

# Practical guide on Communications for Tackling Acute Kidney Injury

## Purpose of this guide

Acute Kidney Injury (AKI) is common and is associated with poor patient outcomes. Tackling AKI is a programme to increase awareness of this condition among clinicians to improve the quality of care.

The purpose of this document is to share the learning and reflections from the Tackling AKI project team on the use of communication to increase awareness of AKI on an organisational level.

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## What communications were used?

There were three elements to the Tackling AKI project: AKI alerts, a care bundle and an education and awareness plan. The latter were seen as key components to support the intervention. For example, earlier AKI recognition via an alert will only be a successful intervention if it leads to an earlier response from the health care team. Awareness of AKI and of the QI programme was therefore addressed at each of the hospitals, generally in tandem with Trust Communications teams, and a variety of methods to increase awareness of AKI were utilised. These included:

### Screen savers

AKI teams worked to decide on key messages and then the communications team arranged for the screensavers to be uploaded to the Trust computers. Examples are included alongside this document.

### Posters and Banners

Posters were designed in house using key themes and branding from the Think Kidneys programme. These were printed and displayed in wards and public areas. Examples are included alongside this document. We also had some blank posters designed (that we could add text to) and these were printed as and when needed.

### Trust newsletters

We regularly wrote articles about the work which we were undertaking so that the programme remained fresh in peoples' minds. These included case studies of how the AKI

intervention was being used successfully to help with patient care, and showcased senior executive involvement with the project. Examples are included alongside this document.

### Project newsletters

Periodically we produced newsletters containing details of the work which had been completed in each of the four sites. These were sent out to all the members of the project team. The idea was to ensure that learning from the different sites was shared, and to encourage the individual hospital AKI teams. We found that being a part of a multicentre project sponsored by the Health Foundation was a strong motivator and these newsletters helped form a sense of 'team'. Examples are included alongside this document.

### Photos

We took photographs at learning events and included these in the newsletters to promote the activities we were undertaking.

### Videos from grand rounds

Videos were taken during the grand rounds so that AKI presentations by senior clinicians/AKI experts could then be subsequently used in educational sessions e.g. to teach students about AKI and the use of care bundles.

### Branding

We developed our own project logo, used the Health Foundation logo and designed most of our materials with the Think Kidneys branding and colour scheme. The latter was instantly recognisable and centres often used materials developed by other hospitals so this branding was used throughout the project.

## [Resources to accompany this guide](#)

1. Screen savers (Bradford, ASPH and Leeds)
2. Posters and banners (Leeds, Bradford, ASPH)
3. Newsletters