



Promoting Person-Centred Approaches



To support person-centred approaches to care we have coproduced three immersive audio case studies working with over 80 people with a broad range of lived experience, including people aged 19 to 90 with experience of mental health illness, neurodiversity, people that are non-binary, and people with English not as their first language.

The three immersive audio case studies were created at the height of the Covid pandemic by people that were shielding, through video/audio conferencing and recorded by the equipment they had to hand. To do this community participants collaborated with an actor, writer, composer, musician, and producer to cocreate:

'Hidden: Richard's Story'

Richard is in his 70s with lived experience of depression and financial exploitation. The supporting audio explores the barriers the character faces presenting at the hospital.

'Hidden: Yousef's Story'

Yousef is in his 40s with lived experience of psychosis. The supporting audio explores the barriers the character faces presenting at the hospital.

'Hidden: Raven's Story'

Raven is 21 and non-binary. They have lived experience of anxiety. The supporting audio explores the barriers the character faces presenting at the hospital. Additional audio also available exploring Raven's reluctance to take up the Covid-19 vaccine, made in partnership with The University of Manchester.

"It gives you a sense of belonging and I feel a part of society in which I used to feel like I didn't fit in"

Michelle, participating from Hospital

Additional Audio Packages

As well as the audio case studies, we created 'additional audio packages,' featuring the voices of people with lived experience of the themes in each episode. To do this, we delivered a workshop which included playing one of the episodes and then asking participants:

1. What does a good experience at the hospital look like for Richard/Yousef/Raven?
2. What are the barriers preventing them realising this good experience?
3. Who and/or what could help them realise this good experience?

There is a further 'additional audio package' that explores Raven's reluctance to take up the Covid-19 vaccine, made in partnership with The University of Manchester.

Community participants gained skills in drama, creative writing, music-making, tech, and performance, as well as improving their mental wellbeing. We tracked progress using SWEMWBS mental well-being scale, which showed:

- 100% reported feeling less lonely
- 100% felt they gained new skills
- 82% feel they have made new connections with others
- 76% said they had increased confidence
- 72% saw their overall health and wellbeing improve
- 68% felt they had built resilience to challenges they face.



Tameside Hospital

We worked with Tameside Hospital to create a learning programme and resource for their staff and volunteers to support person-centred approaches. This included the 3 immersive audio case studies, the additional audio packages and interactive workshops:

'We wanted to do something that was different and was not a 'training' event. This was so people could have time to think, reflect and immerse themselves in someone else's life. The aim of this was for staff to develop an awareness of the challenges and barriers that people from different backgrounds experience, and then for them to talk about how they can respond to these in their own professional practice. By having time to actively listen, think and then talk about the differences they could make, we wanted to develop a basis of understanding that that can inform each individual's future practice.'

Rob Conyers, Head of Patient Experience at Tameside Hospital

Process:

- Play one of the Hidden audio case studies.
- Discuss: how did that make you feel, professionally and personally?
- Now you understand more about the character and their life, discuss what would a good experience look and feel like for the character at Tameside Hospital?
- Play additional audio answering question 1 (above). Were there any connections or anything that stands out for you?
- Now discuss, what are the barriers for the character realising that experience?
- Play additional audio answering question 2 (above). Were there any connections or anything that stands out for you?
- Discuss: what can you and your team do to give the character the best experience possible?
- Play additional audio answering question 3 (above). Were there any connections or anything that stands out for you?
- Make a pledge: A change I will make to help people like the character I have met today.

Impact

The learning events supported people to adapt their behaviours to create an empathetic and person-centred environment in which to better support and care for patients. It also supported the Trust's approach to equality and diversity. The training included over 50 members of staff from a range of roles at the hospital, including people that worked on reception, porters, chaplaincy, nurses, and management.





Staff and Volunteer Feedback:

“What really stood out for me was the opportunity to reflect with a colleague and then to share our conversations with others. This brought together personal experiences which enriched what was delivered in the short clips.”

“The style of delivery was great - really unusual and had an informal feel to it really enjoyed it thank you for the opportunity to attend.”

“I gained knowledge of a subject I know little about. It was interesting in the change of the use of language and thought provoking in challenging the systems in place for our convenience.”

“I enjoyed the way in which the session brought together different departments to share ideas on the subject in hand and the very friendly atmosphere of the time spent together.”

“I reflected on how we all have a part to play in a patients journey and the impact our behaviour has on them.”

“I love that the creators had really thought outside of the box to portray this story. It was fascinating to listen to the way this was developed.”

“I learnt that I can use my own experiences to better support others around me - doesn't need to be the same situation or experience to have empathy for what someone may be going through. We just need to have the confidence to do that and also to reflect on things more often!”

Pledges made by Tameside Hospital volunteers and staff include:

- Reduce solo working (Cooperate).
- Challenge stigma at every opportunity.
- Stay open minded when listening to what people have to say, be open to new experiences (other peoples)
- My aim after today will be to look further into equality and diversity and assist in pushing for change, the year is now 2021, it is time for change and the process needs to begin now in order to progress to an equality friendly future.
- For me as an individual to be honest with myself about my (bias, feelings, thoughts) practice and how it affects the person, I am there to serve. To serve as I would want to be served/ treated.
- Ensure all relevant information on system, even if it's in the comments. Ideally the ability to include patient identifiers and disabilities on internal computer systems so patient experience runs smoothly. This is important, especially where patients need carers.
- Understand where leadership for equality/ inclusion sits, identify what structures are in place and get involved.
- To support the delivery of this programme going forward and to find a suitable avenue to share some of the points raised for action/ outcomes/ responses.
- I will try my best to use pronouns to support good patient experience. I will ask people how they would like to be referred to.
- Continue to support workforce development around person and community centred approaches. We are all people! Keep spreading this message.
- Ask people how they prefer to be known/ referred to. Use names of people more rather than Mrs/Miss/Mr/Sir. Use pronouns more. Educate. Listen.
- Share my experience of learning with staff and be mindful of my approach from what I have learnt.



Legacy: We trained Tameside Hospital staff and volunteers so they could continue to deliver the sessions themselves.

“The participatory-arts based approach utilised in these sessions has been mainstreamed into part of the ongoing integrated training and awareness work supported and delivered by the Patient Experience Team at Tameside Hospital. Aiming to become a mainstreamed approach which further supports colleagues and volunteers across the organisation to consider the differing voices, perspectives and experiences of people accessing services, such approaches facilitate an improved patient experience.”

Jason Gravestock (He/Him), Patient Experience and Voluntary Services Team.

To share the learning from this programme we have co-authored a research paper alongside a researcher from The University of Manchester, and Tameside Hospital Patient Experience and Voluntary Services Team - ‘Attitudes of Young Adults in Greater Manchester Towards the Covid-19 Vaccine: Findings from Public Engagement’.

“Utilising such approaches delivers an innovative, creative and novel approach to aid in the design of healthcare research, as well as training programmes in a healthcare setting.”

Stephanie Gillibrand, Research Associate at The University of Manchester

