



Wiki Haumarū Tūrōro | Patient Safety Week 2019

Evaluation report

December 2019

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Introduction

Wiki Haumarū Tūrōro | Patient Safety Week was an awareness-raising week held on 3–9 November 2019.

It was coordinated for the sixth time by the Health Quality & Safety Commission | Kupu Taurangi Hauora o Aotearoa (the Commission), with the Accident Compensation Corporation (ACC) and PHARMAC joining as partners.

Theme

The theme for the week was understanding bias in health care.

Having biases toward particular groups or individuals can affect their health as they may not get the proactive health care they need.

The theme was chosen because there is:

- a growing focus on the impact bias can have on people's experiences with health services
- increasing awareness of how bias contributes to poorer patient experiences for Māori and other population groups in Aotearoa New Zealand.

Audience

The audience for Wiki Haumarū Tūrōro | Patient Safety Week was all people working in the health care sector who engage directly with consumers or who influence the way health organisations are managed.

Consultation

An introduction to the theme was sent to stakeholders in May 2019, and an update in June 2019 explained the main resource being developed were learning modules.

The project was run by an internal steering group who consulted with:

- an ideas group of representatives from district health boards (DHBs), primary and secondary care, ACC, Health and Disability Commissioner and PHARMAC
- Commission Te Rōpū (Māori advisory group)
- Commission consumer network
- Te Rōpū Rangahau Hauora a Eru Pōmare peer review
- DHB quality and risk managers.

Learning modules

Three video learning modules on bias were developed as an introduction to bias in health care. The videos encourage health professionals to examine their biases and how they affect the health care they provide, their interactions with consumers and, therefore, their health outcomes.

The three learning modules can be completed on [LearnOnline](#) (the Ministry of Health's education and learning platform) and a certificate is issued. The videos are also available on the Commission's website: [Learning and education modules on understanding bias in health care](#).

Capital & Coast and Canterbury DHBs added the modules to their internal online learning platforms. They are also hosted on Ko Awhatea LEARN, which is available to many DHBs.

Module topics

- Module one: Understanding and addressing implicit bias.
- Module two: Te Tiriti o Waitangi, colonisation and racism.
- Module three: Experiences of bias.

For more detail on the modules, see [Appendix 1](#).

Endorsement

The modules were approved for professional development points by the following organisations.

- **Midwifery Council of New Zealand.** This event is approved as continuing midwifery education by the Midwifery Council.
- **New Zealand College of General Practitioners.** The 'Understanding bias in health care' activity, has been endorsed by the Royal New Zealand College of General Practitioners (RNZCGP) and has been approved for up to 1 CME credits for the General Practice Educational Programme (GPEP) and Continuing Professional Development (CPD) purposes.
- **Optometrists and Dispensing Opticians Board.** The modules have been accredited by the Optometrists and Dispensing Opticians Board for 0.5 CPD points.
- **Royal New Zealand College of Urgent Care.** The modules are accredited for 1 CME point per module (3 CME total).

Many health professional colleges and boards do not have a formal endorsement process, but encourage ongoing professional development through attendance at symposia, conferences and participation in research, reading and webinars.

The following colleges are actively promoting the modules on their websites:

- [Nursing Council of New Zealand](#)
- [Medical Council of New Zealand](#)
- [College of Nurses Aotearoa NZ](#).

Post-course evaluation

Feedback from the post-course evaluation survey has been positive.

- Sixty-four percent of respondents said the videos greatly increased their understanding of bias in health care.
- Fifty-five percent said they intend to make changes in their practice as a result of watching the modules. Another 38 percent said they would somewhat change their practice.
- Sixty-seven percent said the videos increased their confidence to discuss implicit bias with colleagues.
- When asked how confident they were that they could effectively engage with patients from different cultural backgrounds on a scale of 1 to 10, 74 percent rated themselves 8 or above (with 10 being very confident).
- Fifty-eight percent said the videos gave them tools and strategies for confronting bias.
- Seventy-two percent said the videos have encouraged them to learn more about bias in health care.

