

January 19, 2023

3:00 PM ET

AIM TAP WEBINAR:

Implementing a Clinician and Staff Peer Support Program



with Linda Kenney & Jackie Ewuoso, MPH, PMP



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ON MATERNAL HEALTH

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Before we get started

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Implementing a Clinician and Staff Peer Support Program



**Jackie Ewuoso,
MPH, PMP**



**BETSY
LEHMAN
CENTER**
for Patient Safety



Linda Kenney



**BETSY
LEHMAN
CENTER**
for Patient Safety

Implementing a clinician and staff peer support program

Jackie Ewuoso, MPH, PMP
Senior Program Manager

Linda Kenney
Director of Peer Support Programs

Outline

1. Overview of the importance of supporting clinicians and staff
2. Steps for implementing a peer support program
3. Best practices for sustaining a peer support program

About peer support



What is peer support?

- Peer support occurs when people who have the same lived experience provide knowledge, experience, emotional, social or practical help to each other.
- It commonly refers to an initiative consisting of trained supporters, and can take several forms such as peer mentoring, validation, reflective listening, normalizing feelings and in some cases referral to additional services.

Hallmarks of a successful peer support program

- Credibility of peers
- Immediate availability
- Voluntary access
- Confidential
- Emotional “first aid” (*not* therapy)
- Facilitated access to next level of support

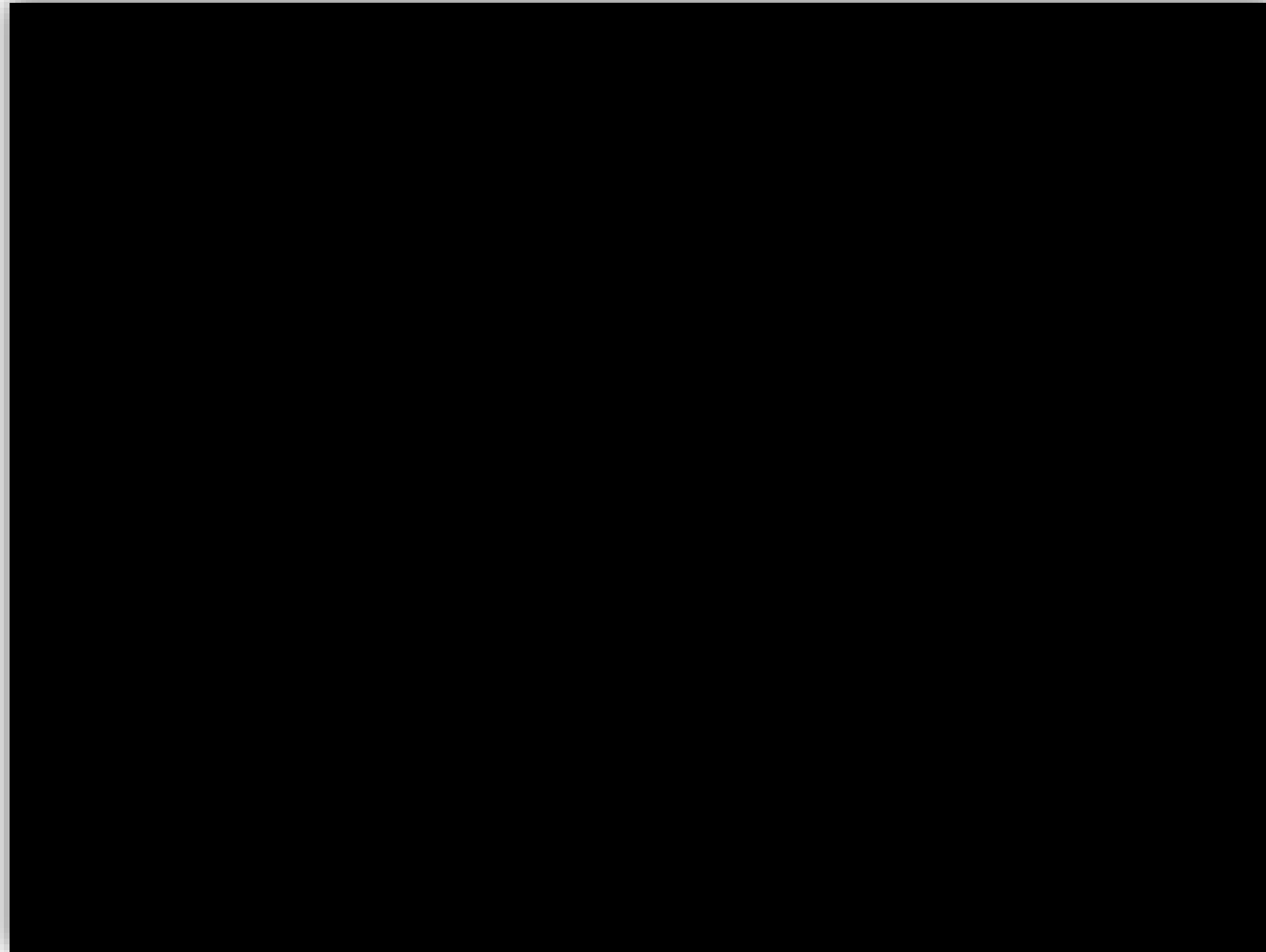
What a peer supporter ...

