11.9 Provide examples of specialty or population-based patient education initiatives conducted, implemented and evaluated by nurses.

Nurses at the Massachusetts General Hospital (MGH) are directly involved in many specialty or population-based patient education initiatives. These patient education activities can occur at the unit level, as part of an interdisciplinary Clinical Practice Management (CPM) improvement team, as a Clinical Nurse Specialist (CNS) research taskforce project, as a collaborative departmental project, or as a department service line initiative. Following are examples of patient education initiatives developed by nurses to meet specific patient care needs.

- Improving Rates of Organ Donation

In early 2003, a team of consultants sent out by then Secretary of the Department of Health and Human Service, Tommy Thompson, visited Massachusetts General Hospital (MGH) to learn more about the process leading to organ donation. The team of consultants met with leadership from hospitals across the United States, but only selected the Neuroscience ICU as the visit site. Later that year, MGH became one of the original 100 hospitals selected to participate in the HRSA Organ Donation Breakthrough Collaborative in Washington, D.C.

Under the direction of the Nursing Director and Clinical Nurse Specialist, a team of nurses and physicians in the Neuroscience ICU worked to increase access to transplantable organs by redesigning the organ donation processes at the hospital. Their accomplishments included the:

- Creating a report card for staff to determine their strengths and weaknesses in the donation process;
- Developing Donation after Cardiac Death (DCD) policies;
- Creating an Organ Donor Champion program for nurses;
- Conducting After Action Reviews to review both successful and unsuccessful donations;
- Developing a policy outlining First Person Consent - the first in the Commonwealth of Massachusetts.

In addition, the team created a training video, “Conversations Regarding End of Life and Donation,” displaying contrasting best practices in organ donation. The video was shown by the New England Organ Bank (NEOB) at both regional and national forums and was presented at the
American Association of Neuroscience Nurses National Conference. The video is available for view through the following MGH website link: http://www.massgeneral.org/education.html.

Under the oversight of the Vice President for Surgical and Anesthesia Services and Clinical Business Development, the Chief Medical Officer and the Associate Chief Nurse for Oncology, Surgery, Orthopaedics and Neurosciences, this multidisciplinary team continues to work towards its goal of increasing organ donations at MGH. Ongoing process improvements have created a “culture of intent” that has engaged clinicians in supporting the process to facilitate organ donations.

As a result of the committee’s work, donation outcomes have greatly improved at MGH in 2007. Following are the organ donation results for the past two years.

<table>
<thead>
<tr>
<th></th>
<th>Jan-June 2006</th>
<th>Jan-June 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEOB did not meet w/ families</td>
<td>23%</td>
<td>17%</td>
</tr>
<tr>
<td>Total potential donors</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Donors</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Overall conversion</td>
<td>29%</td>
<td>56%</td>
</tr>
<tr>
<td>Donation after Brain Death conversion</td>
<td>33%</td>
<td>70%</td>
</tr>
<tr>
<td>Donation after Cardiac Death conversion</td>
<td>27%</td>
<td>38%</td>
</tr>
<tr>
<td>Transplants</td>
<td>12</td>
<td>34</td>
</tr>
</tbody>
</table>

**OB Family Education Program**

To meet the needs of the expectant family, the OB Family Education Program offers a full range of educational classes for new parents. The Nursing Director for the Newborn Family Unit provides oversight for the program, while a Staff Nurse coordinates the program. There are nineteen Staff Nurses from the Newborn Family Unit who are certified childbirth instructors responsible for developing the content and teaching the classes offered to patients. Attachment 11.9.a describes the classes offered. Attachment 11.9.b lists the Staff Nurse Instructors on the team.

On a quarterly basis, the team meets to review the current program schedule and to evaluate the core components of each class as they plan for future initiatives. The evaluation process begins with participant feedback. Families participating in programs are asked to complete evaluations after attending classes. Reviewing these evaluations helps instructors assess the content of the programs.
to identify areas of improvement and determine what aspects of the programs need to be changed. In addition, the Staff Nurse Program Coordinator meets regularly with OB Educators from hospitals around the region to share ideas and learn from each other’s experiences.

To further assess the effectiveness of the Family Education programs, the team developed and implemented a Birth Survey (attachment 11.9.c) used to help them evaluate the effectiveness of the Childbirth Education classes. Questions were designed to help evaluate the content of the classes to determine if they adequately prepared families for the birth experience. Results from approximately 200 survey respondents showed that families felt prepared and had positive experiences. In addition, birth partners participating in the classes reported that they especially felt more prepared and were better able to support their partner.

