Positive ED Behaviours: A project for the team, shaped by the team

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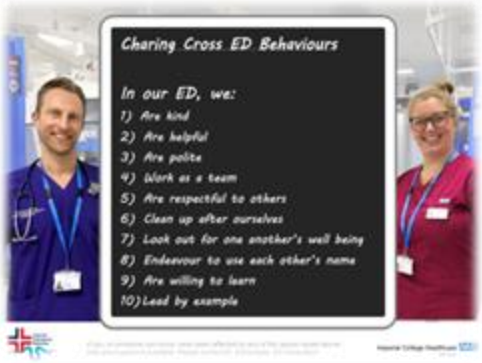
Objectives

A positive workplace culture is essential to effective emergency care delivery. The Charing Cross Hospital Emergency Department (CXH ED) has long upheld ten "ED House Rules" developed in 2018 that define expected professional and interpersonal standards. We value what we stand for. However, after seven years, staff feedback revealed that the original "We will never…" style posters were now outdated, inconsistently understood, and inadequately promoted.

This quality improvement (QI) project aimed to reinvigorate engagement with ED Behaviours by:

- Involving the multidisciplinary team (MDT) in co-designing new, positively framed behavioural posters.
- Promoting shared ownership, pride and visibility of ED values.
- Strengthening teamwork, respect, and wellbeing within the ED



Methods

1. Mass feedback – we gathered feedback from resident doctors, consultants, nurses and AHPs on the old rules by sending out an online survey assessing perceptions of current posters, rule importance, and adherence barriers. 50 responses in total.
2. Focus group – we then met with a select group of the MDT to flesh out ideas in more detail
3. Discussion with stakeholders regarding initial results
4. Design process – critical stage for lasting impact. Several iterations culminating in the final product, in which we decided to use photos of our own staff (with consent) to embody each concept
5. Final approval from senior team
6. The launch – in progress now

The Result

Survey responses indicated that while ED Behaviours were deemed important, visibility and clarity were limited and negatively worded statements reduced impact. Focus group participants endorsed reframing values positively (e.g., "We are kind," "We lead by example," "We clean up after ourselves"). Each rule has its own poster, photo and blurb. Examples can be seen above. 35 staff members reviewed the final designs, reporting unanimous approval, improved relatability, and enthusiasm for implementation. Some staff not typically involved in such initiatives such as domestic and security staff were overcome with emotion when shown the final result.

The Launch is about to be carried out via:

- Mass circulation of the posters
- Ensuring posters are up in key areas of the department
- Ensuring publicity of them at key points such as induction
- Integrating them into the daily board rounds
- Making sure people feel empowered to enforce and instill them as default culture; the 'active bystander' concept

We are immensely proud of the project and look forward to embedding these concepts into the ethos of our ED. These behaviours can create a sustainable, team-driven framework for professional conduct. This approach may serve as a model for other departments seeking to re-vitalise workplace culture.