

- 2 JUN 2008

Patient Safety First Campaign

NPSA35/B/7

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30 May 2008

Dear Sophia

The *Patient Safety First* campaign for England

I am writing to you in my capacity as Campaign Director for the *Patient Safety First* campaign for England.

The Chief Medical Officer's report, *Safety First* (Department of Health, 2006), set out a number of actions to improve patient safety and increase healthcare quality across England. A key recommendation was to develop and implement a high-profile campaign to ensure that all staff responsible for patient care understand that patient safety must become their first priority.

The *Patient Safety First* campaign is supported by the NHS Institute for Innovation and Improvement, the National Patient Safety Agency (NPSA), and The Health Foundation. However, it is unique in its approach, and is being developed and led by a team of dedicated and passionate clinicians and managers from across England, united in their experience of improving patient safety in their own organisations and teams. As such, the campaign is 'by the service, for the service', and presents a unique opportunity to energise and involve frontline staff, as well as board members, in the quality and safety agenda.

The campaign **cause** is:

"To make the safety of patients everyone's highest priority".

The campaign **aim** is:

"No avoidable death and no avoidable harm".

The campaign is scheduled to run for two years and will be rolled out from June 2008 onwards. It involves promoting the use of a number of evidence based interventions and the provision of initial resources for individuals and teams, including web-based and face to face support. The campaign will also influence other key organisations in order to engage them in the cause.

The key interventions to start the campaign are:

- Boards on Board with patient safety (leadership intervention)
- Reduction of harm to acutely ill deteriorating patients

- Critical care bundles (central lines, ventilator care)
- Reducing surgical harm including prevention of surgical site infections
- Reduction of harm from high risk medications (to include anticoagulants, narcotics, insulin and sedatives)

Involvement of primary care and non-acute trusts

Clearly, you can see from the above that most of the interventions are acute focussed. However, the campaign cause and aim are applicable to the whole of the NHS, and some of the campaign interventions are applicable to non-acute settings, such as the leadership intervention and the reduction of harm from high risk medications. In addition, the campaign will seek to influence the creation and application of safety interventions in non-acute areas.

What we ask of you

I am writing to you to ask you to sign up to the *Patient Safety First* campaign. 'Sign up' involves:

- Sign up to the campaign cause and aim by completing and returning the sign up form attached (Annex 1)
- Making a commitment to your staff in writing that safety is your highest priority (a suggested paragraph is attached for your use, or as a guide for developing your own version – Annex 2)
- Implementation of the leadership intervention and one clinical intervention where possible, following registration in September 2008
- Registration to the campaign in September 2008
- Posting of your information/results as part of the campaign

The campaign will be rolled out using existing conferences over summer 2008. This will begin with the NHS Confederation Annual Conference, from 18-20 June 2008. The campaign will have a stand at this event where organisations can sign up; we also aim to have over 50 trusts already signed up to the campaign by this time. The campaign will be promoted at the 16.30 to 18.00 slot on Thursday 19 June. I am asking that you attend this session if at all possible, and that your organisation be one of the first 50 to have publicly joined the cause by this time.

For further information please contact Director of Campaign Communications Lori Trott at lori.trott@npsa.nhs.uk

Yours sincerely



Stephen Ramsden OBE

Director, *Patient Safety First* Campaign