With increased requests from patients, this year prenatal yoga classes were introduced into the program. Planning for yoga classes began by visiting other local hospital programs and talking to coordinators from other hospitals to learn how their classes were designed. The Staff Nurse Instructor, already yoga certified, obtained her certification as a prenatal yoga instructor and developed the curriculum for the classes. The final step of the process involved working with MGH Legal Counsel to develop a patient release form for participants. The Prenatal Yoga Class started in June 2007. The classes are scheduled once a week for six weeks. The inaugural class in June had two participants, and the July class increased to ten women.

In addition, the Family Education Program addresses the needs of obstetrical patients hospitalized during their pregnancy for medical reasons. These antepartum patients can be hospitalized, often on bed rest, for weeks or months. Staff Nurses realized that these women and their families were not able to access the educational offerings of the Family Education Program. With this in mind, the team expanded their program to include an educational series for patients and families on the Antenatal Unit designed to meet the needs of women experiencing high-risk pregnancies. Attachment 11.9.c is the welcome letter that describes the program to patients.
Over 5 million US residents are diagnosed with heart failure (HF) and over 550,000 patients die each year. To address this magnitude of this need, the JCAHO has identified heart failure patient education as a core measure to improve patient outcomes for symptom management of heart failure. The interdisciplinary unit-based Heart Failure Team on Ellison 10, the Cardiac Step-Down Unit, meets monthly to develop, implement and evaluate education initiatives focused on addressing the needs of heart failure patients. They have received two Making a Difference Grants (Force 7.8) in the past two years to help them with this effort.

Interactive Notebooks

As their first initiative, the team developed an interactive educational notebook for heart failure patients. The notebook was designed to help educate patients about congestive heart failure, fluid monitoring and symptom recognition. The goal of the notebook initiative was to determine if patients this educational tool could help patients manage their disease and health care providers would use it during hospitalization and after discharge.

- Implementation and Evaluation: The pilot ran from October 2005 through November 2006. Prior to initiating the pilot, the notebook was pre-tested with two patients. It was then distributed to 43 patients. Four weeks after discharge, a telephone survey was conducted with each patient to evaluate the effectiveness of the tool. The patient’s health care provider was also contacted by e-mail.
63% (27/43) HF patients responded to the survey,
All patient responded if telephone contact was made,
82% of patients reported that they used the book Frequently or Sometimes,
Of those who using it, 95% (21/22) found it Easy to Very Easy to Use,
Most highly used sections: Medication (95%), Weight (91%), Nutrition (77%), Who to Call & Exercise (68% each),
The survey of providers showed that no patients brought the notebooks to their follow-up appointments, while 63% of patients stated they brought their notebooks to their appointments.

Implications for Nursing Practice

- Patients found notebook understandable and used it.
- Patients needed to be reminded to share their notebooks with their provider during an appointment.
- A small supplementary diary would facilitate use at Health Care Provider visit.
- Health Care Providers need to be actively informed of notebook and its use with patients for the initiative to be successful.

Based on the success of the pilot, a FY 2008 budget proposal has been submitted to fund this project on an ongoing basis. The team is waiting for completion of the budget process to determine next steps for this initiative.

**Water Pitcher Project**

Many cardiac patients are unaware or unable to monitor their fluid balance, which often leads to fluid overload and heart failure. The Heart Failure Team is currently working on a project to increase patients’ knowledge about fluid consumption and the critical relationship between weight gain, fluid retention and heart failure. The team developed a plan to distribute water pitchers to patients with heart failure. These pitchers, designed with the Massachusetts General Hospital Heart Center and MGH logos, are calibrated with easy to read fluid measures. Along with the water pitchers, patients receive teaching tools about fluid monitoring and symptom recognition to improve their ability to independently monitor their fluid intake. Preliminary data has shown that there is an improvement in post testing after teaching with the materials and water pitcher.
Reducing Fluid Overload and Heart Failure
Ellison 10 Heart Failure Team

Objective
Patients with end-stage heart failure must limit fluid intake. Patients are often admitted in a fluid overloaded state that may have occurred due to dietary indiscretion. Many patients are unaware or unable to monitor their fluid balance, which leads to fluid overload and heart failure. The goal of the Heart Failure team is to increase patients’ knowledge about fluid consumption and the critical relationship between weight gain, fluid retention and heart failure.

Project Description
Improve a patient’s ability to independently measure their own fluid intake. Provide each patient with a new measuring pitcher that can be used in the hospital and taken home. (Water pitchers on the inpatient units are not currently see-through and are not labeled with volume markers.)

Results
- 67 pitchers distributed to date.
- Nurses find it much easier to teach patients about fluid intake.
- Significant increase in patient knowledge after implementation.

For More Information
Please contact Susan Stengrevics, RN at 4-5025.