See also [Appendix 4](#).

Other resources

The Commission produced a number of resources to support the learning modules. This included posters (see below and [Appendix 2](#)), website information about further tools and resources including all cultural competency standards of medical colleges, and the opportunity to host speakers on understanding bias.

Communications

Promotion

In addition to the videos, we produced materials for health care providers to promote the week.

Posters

A3 posters were available for download and hard copies could be ordered through the Commission's website. Two posters were created:

- a generic version
- a version with space to write on.

Poster orders opened in September 2019 and providers were given a month to place their orders. A total of 1,992 posters were ordered.

Promotional video trailer

A one-minute trailer was made to promote to learning modules. An additional five-minute compilation video was produced of the three modules and used in presentations to DHBs and primary health organisations (PHOs) across the country.

Newsletters

We prepared and sent suggested newsletter content to over 30 colleges, associations and providers to share with their memberships. Newsletters that featured Patient Safety Week included:

- Royal New Zealand College of General Practitioners, [ePulse](#)
- Midwifery Council, [Midpoint](#)
- New Zealand College of Public Health Medicine newsletter
- Australasian College of Sport and Exercise Physicians newsletter
- New Zealand Nurses Organisation, *Nursing Pulse* e-newsletter
- Royal Australasian College of Surgeons, [Fax Mentis](#)
- Royal Australasian College of Physicians, [Aotearoa NZ eBulletin](#)
- Australian and New Zealand College of Anaesthetists, [Gasbag](#)
- Pharmacy Guild of New Zealand, *Guild InTouch* newsletter
- Practice Managers and Administrators Association of New Zealand newsletter
- Canterbury DHB [CEO update](#).

The Commission also sent out a special edition e-digest to over 5,000 stakeholders at the beginning of Wiki Haumarū Tūrōro | Patient Safety Week 2019. The newsletter summarised the video content, blog posts and Tweet chat. This email did well in comparison to average email open rates and click-through rates.

	Open rate (opened the email in their inbox)	Click-through rate (clicked on a link)
Patient Safety Week e-digest	27.28%	21.28%
Average email benchmarks (source)	17.92%	2.69%

Communications toolkit

An extensive communications toolkit was sent to DHBs, other health providers, colleges and associations, which included:

- key messages
- graphics
- promotional trailer source file

- newsletter content
- suggested social media posts
- an overview of the Wiki Haumarū Tūrōro | Patient Safety Week Tweet chat.

Promotion and uptake of activities in the health sector

DHBs and private providers were encouraged to take up as many activities and use the resources as they wished.

DHBs put considerable effort into promoting Wiki Haumarū Tūrōro | Patient Safety Week including:

- display stands in staff areas
- stories, videos and promotional content on intranets
- all-staff emails and newsletters, such as the chief medical officer encouraging participation in the lead up to PSW, and CEO vlog
- poster competitions
- screensavers
- graphics in email signatures
- education sessions for staff
- blog posts on experiences of bias
- grand rounds – David Tipene-Leach gave [a presentation](#) at Hutt Valley DHB about implicit bias, racism and equity
- using inpatient experience survey to create a [report on examples of bias](#)
- Implicit bias forums and workshops lead by leadership in separate parts of the organisation, allied health sessions and an all-staff live Zoom session with presentation from Anton Blank
- competitions run through staff intranets incentivising staff with prizes to complete the modules
- PSW activation on first day of the week with staff promoting the various cultural competency training options available at Counties Manukau Health.

See [Appendix 5](#) for photographs of some activities.

