

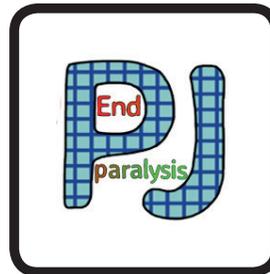


**The NHS 70-day, 1 million patient day,  
#EndPjparalysis Challenge**

**17 April 2018 – 26 June 2018**

**Everything  
you need to know  
to take part**

## Downloading the #EndPJparalysis data collection app



The app can be downloaded on the Play Store or the App Store by searching for [#EndPJparalysis](#) (by Cambridge Digital Health).

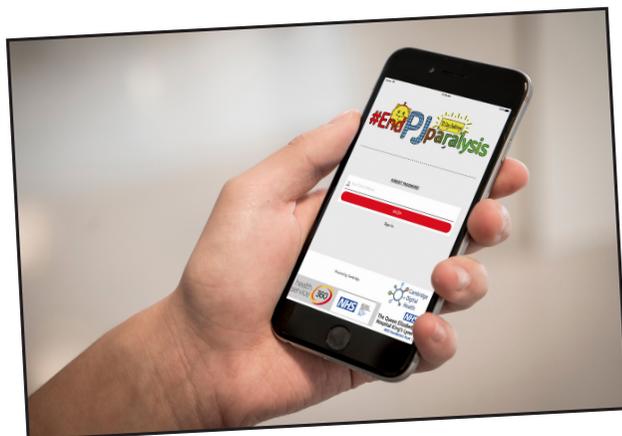
Alternatively you can use the following links:

For Apple phones/tablets (iOS):

<https://itunes.apple.com/gb/app/endpjparalysis/id1351652951?mt=8>

For Android phones/tablets:

<https://play.google.com/store/apps/details?id=com.camdh.app.endpjparalysis>



Please visit [www.endpjparalysis.com](http://www.endpjparalysis.com) to check how we are doing.

The live dashboard will be accessible to the public; it will have all the data collected in wards and hospitals taking part in the challenge. And from 17 April you will see in real time how we are progressing toward our 1 million patient day challenge goal.

We encourage you to share inspirational patients' stories via [yourstories@endpjparalysis.com](mailto:yourstories@endpjparalysis.com) so we can also add them to the dashboard.

If you have any questions, please contact us on [hello@endpjparalysis.com](mailto:hello@endpjparalysis.com) for general questions and comments or on [tech@endpjparalysis.com](mailto:tech@endpjparalysis.com) for technical issues and ideas of how to improve the app. Please do get in touch, we really want to hear from you!



## Foreword

As Chief Nursing Officer for England, it continues to be a privilege to work with and lead the nursing, midwifery and care staff workforce. Through our work on Leading Change, Adding Value, I am proud of the ways that we continue to demonstrate the difference our professions make to the wellbeing, care experience, safety and outcomes of our patients, our people and our populations every day.

Leading Change, Adding Value (<https://www.england.nhs.uk/leadingchange/about/>) places the emphasis on the professions using resources wisely. One of the most valuable resources is patients' time and through valuing patients' time we can ensure that the relevant patients do not spend any time longer than is clinically necessary in hospital.

Ways of valuing patients' time was demonstrated in a recent blog which I wrote in relation to the Winter Framework (<https://www.england.nhs.uk/leadingchange/staff-leadership/framework-to-support-winter-pressures-2017-18/>). This follows my sponsorship of the global work led by Registered Nurse, Professor Brian Dolan who is the founder of the time-valuing movements that are [#EndPJparalysis](#) and [#last1000days](http://www.last1000days.com) (<http://www.last1000days.com>).

One way of acting to improve what may be a patient's last 1000 days is to focus on encouraging them when they are in hospital, where possible, to get dressed everyday rather than remain in their pyjamas or hospital gown when they do not need to do so. Why? Because wearing pyjamas for many patients reinforces the 'sick role' and can prevent a speedier recovery.

