward our 1 million patient day challenge goal.

Participating organisations are encouraged to share inspirational patients' stories via yourstories@endpjparalysis.com so we can also add them to the dashboard.

If you have any questions, please contact us on hello@endpjparalysis.com for general questions and comments or on tech@endpjparalysis.com for technical issues and ideas of how to improve the app.

Please do get in touch, we really want to hear from you!



Foreword

I am pleased to introduce the #EndPjparalysis 70-day challenge.

The #EndPjparalysis campaign, led by Professor Brian Dolan, is about enabling hospitalised patients to get up, dressed and moving in order to prevent deconditioning and has gained a good deal of momentum in recent months.

In order to build on this work, an ambitious new NHS-wide 70 day challenge will run in health boards and trusts across the UK between 17 April and 26 June 2018, with the aim to achieve one million patient days of relevant patients being up, dressed and mobilising over a period of 70 days.



The idea is simple. Wearing pyjamas or a hospital gown, for many patients, reinforces the fact that they are ill, and it is all too easy to settle into this 'sick role'. Getting patients up and dressed rather than remaining in their pyjamas when they do not need to do so reinforces a normal activity we all do every day. It helps to change the mind-set to one where patients are recovering in readiness to go home and back to their usual routine, living as independently as possible, as quickly as possible.

Consistent with the prudent healthcare principles, this campaign places the individual at the centre of the care they receive and empowers them as active participants in their own care, ensuring they do not spend any time longer in hospital than is clinically necessary.

We know many wards already adopt a similar approach, but participating in this campaign will help to demonstrate the positive impact this can have on patients as well as providing a fitting means to be part of the national celebration of 70 years of the NHS – which, after all, began here in Wales.

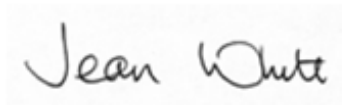
The challenge will end shortly before the 70th anniversary of the NHS and in many ways it reflects the best of drawing on our past practice to maintain the best care for existing and future patients.

This implementation pack provides details of what you need to do to get started, including instructions to download the unique #EndPjparalysis data collection app and use the publicly-accessible dashboard on the www.endPjparalysis.com website that will show how each hospital, ward and participating country is doing during the challenge. We can also use this campaign to celebrate the difference we make every day for many of our patients, where being dressed further enhances dignity, autonomy and experience.

All four UK nations have been invited to take part and, here in Wales, we are asking all those that work in the NHS, care homes and associated services, to support this excellent initiative. We are using this opportunity to join the campaign and use the materials developed by our colleagues in England because, together we can reach the target of one million patient days, and more importantly make a real difference to

patients, by reducing their length of stay and improving their experience, which in turn helps the whole system.

I would encourage you to support this campaign and to promote your inspirational stories of success as we collectively lead change, add value and make it better for patients and their carers.

A handwritten signature in black ink that reads "Jean White". The signature is written in a cursive style and is centered within a light grey rectangular box.

Professor Jean White CBE
Chief Nursing Officer for Wales

Introduction

I didn't actually plan to create a global social movement called #EndPJparalysis - it doesn't work that way!

It was born partly in response to a tweet from Ann-Marie Riley, Deputy Chief Nurse, Nottingham University Hospitals (NUH), Pete Gordon and Tim Gillatt, Senior Improvement Managers, NHS Improvement Emergency Care Programme.

My tweet was 'Nursing was born in the Church and raised in the Army so leaving patients in pyjamas is their 'uniform'. Within days, the hashtag #EndPJparalysis was coined.

From November 2016 to February 2017, the momentum of #EndPJparalysis was slow, steady and largely driven by the four of us. Then, Chief Nursing Officer for England, Professor Jane Cummings, wrote a blog on February 23rd called '*We should all support #EndPJparalysis*' (<https://www.england.nhs.uk/blog/jane-cummings-32/t>) and it was invaluable in helping to rapidly build momentum not just in England and the rest of the UK, but in countries as far apart as Canada, Australia and New Zealand.

By mid-February 2018, it had reached >169 million impressions on Twitter and two out of three NHS Trusts in England are now engaged in #EndPJparalysis initiatives.