Regional visits

All DHBs were offered the opportunity to host a speaker on bias during Wiki Haumarū Tūrōro | Patient Safety Week 2019. Anton Blank, who features in the videos, co-presented with Commission staff at the following locations:

- Tauranga Hospital (Anton Blank and Lizzie Price)
- Lower Hutt Hospital – video of presentation available [here](#) (Anton Blank and Lizzie Price)
- Pegasus PHO DHB group in Christchurch (Anton Blank and Clare O’Leary)

- Auckland City Hospital (Anton Blank and Lizzie Price)
- Australian and New Zealand College of Anaesthetists symposium (Stephanie Turner and Clare O’Leary).

Many of these sessions were also streamed live on Zoom so other DHB sites could watch. The sessions were well attended and fostered questions and discussion afterwards.

Media coverage

A media release was sent to medical media and achieved the following coverage:

- [Northland GP calls for greater understanding of ethnic bias](#), *Northern Advocate/New Zealand Herald*
- [How a Northland GP discovered his unconscious ethnic bias through self-audit](#), *NZ Doctor*
- [Choosing Wisely must not increase inequity](#), *NZ Doctor*
- Patient safety week focuses on bias in health care, *Kai Tiaki Nursing New Zealand*.

Commission website

There was a significant increase in visits to the Wiki Haumarū Tūrōro | Patient Safety Week 2019 section of the Commission website. During the month of November, Patient Safety Week-related pages received over 12,000 views – the most page views of any previous Patient Safety Week campaign and far out-performing any other programme on the Commission’s website in that month.

Social media

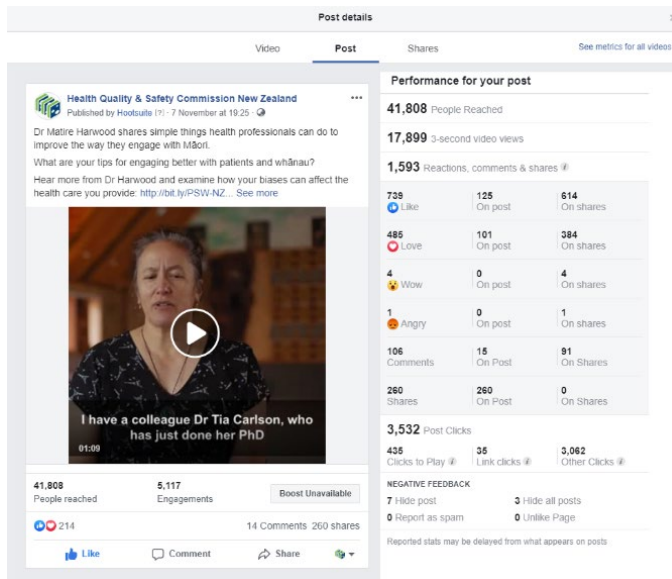
Interest in our social media content surpassed anything the Commission has shared in previous campaigns. Short, captioned video clips in a 1:1 ratio taken from the modules were shared on social media throughout the week. We also shared images that linked to blog posts about experiences of bias.

Comments and feedback indicated that audiences on social media really engaged with the authentic messages in the content.

The total combined organic (non-paid) reach of all the social media posts was over 187,100 views.

Our top Facebook post for November was a video of Dr Matire Harwood, sharing simple things health professionals can do to improve the way they engage with Māori. This earned 45,477 impressions. Several other posts also reached above 10,000 impressions.

The ‘Top Tweet’ for November was a video of Professor David Tipene-Leach, talking about how our bias can affect outcomes for patients. This earned 6,768 impressions.



Top Tweet earned 6,768 impressions

Professor David Tipene-Leach @DavidTipene says it's important we think about how our bias can affect outcomes for patients.

Hear more from Prof Tipene-Leach and examine how your biases can affect the health care you provide: bit.ly/PSW-NZ

#PSWNZ #WhoMeBiased
pic.twitter.com/cMegUe2GC



Tweet chat

The Commission hosted a public Tweet chat with Anton Blank during the week on the Commission's Twitter account @HQSCNZ.