DOES:	DOES NOT:
Normalize feelings	Participate in quality assurance, root cause analyses
Validates	Offer disclosure coaching
Access need for professional resources	Address job performance issues
Direct to other resources as appropriate	Provide substance use disorder or violence prevention coaching
“Check in” in the short- and long-term	Advise on malpractice risk

Why peer support?

- Medical errors and other unexpected patient outcomes can traumatize not only patients and their and their loved ones, but members of the care team, too.
- Clinicians and staff may suffer emotional or physical distress, believing they have failed their patients and second-guessing their own clinical competence.
 - Some even decide to leave their positions or professions

The Why



Difficult events frequently impact staff

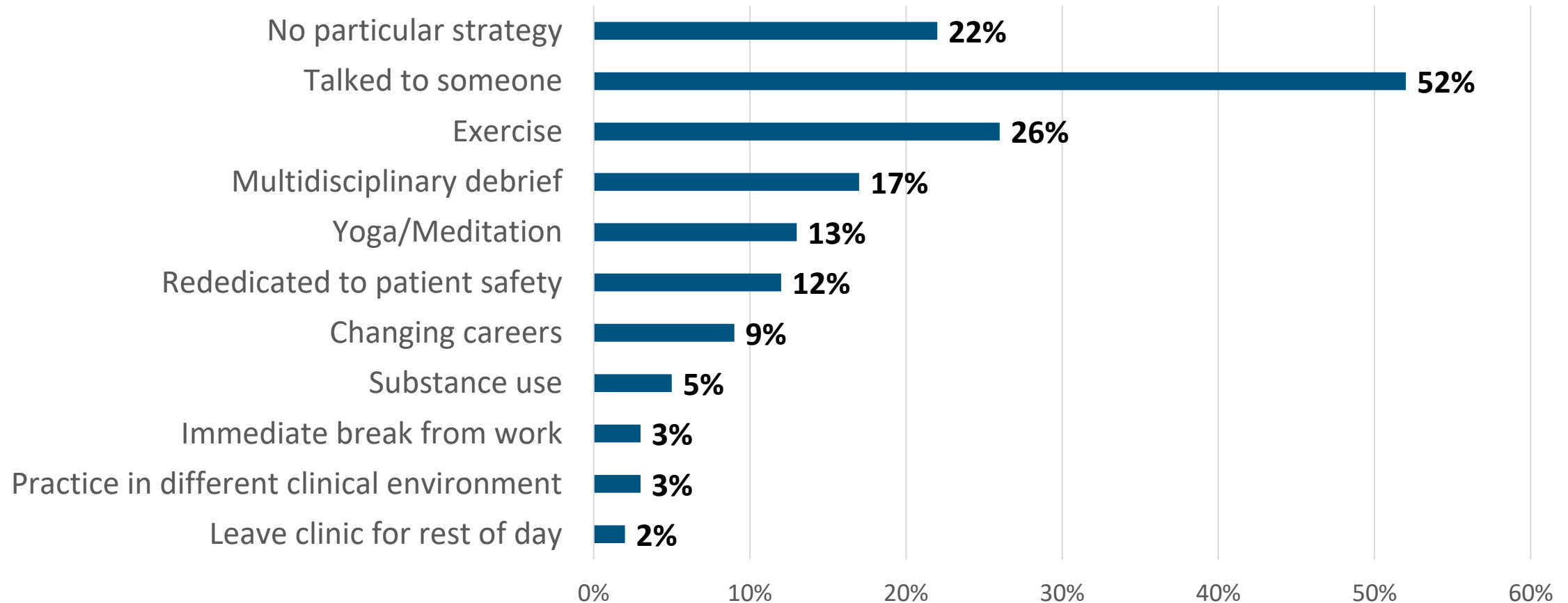
Nearly one half of staff report difficult events