Is #EndPJparalysis the world's most elegant hashtag? Hardly! Does it connect with people? It absolutely does and for three reasons:

1. It brings us back to what many of us used to do anyway; get our patients out of bed in the mornings. It should be said in fairness, this is still business as usual for our nursing colleagues in community and social care;
2. It's something whose time seems to have come given what we increasingly know about deconditioning and the unintentional harm caused to patients long after they have been discharged from hospital; and
3. It's very much about trusting clinicians and, unusually, has gained widespread support among nurses, therapists, doctors and managers alike.

#EndPJparalysis is a means of valuing patients' time so they return sooner to loved ones we'll never meet, to homes we'll never visit, to spend more of their last 1000 days in a place that is not a hospital. This 70-day #EndPJparalysis challenge is about embedding that into normal practice.

Why a million patient days? Well, because it's ambitious and because I really believe we can do this. I am proud to be an NHS trained nurse and while its institutional marble may be battered, it still stands as a testament to the embodiment of social justice and the best values of the people it serves. We have every reason to be proud and ambitious for an NHS that has a remarkable 70-year track record of achievement. Enabling a million of patients' days of people up, dressed and moving is something we can achieve.

#EndPJparalysis is about the importance of valuing patients' time and keeping them safer while in hospital. In the words of Dr Martin Luther King, '*We must use time creatively, and forever realise that the time is always ripe to do what is right*'.

Professor Brian Dolan

Director, Health Service 360

Visiting Professor of Nursing, Oxford Institute of Nursing, Midwifery and Allied Health

Research Honorary Professor of Leadership in Healthcare, University of Salford

Why patient time and #EndPJparalysis matters

Patient time is the most important currency in health and social care. No matter how caring and well intentioned NHS staff are, the reality is that patients can get stuck in a system not designed to make their time the most valuable, and in the worst cases, the result can be increased immobility, deconditioning and harm.

While there are regional, social and ethnic variations at play, the average male can expect to live to the age of 79, the average female to 83. But supposing you are a 76 year old man or an 80 year old woman, what have you got left? What you have is 1,000 days.

“If you had 1,000 days left to live how many would you choose to spend in hospital?”

When we focus on patients’ time as the most important currency in health and social care, we start to look for, and measure, the things that make a difference to them.

#EndPJparalysis is one of the ways we value patient time by encouraging hospitalised patients to get up, dressed, moving and home first. Other means of valuing patient time include #Red2Green, #Fit2Sit, the SAFER patient flow bundle, Sepsis Six, Discharge2Assess and #homefirst. Further information about each of these can be found on the NHS Improvement and Academy of Fab NHS Stuff websites, as well as using the hashtags on Twitter. A SAFER patient flow guidance document for NHS Wales has also been developed and was published in February 2018. It is available at:

<https://wg.wales.nhs.uk/uniqsigf31510284af2ec6dcb998c39315f7a88ce2223c1263895620e9f9605280fdf2/uniqsig0/sitesplus/407/page/36206>

Fast facts about deconditioning

- **10 days of bed rest in hospital (acute or community) leads to the equivalent of 10 years ageing in the muscles of people over 80** (Kortbein et al 2004 J Gerontology)
- **One study showed 60% of immobile older patients had no medical reason that required bed rest** (Graf 2006 Am J Nursing)
- **A 50% increase in walking while in hospital was associated with a 6% shorter length of stay** (McCullough et al 2006, Phys Measure)
- **48% of people over 85 die within one year of hospital admission** (Clark et al 2014 Palliat Med)
- The application of #EndPJparalysis in Ward C4, Trauma & Orthopaedic Unit, Nottingham University Hospitals, led to
 - o **37% reduction in falls**
 - o **86% reduction in pressure injuries**
 - o **80% reduction in patient complains**
 - o **Spot audit showed reduction in length of stay of 1.5 days**
- **47 per cent of delayed transfers of care in one study related to deconditioning** (Lim et al 2006)

If we want to keep patients' time as a key metric, we need to be measuring how we use their time as part of performance and quality. How we ensure and measure that we are taking steps to prevent deconditioning is what this 70-day challenge is about.

Taking part in the 70 day challenge: answering your questions

“Ok, I understand why this is important – how do I join in the #EndPJparalysis 70 day challenge?”

Firstly, you will need to download the #EndPJparalysis data collection app from the Apple Store or Google Play (via a validated work email address), as per the instructions in this guide.