A Tweet chat is a public Twitter conversation using one unique hashtag. This hashtag allows people to follow the discussion and participate in it. The hashtag for this chat was #PSWchat.

Hosting a Tweet chat was an effective way to:

- promote key messages for PSW
- promote our social media presence
- get instant feedback from people participating in the modules
- support and participate in the New Zealand health sector's Twitter community
- provide 'customer support' for the modules.

There was limited live engagement with the Tweet chat, even though it was promoted widely. The tweets engagement grew as the day went on and still achieved an average reach of 300 people per post, but in comparison to the other social media content during the week, the reach was fairly low. This could be due to the timing of the chat (mid-morning) when Twitter traffic in New Zealand is typically low. We would probably use resources in another way next time and/or change the timing.



Engagement with learning modules

Module completion

Nine hundred and eight people enrolled in the course on LearnOnline in the four weeks following Wiki Haumarū Tūrōro | Patient Safety Week 2019. This number continues to increase each week.

Enrolments by DHB

	Number of enrolments
Auckland	83
Bay of Plenty	54
Canterbury	71
Capital & Coast	66
Counties Manukau	223
Hawke's Bay	29
Hutt Valley	37
Lakes	49
MidCentral	18
Nelson Marlborough	29
Northland	31
Other (eg, private hospitals)	74
South Canterbury	6
Southern	32
Tairāwhiti	12
Taranaki	13
Waikato	40
Wairarapa	3
Waitematā	25
West Coast	7
Whanganui	6
Total	908

There is a current 63 percent completion rate by those enrolled in the course.

Data for the other sites hosting the learning modules is currently unavailable.

Video views

The videos were hosted on YouTube and Vimeo to allow providers to use and embed the videos in ways that worked for them.

Module	YouTube	Vimeo
Module 1	2,808 views	532
Module 2	2,135 views	256
Module 3	1,696	214

These totals are indicative only and don't include views for any versions held by external organisations.

Learnings from Wiki Haumarū Tūrōro | Patient Safety Week 2019

The Commission learnt a number of things from Wiki Haumarū Tūrōro | Patient Safety Week 2018 and implemented many of these in planning for 2019.

Recommendations from Patient Safety Week 2018:

- Continue to have a long lead-in time, and approach DHBs and PHOs with information about the theme so they have plenty of time to prepare.
- Continue to use bright colours and engaging content to make the resources stand out.
- Communicate that the resources are customisable.
- Encourage providers to let us know what they're doing throughout the week and tag us in social media posts, so we can promote this activity on our website.
- Consider the use of video and patient stories on social media.

Conclusion

The positives/what worked well

- Having wide consultation with stakeholders about the content of the video, when content was being developed.
- Social media – particularly the use of video on Facebook and Twitter, and consumer blog posts. Having videos in a square 1:1 ratio with embedded captions optimised them for devices, which promoted more exposure and engagement.
- Focusing on a topic that is of high interest and importance. The Commission received a large amount of positive anecdotal feedback. Please see [Appendix 3](#) for feedback examples.
- Regional speaker presentations were well attended.

- Proactively providing information to a wide range of stakeholders, who in turn promoted the videos through their channels.
- Releasing a trailer of the videos in advance (not just waiting for release day).
- Featuring highly credible and respected health professionals on the videos.
- Having strong consumer stories on the videos.

The negatives/what could work better

- A challenge was the differing opinion of experts on the effectiveness of a focus on implicit bias to address racism; a debate which continues.
- In future, it is recommended work on implicit bias is led by the Commission's Māori Health Outcomes team (this team was not yet in place at the Commission when the modules were developed).
- Video content must be accessible to all audiences, which means captions need to be planned and budgeted for at the beginning of a project.
- There was limited engagement with the Tweet chat, even though it was promoted widely. We would probably use resources in another way next time.
- Square images on Twitter get cropped in feed. It is best practice to use a 1:2 landscape image for Twitter.