Making A Difference
A Grant Program for Enhancing the Patient, Family and Employee Experience

Water Pitcher Project
Mass General Hospital Mother-Child Center
Childbirth Education Program

- **Childbirth Preparation Class**
  This course will prepare the new parent for childbirth. Knowing what to expect and being prepared can make your birth experience more enjoyable. You will learn about the last few months of pregnancy, signs that you are in labor, the labor process, when to go to the hospital and what your hospital stay will be like. Information is given about comfort measures, medications, anesthesia, and medical procedures. Relaxation techniques, coping strategies and breathing are also covered in class. The initial postpartum phase, both physically and emotionally, is reviewed. During the class you will take a tour of the OB Mother-Child Center.

- **Childbirth Refresher Class**
  This is a great class for those who have had a previous birth and wish to get updated and/or refresh their memory. This class will reinforce and review the labor and birth experience. The class will compare first and subsequent pregnancies and labors. It will provide information on comfort measures, anesthesia, medical procedures and VBAC. Family adaptation and sibling adjustment is discussed. Tour of the OB unit is provided.

- **Cesarean Birth Class**
  This class is great for mothers and partners who are scheduled for, or are likely to have a cesarean birth. The class will discuss cesarean birth as an alternative birth experience. You will learn what to expect both physically and emotionally. We will cover preparation, anesthesia, recovery and postpartum care. Partners role is discussed and a tour of the OB unit is provided.

- **Multiples Class**
  This class focuses on special considerations when you are expecting twins, triplets or more! Resources and expectations during pregnancy, labor, birth and the early months after birth will be provided.

- **Infant Care Class**
  This class will help prepare you for life with baby. The class will cover handling your baby, what newborns look and act like, sleep patterns, why babies cry and how to soothe a crying baby, bathing and much more. A great class for parents to be who are not familiar with babies or want to know more about them.

- **Infant/Child Safety and CPR Class**
  American Heart Association certified instructors teaches this class. This course will provide you with the life saving skills needed in an emergency. You will have hands on training and practice in CPR and choke saving skills. Injury and safety topics will be discussed including childproofing your home, car seat safety, crib safety, SIDS, and toy safety. This valuable class is perfect for a parent, grandparent, nanny, babysitter or anyone caring for children.

- **Breastfeeding & More Class**
  This class will provide you with the knowledge and skills needed to succeed in breastfeeding. Lactation consultants or specialists teach each class. Experts today recognize that prenatal information is one of the most important factors contributing to breastfeeding success. This class helps set the expectations for breastfeeding. It will also help to decrease anxiety you may have regarding breastfeeding. We strongly suggest that both mom and her partner attend the class.
• **Sibling Preparation Class**
  This class is geared towards preparing the young child, ages 4 to 10, for the upcoming birth of his/her sibling. Using dolls the child will learn how to safely hold and touch their sibling. They will learn what babies look and act like. Using dolls they learn how they can assist in diapering and caring for their sibling. The class will end with a tour of the postpartum floor and the nursery. In a fun way the child is made to feel important and better prepared for the upcoming event.

• **Infant Massage Course**
  Come learn the hands on techniques to comfort, nurture, and communicate with your infant through massage. You will learn massage theory, techniques and actually practice massage on your child. The class will cover infant development as well as the high needs, fussy, or colicky baby as it relates to massage. A certified infant massage instructor leads all classes. You will receive class materials, a booklet and oil for massage.

• **New Moms Support Groups**
  Come meet other new mothers and professional leaders to explore the joys and challenges of motherhood. Have a chance to ask questions, share experiences, make friends, get support, discuss topics and acquire breastfeeding support and education. RN and Lactation Consultant leads each group.

• **Early Pregnancy Course**
  These classes will help guide you through the early months of your pregnancy. They will offer a forum for you to ask questions and address any fears or concerns you have about pregnancy. The instructors will provide education to help you make informed decision, and help develop a sense of confidence in your ability to adapt to the changes of pregnancy and upcoming birth. A great course for all new mothers.

• **Birth Your Way**
  A five-week series for couples anticipating a birth without medication. This class offers the same content as the Prepared Childbirth class and allows more time to focus and practice different ways of working with your body to manage labor.

