

holders, so staff can carry these as an aide-memoir. We have also developed a two minute promotional video, illustrating its purpose. The Hospital Research, Development and Innovation Team have also been supporting its development. The Chief Hospital Nurse is excited about its simplicity and potential impact across the Trust. Its effectiveness is currently being evaluated. Interestingly, our Head of Human Resources at the hospice is interested in using it as a model to assist managers in having challenging conversations with staff. SPACE is for all, there is always room for improvement, however experienced we are.

**P-22 SHARING THE RESPONSIBILITY, GROWING THE VOICE: BUILDING TRUST AND DIVERSITY ON TWITTER**

James Bloomfield, Tara Schrikker. *St Wilfrid's Hospice, Eastbourne, UK*

10.1136/bmjspcare-2018-hospiceabs.47

**Background** Initial feedback from staff and volunteers indicated they wished to have their voices heard. Sharing the responsibility between all team members for communicating the message of hospice care appeared to be a new initiative to be explored. We predicted that opening up communication platforms to new perspectives would provide an insight into hospice care to local individuals and groups.

**Aims** To support the idea of a digital transformation within the hospice and encourage staff and volunteer participation. To encourage team members to collaborate in hospice communications, share their experiences directly and to participate in online conversations with external stakeholders.

**Method** Following face-to-face feedback from staff and collection of anecdotal evidence, we determined that staff and volunteers felt under-represented online and they wished to bust myths around their roles directly. We utilised short workshops to train staff and reduce barriers to entry for platforms, including 1–2–1 sessions. We tracked our success using Google Analytics and Twitter Analytics and gathered case studies, oral and written feedback from team members.

**Results** In 2016–2018 we grew Twitter followers around our whole team by 459% (2,207 to 12,298). In a year our retail team added 1800 followers on Twitter from 0 followers in 2017. In two years we added 70% more followers to our main account.

**Conclusion** This initiative demonstrates that sharing individual experiences is a contributing factor to recognising the importance of digital platforms within hospices for improving efficiency and transparency throughout the organisation. This approach lightened the burden in terms of finances and time for the Communications team while boosting frequency and variety of stories reported from diverse sources. It was an innovative way to maximise limited resources and build a digital culture within the hospice.

**P-23 THE OPEN SCRAPBOOK – YOUNG VOLUNTEERS IMPROVING PRACTICE THROUGH PROJECT WORK**

Rhiannon Wheeler, Tara Schrikker. *St Wilfrid's Hospice, Eastbourne, UK*

10.1136/bmjspcare-2018-hospiceabs.48

**Background** 16–23 year olds on a clinical volunteer programme at the hospice in the evenings presented an

opportunity to provide meaningful, bespoke activities for patients on the inpatient Unit (IPU) as well as maximising the volunteers' contribution.

**Aims**

- Improve wellbeing for patients on the IPU by providing narrative based activity
- Young volunteers at the start of their clinical career to understand importance of compassionate care and value of storytelling in palliative care.

**Methods**

- February 2018: five volunteers attended a training session to explore the benefits of company, conversation and storytelling for patients (Patel, 2016).
- Volunteers completed project work resulting in an A3 template called The Open Scrapbook; a tool for volunteers to work through with patients to creatively collate information and communicate what is special to them.
- April 2018: a new group of nine young volunteers have continued work on the open scrapbook and following a further training session, project has commenced.

**Results** Completion of the open scrapbook with volunteers provides meaningful activity as well as being a cathartic and enjoyable process for patients by reflecting on memories and the opportunity to tell stories about their lives and what matters to them. Open Scrapbooks are visible in patients' bedrooms so that they can continue to be added to and enable clinical and non-clinical teams to get to know important information to support their work. Open scrapbooks serve as a keepsake for patients and families to take home.

**Conclusion** The Open Scrapbook initiative acknowledges the impact of narrative-based activities at end of life as an important component when addressing 'total pain' (Stanworth, 2004). Young volunteers involved in the project to begin their medical careers feeling confident with talking about death, dying and loss and understand the value of storytelling in medicine and healthcare.

**P-24 AS SEEN ON TV – ENABLING PATIENTS AND FAMILIES TO HAVE A VOICE**

Angela Cooke. *ellenor, Kent, UK*

10.1136/bmjspcare-2018-hospiceabs.49

**Background** Hospice care is not well understood leading to fear and taboo about planning for end of life. This fear limits ability of people to fully live until they die. To challenge preconceived views the hospice accepted an invitation to film a TV documentary enabling people to gain wider understanding of the range of hospice support. Patients and families at the end of life can feel disempowered and the importance of having a voice becomes even more powerful (Watts, 2018).

**Aims** To enable the stories and experiences of patients and families to be heard and shared. To raise public awareness of the range and impact of hospice services.

**Methods** An observation documentary model (Nichols, 2001) was used, with an identified Clinical Lead, working closely with the clinical staff and the TV crew. Careful planning was essential ensuring the range and breadth of hospice care was recorded, highlighting hospice beyond the walls. Posters were