Recommendations

From next year, Wiki Haumarū Tūrōro | Patient Safety Week will be aligned with the World Health Organization's (WHO's) Patient Safety Day on 17 September, and the Commission will no longer coordinate a Patient Safety Week in November. It is understood the WHO will release the theme for Patient Safety Day in late February 2020. The Commission is considering whether it will undertake a week of activities around Patient Safety Day, or a day's activities.

Appendix 1: Learning modules

Module one: Understanding and addressing implicit bias

Having a bias means having preconceived ideas or attitudes about something or someone.

We might have bias toward people or groups of people due to their ethnicity, age, gender, appearance, sexual orientation, disability, socioeconomic status, religious beliefs, or for many other reasons. Bias can be both conscious/explicit or unconscious/implicit.

Becoming conscious of the biases that we hold and their potential impact on those we work with is a first step toward change.

This first module looks at what implicit bias is, and how to identify and address it.

This module features:

- Introduction and purpose of module one (Anton Blank, bias expert)
- Clinician story of implicit bias (Kyle Eggleton, Northland GP)
- Clinician story of bias (Inia Tomas, emergency department consultant)
- What is implicit bias? (Carla Houkamau, associate professor, University of Auckland)
- Identifying and addressing implicit bias, individuals (Anton Blank).

Module two: Te Tiriti o Waitangi, colonisation and racism

This module focuses on ethnic bias, particularly bias against Māori. Racial bias is important to address, as it can support and underpin racism, both personal and structural. This module provides a short overview of these issues. It touches on the role of Te Tiriti o Waitangi, as well as colonisation and racism and the ongoing impact these have on Māori health.

This module features:

- introduction and purpose of module two (Anton Blank)
- A window on the quality of Aotearoa New Zealand's health care 2019 (Anton Blank)
- Māori consumer story (Tonia and Anthony Stevens)
- access to health services, cultural safety in health care (David Tipene-Leach, GP, professor Māori and indigenous research)
- Te Tiriti o Waitangi, colonisation and racism (Matire Harwood, GP and associate professor general practice)
- Māori health outcomes (Inia Tomas, emergency department consultant)
- identifying and addressing implicit bias, organisations (Anton Blank).

Module three: Experiences of bias

This module looks at consumers and clinicians' real-life experiences of bias, both implicit and explicit.

This module features:

- introduction and purpose of module three (Anton Blank)
- clinician story of implicit bias (John Bonning, emergency physician)
- Pacific consumer story (Bernadette Pereira)
- implicit bias and Pacific peoples' health (Doana Fatuleai, Fanau Ola service manager and nurse lead)
- addressing implicit bias, recap (Anton Blank).

Appendix 2: Resource posters

Who me - biased?

He ngākau haukume tōku?

Do you show bias against groups or individuals without even knowing it?

Understanding our bias matters.

Watch the three video modules about understanding bias in health care and learn more about yourself.

View on the Health Quality & Safety Commission website: www.hqsc.govt.nz

"I'd just like us to be treated in an open, honest way. Treated fairly and regardless of our colour, race, creed or condition."
- Bernadette

"It's as basic as giving a little bit more time, seeing the person before you as not just any person, showing compassion."
- Anthony/Tonia

Generic poster

Who me - biased?

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"It's as basic as giving a little bit more time, seeing the person before you as not just any person, showing compassion."
- Anthony/Tonia

Poster for providers to write on

Appendix 3: Anecdotal feedback

The Commission received an overwhelming amount of feedback about the modules during Wiki Haumarū Tūrōro | Patient Safety Week 2019. Here is a selection of the feedback.