- All types of staff report experiencing difficult events
- 77% report more than one event

Events have emotional and work impacts

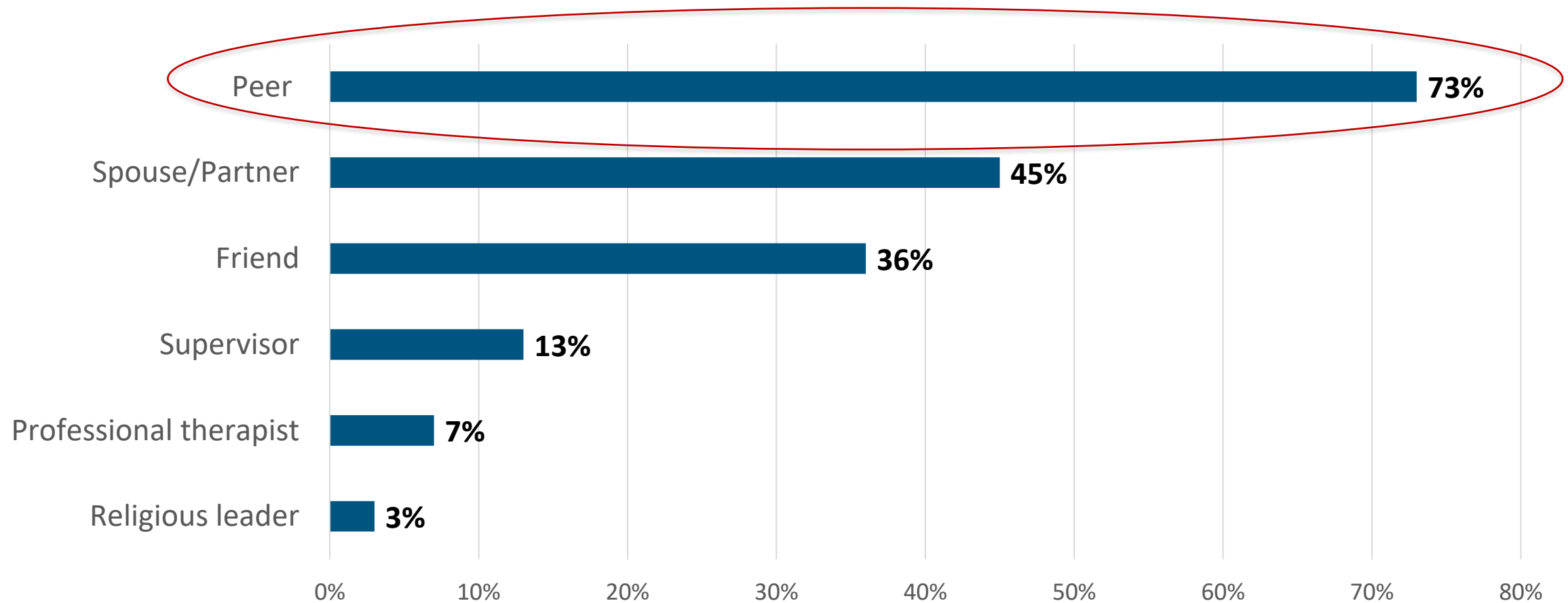
- Over 90% of staff report a significant emotional impact
- Over 60% report a work impact
- Impacts often last at least a month or never go away

Talking to someone was the most common coping strategy



No one reported considering suicide.

