



CAMPAIGN LAUNCH



Chief Executives of NHS Trusts and NHS Foundation Trusts,

Chief Officers of Clinical Commission Groups, and through them General Practitioners and General Practice Managers,

NHS England Area Teams,

Other providers of NHS-funded healthcare,

24 June 2014

Dear Colleague,

Sign up to Safety – launch of a new campaign to strengthen patient safety in the NHS

Today, the Secretary of State for Health launched a new campaign to make the NHS the safest healthcare system in the world, building on the recommendations of the Berwick Advisory Group. The campaign has set out a 3-year shared objective to save 6,000 lives and halve avoidable harm as part of our journey towards ensuring patients get harm free care every time, everywhere.

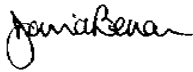
The Sign up to Safety campaign is for everyone in the NHS. We want the campaign to generate a movement which places the safety of patients as a top priority in everything that we do. We have all agreed to sign up to safety and have made a commitment to align our organisations' work with the campaign.

We hope that you will wholeheartedly support the campaign and sign up to become part of creating the movement for safety. We ask you to harness the talent and enthusiasm within your organisation and connect with others across the NHS.

The power to make enduring changes, which can have huge impact on the patients we serve, will come from your willingness to commit to this campaign, your support for ideas that arise from your people, and from excellent implementation.

We ask you to join us and to give your personal support to this important initiative.

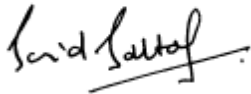
Yours sincerely,



David Behan, Chief Executive
Care Quality Commission



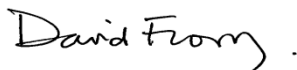
David Bennett, Chief Executive
Monitor



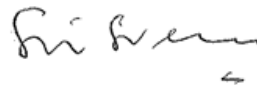
David Dalton, Chief Executive
Salford Royal NHS Foundation Trust



Catherine Dixon, Chief Executive
NHS Litigation Authority



David Flory, Chief Executive
NHS Trust Development Authority



Simon Stevens, Chief Executive
NHS England

Annex 1

What does Sign up to Safety mean?

Our vision is for the whole NHS to become the safest healthcare system in the world, aiming to deliver harm free care for every patient every time. This means aligning all the activities and programmes of our organisations to achieve this single common purpose.

As Chief Executive or leader of your organisation, we invite you to set out what your organisation will do to strengthen patient safety by

- Setting out the actions your organisation will undertake in response to the five key pledges (Annex 2) and agree to publish this on your organisation's website for staff, patients and the public to see. You may like to share and compare your ideas before you publish and support will be available to you.
- Committing to turn your proposed actions into a safety improvement plan which will show how your organisation intends to save lives and reduce harm for patients over the next 3 years. Again, support will be available, if you wish to access it, to assist in the description of these plans.
- Within your safety improvement plan you will be asked to identify the patient safety improvement areas you will focus on. You will be supported to identify 2 or more areas from a national menu of high priority issues and 2 or more from your own local priorities.

Additionally:

- As described in the 'Berwick Review' it is essential that boards and other leaders of organisations understand all of the ways to really know how safe their organisation is. We anticipate that boards and leaders will wish to review their practices against the 'gold standard' approaches cited in the document 'The Measurement and Monitoring of Safety' by Charles Vincent et al. (<http://www.health.org.uk/publications/the-measurement-and-monitoring-of-safety/>). We will ask for your support to do this.
- We know you understand the importance and power of measurement to support improvement. It is vital that our measures are standardised, simple and in widespread use already. We know new and improved measurement tools are under construction but until these are available our measures should include existing methodologies, such as the mortality measures and the NHS Safety Thermometers. We will ask for your agreement to use nationally agreed methods to measure relevant harms and improvement.
- We would like you to commit to enhancing capacity and capability in the NHS for safety improvement. For example, we would expect you to support a number of your staff, perhaps 3 each year for an average trust, to be safety leaders or champions who can lead your improvement work and who will be able to share their knowledge with the next generation of safety leaders. We anticipate that this will, for example, support the development of the 5,000 strong 'Fellows' Programme that NHS England is developing.
- We would also like you to adopt or adapt a 'safety briefing' for all patients so that they may understand how to be active in support of their own safe care in the NHS. We will provide more details on this as part of the campaign.