A Prof Rachael Parke @RachaelParke · Nov 5

Learning modules to help us understand bias in health care released by @HQSCNZ this Wiki Haumarū Tūrōro (Patient Safety Week). Fantastic resource I would encourage you to use #WhoMeBiased #PSWNZ



A/Prof Haryana Dhillon @hagsie · 7m

When you challenge yourself and find your implicit biases in action - then to make a change! #HT to @kseggleton for auditing his own practice & honestly sharing what he found. #ImplicitBias



Clare @ClareBuc49 · 11h

Many thanks David.....acknowledging and challenging our own biases to make a real difference in healthcare @EIT_NZ @minhealthnz



Becky Hickmott @Becs_Hickmott · Nov 3

Bias can be deeply embedded and often unconscious. Powerful thing to audit but then to also admit and bring out into the open. #WhoMeBiased

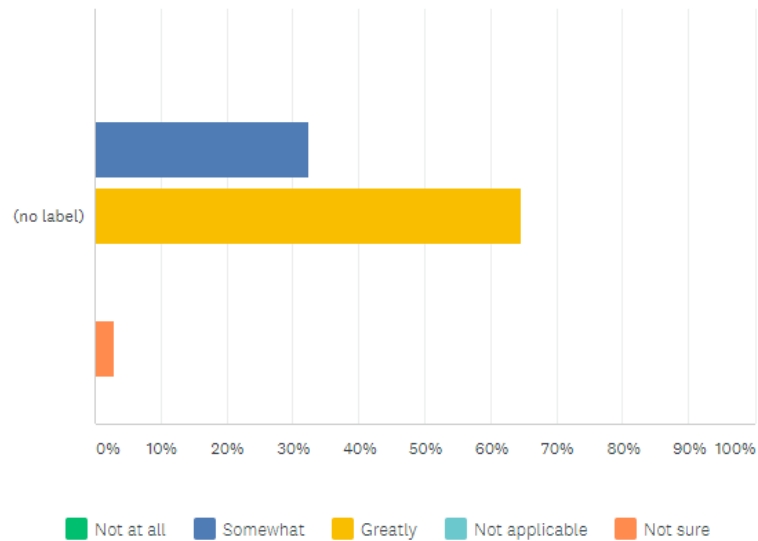
- Implicit bias is such a relevant and timely topic for the communities we support, or all of us in general, and unlike hand washing or fall hazards it is not easy for us to acknowledge exists, let alone have conversations about. The whole campaign this year felt safe and supportive, and I appreciated the chance to do some self-reflection and growth. Also, as a non-clinical staff member I have not had the same training as other health practitioners in our organisation, which makes opportunities like this even more valuable. Nga mihi, thanks again!
- Thank you for giving me the opportunity to complete the excellent online modules *Understanding bias in health care*. I will continue to encourage all maternity staff to complete this online education.
- Many thanks for supporting Anton and Clare to come to Christchurch for Patient Safety Week, the presentation was fantastic and well received by those who had the privilege to attend – Pegasus PHO.
- It was a fantastic kaupapa and we had a lot of interest and participation here in Taranaki.
- I'm so excited I've just watched the implicit bias films from HQSC. What astounding work you've done with Anton. It's sharp, tight, concise, accessible and I will make sure its embedded in our staff training and orientation. Thank you so much.

- I really enjoyed the presentation. I had a look at the videos and some of the content that HQSC had released on bias beforehand and it was excellent. I think Anton adds something very special. His own mana tangata and his āhua are very special and add significantly to the content. I've found when discussing bias that it can often bring tension and discomfort and Anton delivers this confronting message with compassion and humanity. I really enjoyed it. Ngā mihi mīharo.
- These modules are awesome!! It is such a fabulous resource and has so much relevance. Please pass on my thanks to the team for all their hard work developing and creating. Pulling off a project like this is no mean feat!