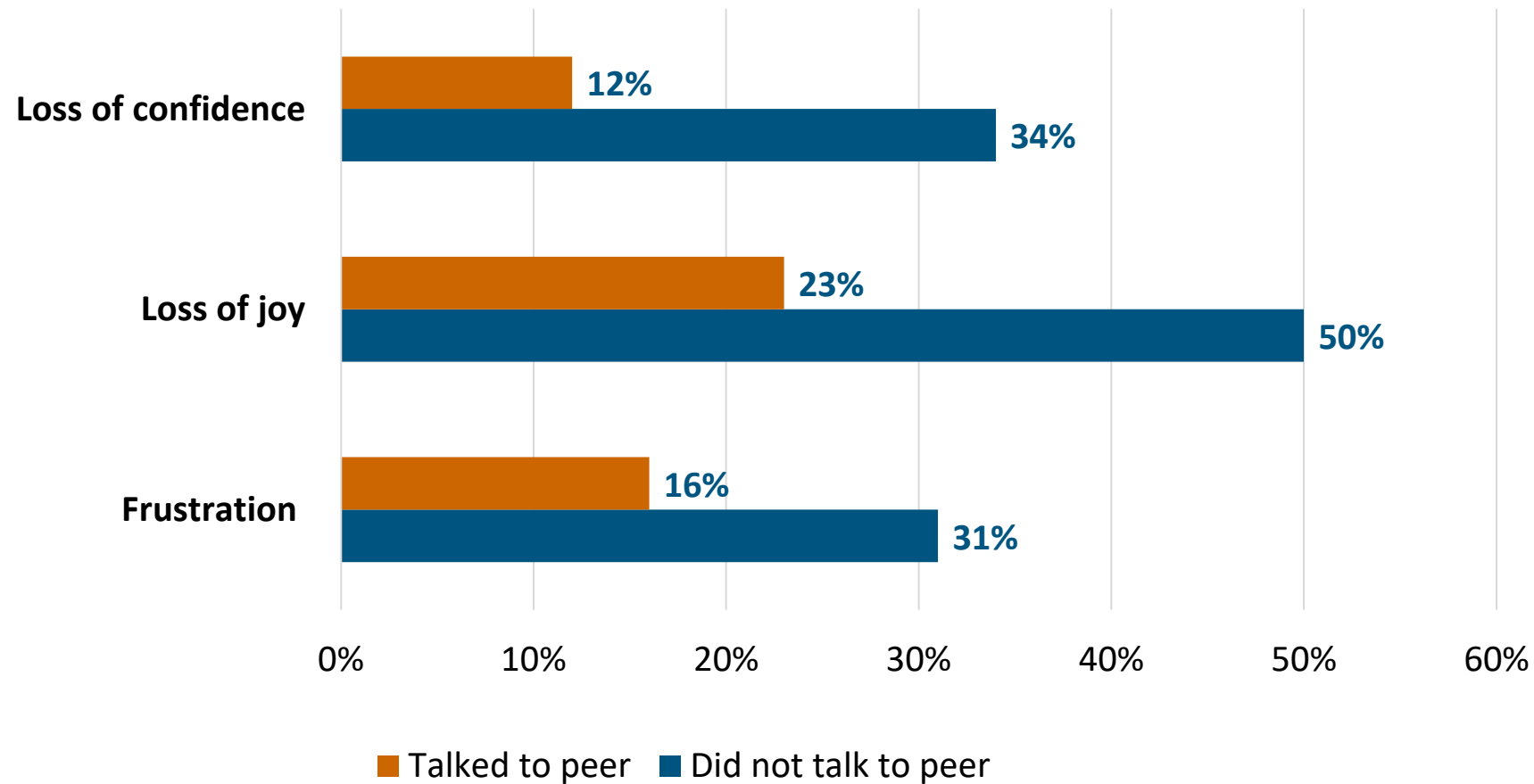
Staff most frequently talked to a peer



Of those that talked to a peer 70% reported it definitely helped and 27% reported it probably helped.

