Abstracts

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

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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 439% (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 transparency throughout the organisation. This initiative acknowledges the importance of compassionate care and value of storytelling in palliative care.

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

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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.