To capture the impact of [#EndPJparalysis](#), a recent 100 day regional [#EndPJparalysis](#) Challenge in nine Trusts in the East of England achieved 91,728 patient days of being up, dressed and moving. This campaign is now going to be even more ambitious and I am delighted to be the executive sponsor of a new NHS-wide 70 day Challenge to achieve **one million** patient days of relevant patients being up, dressed and mobilising. This challenge starts on 17 April and ends on 26 June 2018. I invite your support to participate in the challenge if you are able to do so.

By no coincidence the 70-day challenge will end shortly before the 70th anniversary of the NHS and in many ways it reflects the best of drawing on our past practice to maintain the best care for existing and future patients.

This implementation pack will provide you with the details of what you need to do to get started, including instructions to download a unique [#EndPJparalysis](#) app and the [www.endPJparalysis.com](http://www.endPJparalysis.com) (<http://www.endPJparalysis.com>) website that will show how each hospital, ward and participating country is doing during the challenge. You can also use this campaign to celebrate the difference we make every day for many of our patients, where being dressed further enhances dignity, autonomy and experience.

Thank you for your support for this remarkable 70-day campaign and I look forward to hearing your inspirational stories of success as we collectively lead change, add value and make it better for patients and their carers.

Professor Jane Cummings  
Chief Nursing Officer for England



*(Photo reproduced with kind permission  
Woman & Home)*

## Introduction

I didn't actually plan to create a global social movement called #EndPJparalysis - it doesn't work that way! It was born partly in response to a tweet from Ann-Marie Riley, Deputy Chief Nurse, Nottingham University Hospitals (NUH), Pete Gordon and Tim Gillatt, Senior Improvement Managers, NHS Improvement Emergency Care Programme. My tweet was 'Nursing was born in the Church and raised in the Army so leaving patients in pyjamas is their 'uniform'. Within days, the hashtag #EndPJparalysis was coined.

From November 2016 to February 2017, the momentum of #EndPJparalysis was slow, steady and largely driven by the four of us. Then, Chief Nursing Officer for England, Professor Jane Cummings, wrote a blog on February 23rd called '*We should all support #EndPJparalysis*' (<https://www.england.nhs.uk/blog/jane-cummings-32/t>) and it was invaluable in helping to rapidly build momentum not just in England and the rest of the UK, but in countries as far apart as Canada, Australia and New Zealand. By mid-February 2018, it had reached >169 million impressions on Twitter and two out of three NHS Trusts in England are now engaged in #EndPJparalysis initiatives.

Is #EndPJparalysis the world's most elegant hashtag? Hardly! Does it connect with people? It absolutely does and for three reasons.

1. It brings us back to what many of us used to do anyway; get our patients out of bed in the mornings. It should be said in fairness, this is still business as usual for our nursing colleagues in community and social care.
2. It's something whose time seems to have come given what we increasingly know about deconditioning and the unintentional harm caused to patients long after they have been discharged from hospital.
3. It's very much about trusting clinicians and, unusually, has gained widespread support among nurses, therapists, doctors and managers alike.

#EndPJparalysis is a means of valuing patients' time so they return sooner to loved ones we'll never meet, to homes we'll never visit, to spend more of their last 1000 days in a place that is not a hospital. This 70-day #EndPJparalysis challenge is about embedding that into normal practice.

Why a million patient days? Well, because it's ambitious and because I really believe we can do this. I am proud to be an NHS trained nurse and while its institutional marble may be battered, it still stands as a testament to the embodiment of social justice and the best values of the people it serves. We have every reason to be proud and ambitious for an NHS that has a remarkable 70-year track record of achievement. Enabling a million of patients' days of people up, dressed and moving is something we can achieve.

#EndPJparalysis is about the importance of valuing patients' time and keeping them safer while in hospital. In the words of Dr Martin Luther King, '*We must use time creatively, and forever realise that the time is always ripe to do what is right*'.

Professor Brian Dolan  
Director, Health Service 360  
Visiting Professor of Nursing, Oxford Institute of Nursing, Midwifery and Allied Health Research  
Honorary Professor of Leadership in Healthcare, University of Salford

## Why patient time and #EndPjparalysis matters

Patient time is the most important currency in health and social care. No matter how caring and well intentioned NHS staff are, the reality is patients can get stuck in a system not designed to make their time the most valuable, and in the worst cases the result can be increased immobility, deconditioning and harm.