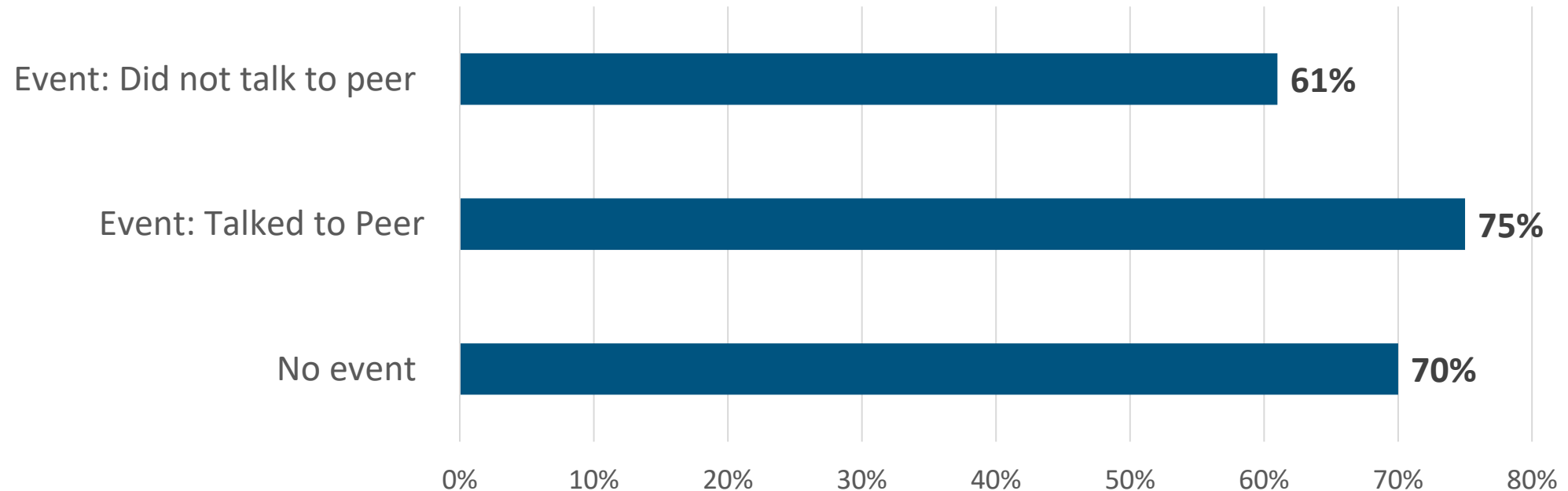
Peer support and recovery

Impact Has Never Gone Away



Talking to a peer is associated with better safety culture

Percent that reported overall safety culture was excellent or very good



**Chi-square significant at $P < 0.05$

Challenges to providing support

- Stigma to reaching out for help
- High acuity areas have little time to integrate what has happened
- Intense fear of the unknown
- Fear a compromise of collegial relationships
- Fear of legal implications (e.g., HIPAA, malpractice)

Implementing a peer support program

How to Establish a Peer Support Program

IMPLEMENTATION GUIDE



betsylehmancenterma.gov/assets/uploads/PeerSupport_Implementation.pdf

Table of contents

- Getting started
- Communication and marketing
- Plan for peer support training
- Hardwiring your program
- Evaluation
- Building and sustaining

Getting started

- Having an organizational leader sponsor the program
- Establish a peer support advisory committee
- Identify a project manager
- Conduct an environmental scan of internal and external supports (*you'll be surprised at what you find*)
- Select a department or unit to pilot the program

There is a workplan that can guide that will help keep your efforts organized and on track.

Getting started, continued

Leadership buy-in

It's important to have an Executive Leader Champion the efforts for several reasons.

1. They set the tone for the rest of the organization
2. They hold the purse strings!!

It easier to make the case to leadership since the pandemic.

Getting started, continued

Multi-disciplinary advisory committee

- Roles and responsibility of advisory members
- Who should be part of the advisory?

It is important to get buy-in from everyone, so they will take ownership of any clinician and staff support program that is put in place. It's crucial for future success.

Poll Question:

Do you have senior leadership that would be willing to buy into a peer support program?

Communication and marketing

- Develop a communications plan for the peer support program
- Organization-wide communication
- Calendar of events
- Marketing materials

Communications checklist can be found here:
betsylehmancenterma.gov/assets/uploads/PeerSupport-CommunicationChecklist.pdf

CLINICIAN AND STAFF PEER SUPPORT Communication checklist

You've trained your peer supporters. Now, how do you reach the people who need help?

