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Providing Quality care for older people

A South Tyneside District Hospital ward is the first in the North East and one of only 17 in the country to be awarded the Elder Friendly Quality Mark.

The hospital's Ward 19 is among just 12 wards to be acknowledged in the latest wave of Quality Mark presentations for its support for older people

The Quality Mark is run by the Royal College of Psychiatrists and was developed in partnership with organisations including Royal College of Physicians, Royal College of Nursing and British Geriatrics Society. It has been established to encourage hospital wards to become involved in improving the quality of essential care of older people and to recognise good care provision, as identified by patient feedback.

The award is for three years, with an interim review. Wards joining the Quality Mark scheme commit to continuous focus on improving essential care based on feedback from patients.

South Tyneside NHS Foundation Trust Chief Executive Lorraine Lambert said: "This is a wonderful achievement and I am extremely proud of the team. It is particularly important to us because, to achieve it, the views of patients themselves were taken into consideration.

"Not only is it fantastic news for patients and their relatives and carers, who can be assured that they are receiving the best care, but also for our staff, who do such a wonderful job and are always willing to go the extra mile to provide that care.

"With increasing numbers of older people living longer, we are committed to delivering the very best support for them that enables them to have the best quality of life possible. The Quality Mark demonstrates that we are already doing that and we plan, in the next few years, on building on the good work currently being undertaken to further enhance and develop our facilities for this very important group of patients. These plans include the development of a centre of excellence for the care of older people at South Tyneside District Hospital."

The Quality Mark initiative was set up in response to reports over recent years, including the Francis Inquiry Report into the failings at Mid-Staffordshire NHS Foundation Trust, which highlighted the need for improvements and the importance of avoiding adverse outcomes in older people's care and variations in the quality of care among wards.



Patients over the age of 65 are asked for their feedback about care, including their experiences of comfort, food and drink, support from staff, getting help when needed and privacy and dignity, and if they would be happy if a friend or family member was cared for on the ward. Information is also collected from carers and visitors, ward staff and members of the multi-disciplinary team, the ward manager, a lead consultant working on the ward, hospital governors and senior managers at the Trust.

To achieve the Quality Mark, there is a two-stage assessment of quality of care, which includes identifying areas of achievement and what could be improved and demonstrating continued focus on improving care for older people. The Quality Mark is awarded to wards that receive high scores in Stage II of the assessment.

Professor Mike Crawford, Director of the Royal College of Psychiatrists' Centre for Quality Improvement, said: "It's great to see another 12 wards achieving the Quality Mark by improving the care they provide based on feedback from older patients. Wards participating in the programme send an important message about the way they regard patient experience."

Dr Anita Donley, Clinical Vice President of the Royal College of Physicians, said: "For 12 more hospital wards to have achieved the Elder Friend Quality Mark, just three months after the first wave of wards, is a fantastic achievement. It is a huge achievement for the teams on the wards, very much demonstrating their commitment and drive to improve the quality of essential care for older people. It is also a success for the programme itself, showing how hospital teams are engaging with the principles of the programme."

Notes to Editors:

- The Quality Mark is run by the Royal College of Psychiatrists and was developed in partnership with the Royal College of Physicians, Royal College of Nursing, British Geriatrics Society and Age UK. To find out more about the Quality Mark visit: www.wardqualitymark.org.uk
- The Quality Mark for Elder Friendly Hospital Wards is a voluntary improvement programme established in Autumn 2012, with 96 wards participating to date. Twenty one wards took part in the second wave of Stage II assessment from Spring 2014. They focused on the quality of essential care of patients aged 65 and above. The patient questionnaire measures satisfaction expressed by older patients with a series of quality statements about essential care on the ward and is not standards-based
ends

Pictured above: The photograph shows Dr Bob Brown, Executive Director, Nursing and Patient Safety with staff from Ward 19.

Issued on behalf of South Tyneside NHS Foundation Trust by Kay Jordan

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