While there are regional, social and ethnic variations at play, the average male can expect to live to the age of 79, the average female to 83. But supposing you are a 76 year old man or an 80 year old woman, what have you got left? What you have is 1,000 days.

***If you had 1,000 days left to live,  
how many would you choose to spend in hospital?***

When we focus on patients' time as the most important currency in health and social care, we start to look for and measure the things that make a difference to them.

#EndPjparalysis is one of the ways we value patient time by encouraging hospitalised patients to get up, dressed, moving and home first. Other means of valuing patient time include #Red2Green, #Fit2Sit, the SAFER patient flow bundle, Sepsis Six, Discharge2Assess and #homefirst. Further information about each of these can be found on the NHS Improvement and Academy of Fab NHS Stuff websites, as well as using the hashtags on Twitter.

### Fast facts about deconditioning

- 10 days of bed rest in hospital (acute or community) leads to the equivalent of 10 years ageing in the muscles of people over 80 (Kortbein et al 2004 J Gerontology)
- One study showed 60% of immobile older patients had no medical reason that required bed rest (Graf 2006 Am J Nursing)
- A 50% increase in walking while in hospital was associated with a 6% shorter length of stay (McCullough et al 2006, Phys Measure)
- 48% of people over 85 die within one year of hospital admission (Clark et al 2014 Palliat Med)
- The application of #EndPjparalysis in Ward C4, Trauma & Orthopaedic Unit, Nottingham University Hospitals, led to
  - o 37% reduction in falls
  - o 86% reduction in pressure injuries
  - o 80% reduction in patient complaints
  - o Spot audit showed reduction in length of stay of 1.5 days
- 47 per cent of delayed transfers of care in one study related to deconditioning (Lim et al 2006)

If we keep want to keep patients' time a key metric, we need to be measuring how we use their time as part of performance and quality. How we ensure and measure we are taking steps to prevent deconditioning is what this 70-day challenge is about.

## Taking part in the 70 day challenge: answering your questions

### *Ok, I understand why this is important – how do I join in the #EndPJparalysis 70 day challenge?*

First, you will need to download the app at the Apple Store or Google Play as per the instructions in this guide. We are encouraging as many NHS and other healthcare professionals to download the app as possible as we want to have widespread coverage in every ward, every day. The app will be free for the 70 day challenge, which starts on 17 April and ends on 26 June 2018.

The app will also contain a message of the day which is really about is about encouraging staff discussions on valuing patient time, deconditioning, relevant research etc etc.

No patient identifiable data will be collected nor will it be possible to do so as the answers relate to patient numbers only.

### *Can the data be collected twice on the same day on the same ward by mistake?*

No, the software for the app will recognise when the data has been collected for that ward. This is also why you can only download the app via your NHS work related email address.

### *Why 70 days?*

On July 5 2018, the NHS will celebrate 70 years of its Founding. This 70 day challenge pays homage to the achievements of the NHS of the last 70 years and it will finish on 26 June 2018 in the run up to those celebrations and is very much part of that narrative for constant renewal of this amazing institution.

### *Why a million patient days?*

We ran a large-scale 100-day trial across nine Trusts in NHS East of England before Christmas and achieved 91,728 patient days of people up, dressed and mobilising while in hospitals. So, we believe we can scale this up to 1 million patient days across the four countries that make up the NHS.

There's also a subtle but important distinction between one million patients and one million patient days. If a patient is in hospital for five days and is mobilising for three of them that's three patient days not three patients and is why we are not calling it a million patient challenge.

To reach that goal in 70 days, every day we will have to capture 14,286 patient days. Working together across the NHS we can absolutely do this.

### *We want to share our stories of what we are achieving, how do we do that?*

There's two ways; you can email [yourstories@endpjparalysis.com](mailto:yourstories@endpjparalysis.com) for them to be put on our [www.endpjparalysis.com](http://www.endpjparalysis.com) website – and if possible include pictures (with permissions of course).

You can also put them on a special Facebook page we are creating called

<https://www.facebook.com/groups/EndPJparalysisChallenge/>

so you can share experiences, seek advice and support and connect with others.