• **Prenatal Yoga**
  This class is great for beginners and is designed to meet the mind/body/spirit needs specific to pregnant women. Breathing and meditation techniques will facilitate relaxation, release muscle tension and decrease anxiety. Gentle Yoga postures will strengthen muscles and improve flexibility. The essence of yoga is breath. The essence of childbirth is relaxation. Discover how to follow the breath to relaxation.
Family Education Program Instructors

IBCLC - International Board Certified Lactation Consultant
Lambergs, Germaine, RN
Pastore, Marianne, RNC

CCE - Certified Childbirth Educator through Prepared Childbirth Educators, Inc
Beston, Darcy, RN
Jones, Courtney, RN
Hubacheck, Victoria, RN
McGaffigan, Jen, RN
Mohameed-Kelly, Saheeda, RN
Pomerleau, Mimi, RN, NP
Valeri, Bridget, RN

LCCE - Lamaze Certified Childbirth Educator
Bisson, Lois, RN
Corea-Carroll, Maryann, RN
Herman, Penelope, RN
Pugsley, Lori, RN, MEd

BLS - Basic Life Support Educator
Hamp, Meg, RN
Jones, Courtney, RN
Mohameed-Kelly, Saheeda, RN
O'Toole, Alexa, RN

Certified Infant Massage Therapist
Lambergs, Germaine, RN
McConnell, Laurel, RN
McGaffigan, Jen, RN (Prenatal)

Certified Prenatal Yoga Instructor (Kripalu/Dohn)
Columbia, Maryann, RN
Birth Survey

For the following questions, please circle the correct answer(s):
1) What brought you to the hospital: contractions  water breaking  induction  complications  other
2) Is this your first baby? Yes  No
3) If not, how many other births have you had? 1 2 3 4 5 more than 5
4) How many centimeters dilated were you when you first arrived at the hospital? 0 1 2 3 4 5 6 7 8 9 fully
5) Approximately how long (hours) was your labor? 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 more than 20
6) How many hours did you push? less than one  1-2  2-3  3-4
7) In which position(s) did you push? side-lying  on back  squatting  hands and knees  other
8) What type of medication did you receive? none  injection  epidural  spinal
9) What type of procedures were performed? pitocin  amniotomy (membranes broken)  IV fluids  other

For the next two questions, please answer using the following scale:
Highly satisfied  5  4  3  2  1  Poorly satisfied
10) How satisfied were you with your birth experience?  5  4  3  2  1
11) How satisfied are you with the amount of control you and your partner experienced?  5  4  3  2  1

For the remaining questions, please answer using the following scale:
5=very helpful  4=moderately helpful  3=slightly helpful  2=did not help  1=did not try
12) Your knowledge of what to expect during labor and birth---------------------------------  5  4  3  2  1
13) Labor rehearsals in class---------------------------------------------------------------  5  4  3  2  1
14) Practicing techniques at home-------------------------------------------------------------  5  4  3  2  1
15) Relaxation--------------------------------------------------------------------  5  4  3  2  1
16) Focal point---------------------------------------------------------------------  5  4  3  2  1
17) Breathing techniques---------------------------------------------------------------  5  4  3  2  1
18) Touch and massage-------------------------------------------------------------------  5  4  3  2  1
19) Visualization/imagery-------------------------------------------------------------  5  4  3  2  1
20) Focusing on intensity of contraction vs. pain of contraction----------------------  5  4  3  2  1
21) Music-----------------------------------------------------------------------------  5  4  3  2  1
22) Walking and/or slow dancing----------------------------------------------------------  5  4  3  2  1
23) Position changes------------------------------------------------------------------  5  4  3  2  1
24) Birth ball------------------------------------------------------------------------  5  4  3  2  1
25) Rocking chair---------------------------------------------------------------------  5  4  3  2  1
26) Shower or tub---------------------------------------------------------------------  5  4  3  2  1
27) Hot or cold packs-------------------------------------------------------------------  5  4  3  2  1
28) Support of labor nurse------------------------------------------------------------  5  4  3  2  1
29) Support of partner---------------------------------------------------------------  5  4  3  2  1
30) How helpful was your childbirth class in preparing you for labor and birth-------  5  4  3  2  1

Please feel free to write comments on the reverse side.  Thank you!
Welcome to the Ellison 13 Antenatal Unit

The obstetrics department at Massachusetts General Hospital is happy that you have chosen our hospital for your care. Since your time with us may be lengthy, we offer special services that we hope will make your stay more enjoyable:

• Monday—*Matinee Movie*. Movie announced that day

• Tuesday—*Education Night*. Infant Massage, Safety, or CPR classes taught by certified instructors. A great opportunity to meet parents of babies staying in the Special Care Nursery and Neonatal Intensive Care Unit

• Wednesday—Relax with a *massage* provided by a certified massage therapist

• Thursday—*Tea Social*. Meet other antenatal patients for a fun get-together

We also offer a vast array of other services such as an *activity cart* containing needlepoint, playing cards, thank-you cards, crossword puzzles, children’s videos and coloring books, etc. In addition, we provide daily delivery of *videos, newspapers* and *books*. Finally, we can arrange for a visit from a *manicurist* as well as a visit to the *hair salon* here at the hospital.

While we like to offer these services to everyone, please be aware that some women may be limited to certain services due to specific health conditions. Please check with your doctor or nurse to determine which of the above services are right for you.

Thank you for allowing us to make your stay an enjoyable one.