The campaign encourages as many NHS and other healthcare professionals as possible to download the app to have widespread coverage in every ward, in every setting, every day. The app will be free for the duration of the 70 day challenge, which starts on 17 April and ends on 26 June 2018.

The app will also contain a message of the day which is really about encouraging staff discussions on valuing patient time, deconditioning, relevant research etc.

No patient identifiable data will be collected, nor will it be possible to do so as the answers relate to patient numbers only.

“Can the data be collected twice on the same day on the same ward by mistake?”

No, the software for the app will recognise when the data has been collected for that ward. This is also why you can only download the app via your NHS work related email address.

“Why 70 days? “

On July 5 2018, the NHS will celebrate 70 years of its founding. This 70 day challenge pays homage to the achievements of the NHS over the last 70 years and it will finish on 26 June 2018 in the run up to those celebrations and is very much part of that narrative for constant renewal of this amazing institution.

“Why a million patient days?”

A large-scale 100-day trial across nine Trusts in NHS East of England before Christmas achieved 91,728 patient days of people up, dressed and mobilising while in hospitals. So, we believe we can scale this up to 1 million patient days across the four countries that make up the NHS.

There's also a subtle but important distinction between one million patients and one million patient days. If a patient is in hospital for five days and is mobilising for three of them that's

three patient days not three patients and is why we are not calling it a million patient challenge.

To reach that goal in 70 days, every day we will have to capture 14,286 patient days. Working together across the NHS we can absolutely do this.

“We want to share our stories of what we are achieving, how do we do that?”

There are two ways - you can email yourstories@endpjparalysis.com for them to be put on the www.endpjparalysis.com website – and if possible include pictures (with permissions of course).

You can also put them on a special Facebook page created to support the challenge:

<https://www.facebook.com/groups/EndPJparalysisChallenge/>

so you can share experiences, seek advice and support and connect with others.

There is also the main Facebook page where there are lots of downloadable materials on #EndPJparalysis, #Red2Green, #last1000days etc

<https://www.facebook.com/groups/last1000days/>

And we would encourage you to follow the hashtag #EndPJparalysis on Twitter.

Here in Wales, we would like to be able to capture the stories both from staff and patients so please let us know how the campaign is working in your area. Send your stories and updates to: choosewell@gov.wales

“I work in a care home/other private sector/NGO health facility and want to take part – can I do that?”

We'd love to have you join us! Please get in touch by emailing hello@endpjparalysis.com for help to register. By the end of March it is intended to have a separate section of the website so you can see the progress of your organisations on the dashboard.

Data from the NHS for the 70 day challenge will be separated out, but we want all services that would like to participate to be included and these results will also be reported. It would also be great to hear how you are doing this and we know there are already initiatives spreading widely, such as Aneurin Bevan UHB's #pimpmyzimmer.

We are very supportive of care homes in Wales, and other associated facilities, getting involved. The more the merrier. This campaign is good for patients and the more we can get involved, the better it will be for them and their wellbeing.

“Where can I find out more?”

A Powerpoint briefing pack for use with your team(s) has been produced by our English colleagues.

You can email Professor Brian Dolan (brian@dolanholt.co.uk), Pete Gordon (pete.gordon@nhs.net) or hello@endpjaralysis.com to request a copy, they will also be happy to respond to any other questions you may have.

“I’m new to social media how do I get involved?”

Using Twitter can provide knowledge and support for healthcare professionals (HCPs) quickly as it connects HCPs in any geographical location, allows them to ask for help and be signposted to it.

Twitter offers a wealth of knowledge, support and exploration opportunities for HCPs, through the use of one of our biggest resources – each other. The thriving HCP community, which is growing all the time, gives HCPs access to like-minded professionals to share knowledge and explore ideas. The Twittersiversity gives you a little support to get up and running to ensure you get the best from Twitter, without simply missing the point.

