How can we save lives with civility?

Raising awareness of incivility within healthcare through the use of lectures and workshops. Exploring the effects rudeness and inapproachability has on patient outcomes. Disseminating the literature and research through these talks, which demonstrates how incivility affects resilience and how a lack of social support can impede effective team working and diminish staff and student satisfaction within the clinical and practice learning environments (PLE).

BACKGROUND:
The health board currently has a myriad of strategies to tackle incivility, bullying and harassment within the trust. This is as a result of the Cwm Taf staff survey findings from 2018. Where 19% of staff reported some form of abuse at work which resulted in feeling stressed and unable to fulfill their roles to the best of their ability. The strategies in place tend to focus on the employee and to some extent the environment, but this is not without the problem of understanding the effects of rudeness across the workplace.

Although minimal knowledge exists of strategies to tackle incivility, qualitative research undertaken in the practice learning environment, suggests that the issue exists across disciplines and is not explored with any depth. There is also a lack of understanding of the perception and wider effects of rudeness within the workplace. The civility saves lives project exists, but is in its infancy. The initiative proposed explores the findings from the staff survey and those found through research within the PLE to support this fully inclusive educational enterprise.

AIM:
- To develop a series of communication-focused experiential workshops that will enhance practitioners' understanding of civility and exploration of its effects, therefore improving culture (Zhang et al. 2012).
- Identifying situations that may give rise to incivility, with exploration of human factors.
- As key educator within an acute medical setting it is of the utmost importance to ensure a positive learning environment is established (NMC 2018).
- To enhance the learning experience by articulating issues around civility in workplace and learning environments. Enabling multi-disciplinary professional development, fully incorporating health board staff. Emphasising the importance of effective communication skills in deterring incivility, thus improving health outcomes for patients.
- Consider facilitating the use of visual aids to alert others to our mood, to let others know of our own fragility. As well as being instantly reactive when incivility occurs, with the use of cue cards to provide real-time feedback to those being uncivil.

METHODOLOGY:
- A critical review of the literature to establish that incivility impacts patient outcomes and employee well-being.
- Explore existing strategies endorsed by the health board surrounding professional behaviours and standards.
- Analytical review of staff survey results.
- Multiple research methods used, a systematic review of the literature to ensure robust statistics and to fully identify the problem.
- Action Research model framework in the form of a PDSA cycle was used to continual reflect and ensure the initiative is fit for purpose (NHS Improvement 2018).

PLAN:
- Engage relevant stakeholders. Quality improvement teams, health board educational leads, senior doctors and corporate teams.
- Liaise with Civility Saves Lives to involve guest speakers.
- Establish an initial audience – likely to be undergraduate nurses, enabling a benchmarking process.
- Project lead being a transformational leader, with the passion, drive and dynamism leading an authentic approach.
- Use a humanist approach, to facilitate exploration of the subject matter, its effects and explore outcomes (McIntosh et al. 2011).
- Formulate an evaluation form to ensure learning outcomes met and quality assurance by involving the learner (Ellassy 2013).

STUDY:
- Compare and contrast the data from the initial workshop to the research surrounding incivility.
- Reflect on the findings from the student evaluations from the initial workshop facilitated, this found that although students felt more empowered to challenge civility within the workplace. They felt it would improve if the workshops were multi-disciplinary. Which had already been considered by the facilitator.

REFERENCE:

Prevalence of incivility within the nursing profession ranges between 21% and 70%.

A need for greater understanding of the effects of rudeness is evident through the use of visual aids and the development of an action research model framework.