Reach for the Charts

The idea for the project came following attendance at a Mental Health Collaborative event December 2015, during which we were challenged to look at using media as an educational tool.

1. **Aim:** To raise awareness of medication safety issues in a fun and novel way.

2. **Problem and scope:** The top three medication errors occurring across the Trust are:
   - delay or difficulty in obtaining medication;
   - missed doses;
   - records being omitted or incorrect

   Trust data reflects national data themes regarding medication errors (National Patient Safety Agency 2010; Morely et al 2016)

3. **Measures:** Baseline data from the Ulysses incident reporting system showed the numbers of medication safety incidents involving difficulty or delay in obtaining medication, missed doses and record omitted / incorrect. A survey collected baseline data of staff awareness of medication errors before and after viewing the video.

4. **Results:** Staff were asked to rank what they believed were the top three reported medication errors before and after watching the video.

Results show an increased awareness in medication errors has been achieved.

5. **Lessons Learnt:**
   - The importance of a clear aim to ensure the video had a clear message
   - The process of gaining permissions from the record company, writer’s approval and licences was timely and complex.

6. **Outcome:** Awareness of medication errors across the Trust has increased. Video shared with the wider community via BBC radio Solent, Wessex FM and Dorset Echo.

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**References:**