

GOOD NEWS



University Hospitals of
Derby and Burton
NHS Foundation Trust

NEWSLETTER

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Introduction

The Good News Newsletter for our local Intensive Care Unit (ICU) was devised with the aim of engaging and educating colleagues whilst being positive and fun. Newsletters have been around for years and provide a great way to communicate with colleagues whilst controlling the narrative. Feedback from ICU staff highlighted communication difficulties within the ICU with colleagues often being unaware of updates and developments. In response to this we decided to introduce a monthly newsletter that not only highlighted good news but kept staff updated so that they feel included, valued and informed. By releasing the Newsletter monthly, it allows time to develop new content, enables us to provide monthly statistics for the unit and keeps the readers engaged. Colleagues are also encouraged to provide information for the newsletter.

Contents

The Newsletter includes new guidelines, audit results, upcoming events (conferences, study days) and new starters. It also includes informal updates such as social events, wedding engagements, marriages, births and long service awards. This makes it more personable to the audience and the feedback has been extremely positive. The Good News Newsletter is an example of how a low cost resource can be used to improve communication and relationships within a department. It builds trust and shows that we are open and honest. It also enables collaborative working and information sharing with other departments and MDT's.

Methods

Consistency is critical to keep staff engaged (Hoyt, 2021). 'Snackable content' is the key to ensuring the information is read. When designing a Newsletter it was researched that design, content and value are the three pillars to ensure a successful Newsletter (Braffton, 2023). For our local unit it has enabled personalised content, has been time-saving to disseminate information and is a low cost resource that has improved communication and relationships in the workplace (Brockenbush, 2022). They are liked for their simplicity (Newman, 2020). And has enabled us to connect and collaboratively work with the multi-disciplinary teams.



Conclusion

The role of the Good News Newsletter is to spread Joy across the workplace. To share good news, inform staff of relevant information (updates, events, guidelines, photos of new starters), and increase wellness knowledge. By celebrating achievements and success of staff it is proven they will perform better knowing they are appreciated (Powers, 2023).

Positive feedback:

- Staff have expressed their enjoyment reading the monthly good news newsletter.
- The Multi disciplinary team have spoken how they feel included and like that we think of them.
- Other departments in the hospital have seen the Newsletters and taken the format for their area.

References:

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