Appendix 4: Post-course evaluation

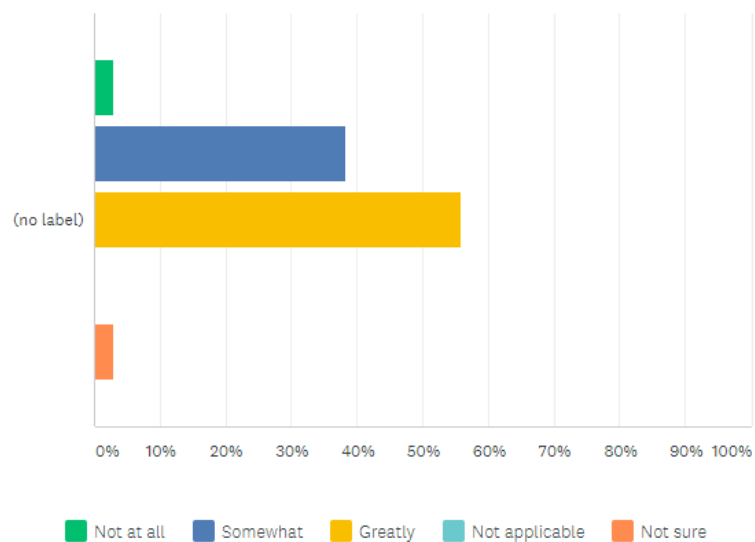
Did the videos increase your understanding of bias in health care?

Answered: 34 Skipped: 0



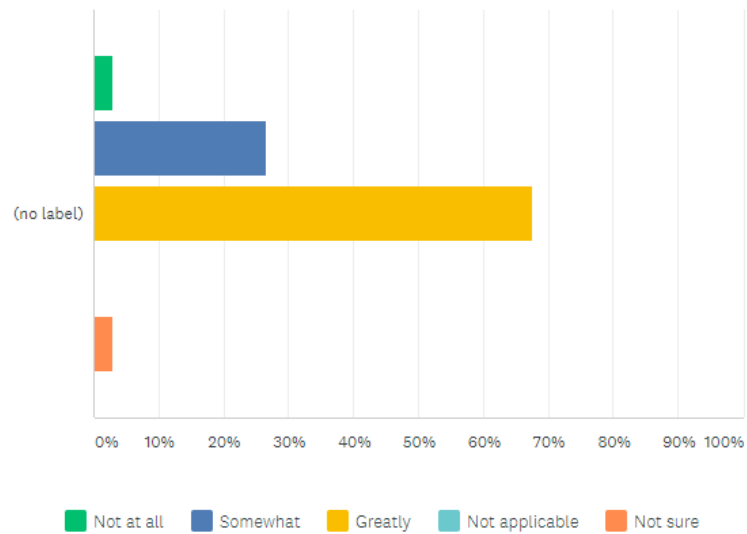
Do you intend to make changes to your practice as a result of watching the modules?

Answered: 34 Skipped: 0



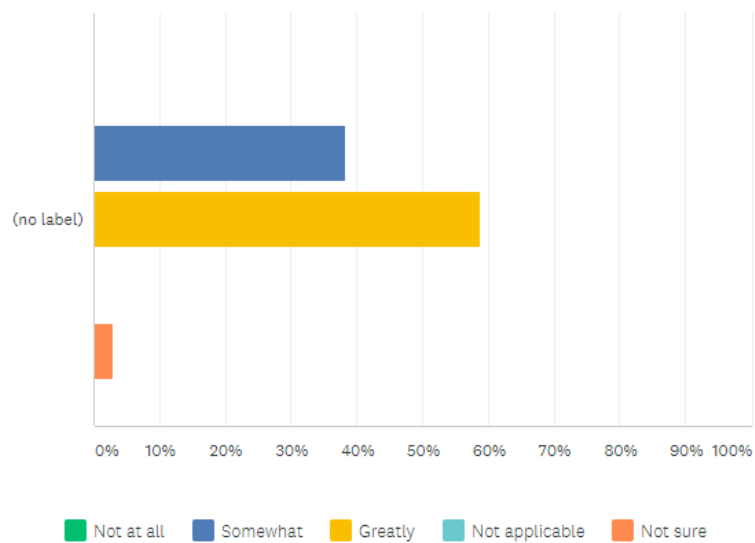
Have the videos increased your confidence to discuss implicit bias with your colleagues?