What support is available?

The campaign team for Sign up to Safety will comprise a small central team who will use social movement principles to create a bottom up approach to change and bring together local safety leads to ensure the campaign is for all care providers in all care settings. The campaign team will be led by Dr Suzette Woodward, Campaign Director.

A National Co-ordination and Support Group, chaired by Sir David Dalton will provide cross system support and ensure overall co-ordination, brand and leadership support for all the national patient safety initiatives including the patient safety collaborative programme, the Safety Action for England team (see below) and the safety fellows.

Improvement support and advice will be initially provided by the Improvement Alliance - a combination of improvement and measurement experts from across the NHS. This will be enhanced by the collaborative programme and safety fellows as they are developed and recruited.

Other Information

NHS Litigation Authority Contribution

The NHS Litigation Authority (NHS LA) will support those organisations who have patient safety improvement plans which demonstrate a reduction in their higher volume, higher value claims. The NHS LA is committed to support these organisations financially.

Intensive support

A new Safety Action for England (SAFE) team will be developed to provide short-term support to individual trusts in the area of patient safety. Modelled on the existing emergency and elective care intensive support teams, the SAFE team will provide trusts with a clinical and managerial resource to assist and develop organisational and staff capabilities to help improve the delivery of safe treatment and care. The team will be piloted later this year.

Transparency

A new suite of hospital patient safety data on NHS Choices has also been launched today. The website provides hospital level patient safety data in a tabular form and trusts can be compared against each indicator. There are seven indicators, three of which are composites made up of subsidiary indicators and each indicator is or will be RAG rated. The seven indicators cover the following:

- Care Quality Commission (CQC) National Standards
- Open and honest reporting
- Infection control and cleanliness
- Patients assessed for risk of blood clots
- Responding to patient safety alerts
- Recommended by staff to their relatives and friends
- Nursing and midwifery staffing levels

The safety website can be found at: www.nhs.uk

Role of other national bodies

Monitor and the NHS Trust Development Authority are supporting this campaign and will coordinate their efforts to offer advice on sources of support, expertise and information to participating NHS Trusts and NHS Foundation Trusts developing their improvement plans for patient safety. The work of NHS Improvement Quality through the Patient Safety Collaborative Programme and more widely will be aligned to this campaign.

CQC has agreed to review trusts improvement plans for safety as part of its inspection programme. CQC will not offer a judgment on the plans themselves but consider them as a key source of evidence for trusts to demonstrate how they are meeting the expectations of the five domains of safety and quality.

What to do next?

Visit the Sign up to Safety website (www.SignuptoSafety.nhs.uk) where you will find more information about the campaign and what you need to do to sign up your organisation. There are also resources to download to help kick off your local communications work, information about what the first 12 Sign up to Safety trusts are doing locally with their campaign, and links to useful patient safety improvement tools and resources. You can join the patient safety conversation on Twitter at #SignuptoSafety @SignuptoSafety.

The five 'Sign up to Safety' pledges

By signing up, the trusts have pledged a commitment to:

- **Put safety first.** Commit to reduce avoidable harm in the NHS by half and make public the goals and plans developed locally.
- **Continually learn.** Make their organisations more resilient to risks, by acting on the feedback from patients and by constantly measuring and monitoring how safe their services are.
- **Honesty.** Be transparent with people about our progress to tackle patient safety issues and support staff to be candid with patients and their families if something goes wrong.
- **Collaborate.** Take a leading role in supporting local collaborative learning, so that improvements are made across all of the local services that patients use.
- **Support.** Help people understand why things go wrong and how to put them right. Give staff the time and support to improve and celebrate the progress.