#wecommmunities provides an excellent resource for those new to twitter, who want to get more involved or are ready to push their social media reach

<http://wecommmunities.org/resources/twittersiversity>

On Twitter please follow:

For Wales:

@JWCNO (Jean White, CNO Wales)
@CMOWales (Dr Frank Atherton, CMO Wales)
@RuthCr (Ruth Crowder, Therapies Adviser for Wales)

Others to follow:

@janemcummings (CNO England)
@FionaCMcQueen (CNO Scotland)
@charlottemcardle (CNO Northern Ireland)
@brianwdolan
@PeteGordon68
@annmarieriley10
@timgillatt
@ms215 (Michelle Smith, NHSI Comms)
@07702034Ciara (Ciara Moore, COO, QEH King’s Lynn)
@sonia_sparkles (Sonia Nosheen, Transformation Manager, Bradford NHSFT)
@RMayNurseDir
@hilaryGarratt
@helenbevan
@MRadford_DONi
@jkfillingham

@SiobhanHeafield
@wenurses
@weAHPs
@ECISTNetwork
@FabNHSStuff
@RoyLilley
@betterageing (Dr Amit Arora, Consultant Geriatrician UHNM)
@samriley
@LeighLeigh1991 (Lisa Sharp, Project Nurse/ED Sister, NW Anglia NHSFT)

Links to useful resources

SAFER Patient Flow Guidance (February 2017):
<http://howis.wales.nhs.uk/sitesplus/407/page/36206>

Making Choices Together, a 1000Lives project intended to focus on the dialogue between healthcare professionals and patients to determine and agree what is the right course of action/treatment for the individual: www.1000livesplus.wales.nhs.uk/making-choices-together

Examples of #EndPJparalysis in action:

<http://www.wales.nhs.uk/sitesplus/863/news/44757>
<http://www.csp.org.uk/news/2017/09/28/physio-staff-wear-pyjamas-support-campaign-aimed-getting-patients-dressed-moving>

Short films

Your last 1000 days <https://www.youtube.com/watch?v=kbdjhN2471c>
The last 1000 days <https://www.youtube.com/watch?v=HynytVepxZc>
Last 1000 days Facebook group and website
Last 1000 days Facebook group <https://www.facebook.com/groups/last1000days/>
Last 1000 Days website <http://www.last1000days.com>

Youtube clips

Brian Dolan talking about the importance of patient time
<https://www.youtube.com/watch?v=DELrraqL9N4&app=desktop>
Russell Emeny, Director of Emergency Care Improvement Program, NHSI, on why #EndPJparalysis matters <https://www.youtube.com/watch?v=M1-9q3xEcw>

Blogs

Jane Cummings, Chief Nursing Officer, NHS (England) blog on Valuing Patients Time (Nov 2017) <https://www.england.nhs.uk/blog/valuing-patients-time/>

Jane Cummings, Chief Nursing Officer, NHS (England) blog on #EndPJparalysis (Feb 2017) <https://www.england.nhs.uk/blog/jane-cummings-32/>

From weary acceptance to rapid rebuttal: How social media is changing the power dynamic in healthcare <http://www.nhsconfed.org/blog/2017/04/from-weary-acceptance-to-rapid-rebuttal-social-media-shifting-the-power-dynamic>

Helping patients to get up and get moving <https://improvement.nhs.uk/resources/helping-patients-get-up-and-get-moving/>

Time to change - #EndPjparalysis #last1000days #Red2Green
<http://fabnhsstuff.net/2017/03/08/time-to-change/>

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Gill TM, Allore HA, Guo Z (2004) The deleterious effects of bed rest among community-living older persons. Journal of Gerontology, 59a(7), 755-761

Graf C (2006) Functional decline in hospitalised older patients. American Journal of Nursing, 106(1), 58-67

Kortebein P, Symons TB, Ferrando A et al (2008) Functional impact of 10 days of bed rest in healthy older adults. Journal of Gerontology, 63a(10), 1076-1081

Lim SC et al (2006) Factors causing delay in discharge of elderly patients in an acute care hospital. Ann Acad Medicine Singapore, 35(1), 27-32

McCullagh R, Dillon C, Dahly D et al. (2016) Walking in hospital is associated with a shorter length of stay in older medical inpatients. Physiological Measurement. 37(10), 1872.

**“I think it’s a good
idea. It definitely
helps you feel
better.”**

*Valerie Worrall, patient at
Princess of Wales Hospital,
helped by the Home First
team.*

**Join the NHS 70-day, 1 million patient day, #EndPJparalysis Challenge
17 April 2018 – 26 June 2018**