Answered: 34 Skipped: 0



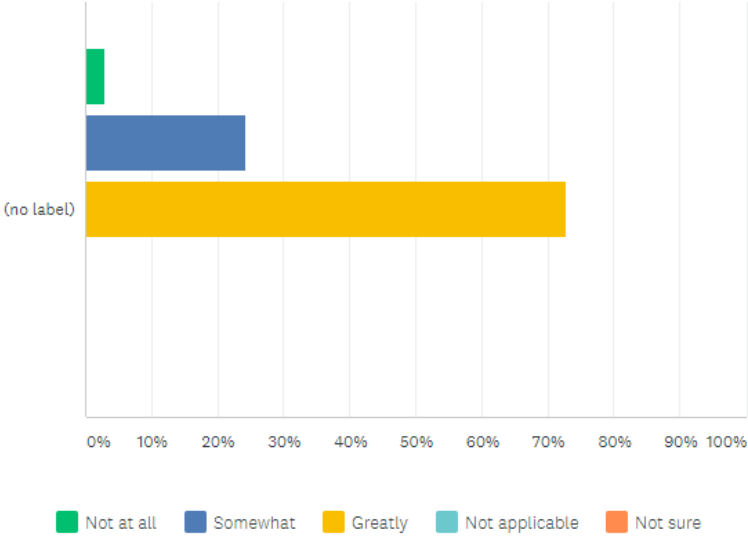
Have the videos given you strategies and tools for confronting bias and changing behaviour?

Answered: 34 Skipped: 0



Have the videos encouraged you to learn more about bias in health care?

Answered: 33 Skipped: 1





PATIENT SAFETY WEEK UNCONSCIOUS BIAS



Who me - biased?

He ngākau haukume tōku?

**Wiki Haumarū Tūroro
Patient Safety Week
3 - 9 November 2019**

The topic for Wiki Haumarū Tūroro | Patient Safety Week 2019 is.....

'Improving communication by understanding unconscious bias in health care'.

The theme has been chosen because there is:

- a growing focus on the impact bias can have on people's experiences with health services
- increasing awareness of how implicit or unconscious bias contributes to the poorer patient experiences for Māori and other population groups in New Zealand.

WHAT IS UNCONSCIOUS BIAS?

Firstly we need to be careful with the word "bias" because it can carry connotations of people being racist or narrow-minded etc. In this context the word "bias" refers to an error in decision-making.

Unconscious bias is the bias that we are unaware of and which happens outside of our control. It is a bias that happens automatically and is triggered by our brain making quick judgments and assessments of people and situations, influenced by our background, cultural environment and personal experiences.

WHAT IS THE AIM?

The aim of Patient Safety Week 2019 is to raise awareness and understanding of unconscious bias; to inform healthcare professionals about the impact unconscious bias can have on patient health outcomes; to encourage healthcare professionals to reflect on what their own unconscious biases might be (self-reflection) and to offer suggestions on what healthcare professionals can do to address biases.

WHAT'S ON?

- UNCONSCIOUS BIAS WORKSHOPS
- GUEST SPEAKER - Mr Anton Blank, an expert on unconscious bias.
- ONLINE LEARNING - three video modules (with certificate that counts towards your Practising Certificates)
- BLOGS & SOCIAL MEDIA POSTS
- ONLINE QUIZ WITH PRIZE DRAW

OTHER THINGS YOU CAN DO...

- Check out the intranet for more details on the activities
- Go the HQSC website (Health Quality & Safety Commission www.hqsc.govt.nz) for more information
- Take the five minute Implicit Association Test (IAT). This is a Harvard University developed computer-based test that measures and evaluates an individual's bias and stereotype leanings (just Google IAT Test)
- Turn over the page and complete the self-reflection page.