

**Case study: Calderdale and Huddersfield NHS Foundation Trust**

# Using multiple media to recruit clinicians to training

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## The challenge

A key challenge in embedding self-management support has been that people don't have sufficient understanding of the philosophy to support it and attend the Practitioner Development Programme.

Through working in different training situations, the team recognised that different people respond to different media and have different preferred learning styles.

## What we did

The 'real play' sessions that practitioners take part in on the Practitioner Development Programme to practice their skills are very well received, and the team felt that using a similar 'role / real play' approach would help to bring self management support principles and theory to life for an audience not familiar with the programme, and would help to emphasise the value of the skills and tools that are taught on the Practitioner Development Programme.

In order to emphasise the difference between the consultation styles of someone who has not attended the Practitioner Development Programme and someone who has, two mock consultations were devised using a volunteer patient who is a trained tutor for the Practitioner Development Programme and a clinician who is also a trained tutor for the programme. The script was practiced prior to the event with both patient and clinician input.

To underline the value added to the consultation for both patient and clinician and also to show that the consultation time was not significantly different, two different role plays were presented during an event to a mixed audience of clinicians, patients, internal and external visitors.

The first mock consultation followed a script which was based on the experiences of patients and clinicians before the clinician has attended the Practitioner Development programme. The second mock consultation was used to highlight the co-production approach, including agenda and goal setting.

The new way of representing 'self management support in action' at an event, using patient and clinician tutors, was well received by the audience and resulted in good feedback and requests for more information about the programme. It has now been developed into a DVD that can be used in training sessions and meetings with clinicians.

The session was filmed and has been produced as part of a service improvement DVD. The DVD will be available for use by interested organisations when clinicians at Practitioner Development group training sessions ask for examples of self management support skills in action. The DVD will also be used as a tool to communicate self management support principles in one-to-one meetings with GPs.

## What we learnt

For maximum impact the Co-creating Health message needs to be delivered in different ways using different media. This will ensure as many people as possible understand the principles and can see the benefit of the programme.

Recognising that people have different learning needs / styles has enabled engagement at many different levels and has helped to address some of the gaps in the existing portfolio of information.