A clear communications strategy is integral to the success of a peer support program. Use this checklist to help you develop a plan for reaching clinicians and staff who could benefit from peer support.

It is important that you involve the communication and marketing department in this process from the very beginning. Consider including someone from their team on your advisory committee, and be sure to give them advance notice if you will need help designing materials, writing content, or sending out emails to a listserv.

Identify your target audience

- What departments or units are you launching in?
- Who are your peer supporters and what are their jobs (nurse, doctor, administrator, etc.)? You will want to match people needing support with someone in a similar role.
- Do any of your peer supporters speak another language, or will you have access to translation services? If so, you may need materials in different languages.

Design marketing materials

- Create a page on your organization's intranet.
- Ask your peer supporters what other materials they think would be helpful. How have they learned about other programs in the past?
- Ideas for printed materials include:
 - Badge clips
 - Posters
 - Brochures
 - Table tents
 - Screen savers
 - Email newsletter

▶ View sample materials from other peer support programs in the online [peer support toolkit](#).

Develop an outreach plan

- What leaders in your organization should be briefed on the peer support program? Ask to present at a board meeting or schedule individual meetings with leaders in your organization.
- Are there regular clinician and staff meetings that you could present at?
- Who will be doing the outreach? In some cases, it is more powerful to hear from peer supporters than it is to hear from the program coordinator.

Create a timeline

- What are your deadlines and goals? Remember, communication is an ongoing part of peer support and goes beyond the launch of your program. You will need to continually educate new staff members about the program and remind clinicians and staff on a regular basis.

Plan for peer support training

- Trainers
- Training dates and space
- Selecting peer supporters
- The "right" number of peer supporters
- Peer support agreement
- Tips and considerations for training day

Remember: Samples of the above items are found in the implementation guide.

Hardwiring program

- Decide where this program will live
 - For example, under quality and safety
- Develop a framework for connecting peers
 - Start by discussing the following questions:
 - What cases or circumstances are likely to trigger the need for peer support



Evaluation

- Program usage
 - Tracking
 - Why is it important?
- Program effectiveness from the user's point of view

Peer Support Interactions

Was the interaction: •

- Sought out by the peer who needed support
- Initiated by the Peer Supporter
- Suggested by manager/EAP

Was support provided to only one individual? •

- Yes
- No

How many people?

Enter a value between 0 and 10.

Type of Event: •

- Work-related
- Patient-related
- Adverse event
- Personal event
- Other

Type of Contact: •

- Initial
- Follow-Up

Role of Individual Receiving Support: •

- Nurse
- NP/PA/CRNA or other APP
- Attending Physician
- Resident
- Security
- Environmental services
- Administrative
- Other

Was support provided to people outside of your department? •

- Yes
- No

Which Department is the person from that you provided support? Radiology, Lab, FCU etc.

Submit

Building and sustaining



Keep the advisory committee active



Support for the supporters



Tracking peer support interactions



Extending peer support throughout the hospital

Poll Question:

Since the beginning of COVID, have you seen signs of senior leadership putting staff support as a priority?

Additional resources



Peer support tool kit for clinicians and staff

Safety culture

Multi-disciplinary
advisory group

Policies,
procedures and
practices

Leadership
buy-in

Risk management

Training of peer
supporters

Learning &
Improvement

Organizational
awareness

Operations

Communication
plan

Thank you



Contact Information:

Jackie Ewuoso

Jacqueline.Ewuoso@betsylehmancenterma.gov

Linda Kenney

Linda.Kenney@betsylehmancenterma.gov



How did you find us?





Upcoming TAP Webinars

Register at saferbirth.org under Resources > Events

Patient Support After a Severe Event:

The Importance of Providing Trauma-Informed Care

February 23rd
at 3 PM ET



Michele Kulhanek,
MSN, RNC-OB, C-EFM, C-ONQS

Social Media Marketing for PQCs:

Building Your Online Presence without Burning Out

March 16th
at 3 PM ET



Mindy Wara



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will be emailed
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