We also have the main Facebook page where there are lots of downloadable materials on #EndPJparalysis, #Red2Green, #last1000days etc

<https://www.facebook.com/groups/last1000days/>

And of course, do please follow the hashtag #EndPJparalysis on Twitter!

### *I work in a care home/other private sector/NGO health facility and want to take part – can I do that?*

We'd love to have you join us! Please get in touch by emailing [hello@endpjparalysis.com](mailto:hello@endpjparalysis.com) so we can help you register. By the end of March we plan to have a separate section of the website so you can see the progress of your organisations on the dashboard.

We will be separating out the data from NHS for the 70 day challenge but want to include all services that would like to participate and will report on these results too. It would also be great to hear how you are doing this and we know there are already initiatives spreading widely, such as #pimpmyzimmer.

### *Where can I find out more?*

For a powerpoint briefing pack for your team(s), you can email Brian Dolan ([brian@dolanholt.co.uk](mailto:brian@dolanholt.co.uk)), Pete Gordon ([pete.gordon@nhs.net](mailto:pete.gordon@nhs.net)) or [hello@endpjparalysis.com](mailto:hello@endpjparalysis.com) who will also be happy to respond to any other questions you may have.

### *I'm new to social media how do I get involved?*

Using Twitter can provide knowledge and support for healthcare professionals (HCPs) quickly as it connects HCPs in any geographical location, allows them to ask for help and be signposted to it. Twitter offers a wealth of knowledge, support and exploration opportunities for HCPs, through the use of one of our biggest resources – each other. The thriving HCP community, which is growing all the time, gives HCPs access to like-minded professionals to share knowledge and explore ideas. The Twitteriversity gives you a little support to get up and running to ensure you get the best from Twitter, without simply missing the point.

#wecomunities provides an excellent resource for those new to twitter, who want to get more involved or are ready to push their social media reach

<http://wecomunities.org/resources/twitteriversity>

### **On Twitter please follow**

@janemcummins  
(CNO England)

@JWCNO  
(Jean White, CNO Wales)

@FionaCMcQueen  
(CNO Scotland)

@charlottemcardle  
(CNO Northern Ireland)

@brianwdolan

@PeteGordon68

@annmarieriley10

@timgillatt

@ms215

(Michelle Smith, NHSI Comms)

@07702034Ciara  
(Ciara Moore, COO,

QEH King's Lynn)

@sonia\_sparkles  
(Sonia Nosheen, Transformation  
Manager, Bradford NHSFT)

@RMayNurseDir

@hilaryGarratt

@helenbevan

@MRadford\_DONi

@jkfillingham

@SiobhanHeafield

@wenurses

@weAHPs

@ECISTNetwork

@FabNHSSstuff

@RoyLilley

@betterageing  
(Dr Amit Arora, Consultant  
Geriatrician UHNM)

@samriley

@LeighLeigh1991

(Lisa Sharp, Project Nurse/ED  
Sister, NW Anglia NHSFT)

## Acknowledgements

***'If you want to go fast, go alone. If you want to go far, go together'.  
African Proverb***

We would like to acknowledge the contribution in England of the following who have made this 70-Day #EndPJparalysis Challenge possible.

Dr Amit Arora, *Consultant Geriatrician, University Hospital North Midlands*

Dr Helen Bevan, *Chief Transformation Officer, NHS Horizons*

Dr Joanne Fillingham, *Clinical Director for Allied Health, NHS Improvement (NHSI) and Deputy Chief AHP Officer, NHS (England)*

Hilary Garratt, *Deputy Chief Nursing Officer, NHS England*

Tim Gillatt, *Senior Improvement Manager, Emergency Care Improvement Programme, Improvement Directorate, NHSI*

Pete Gordon, *Senior Improvement Manager, Emergency Care Improvement Programme, Improvement Directorate, NHSI*

Chris Green, *Head of Informatics, Emergency Care Improvement Program, NHSI*

Karen Hayllar, *Improvement Analyst, NHSI*

Siobhan Heafield, *Regional Nurse – Professional Leadership, Midlands & East, NHSI*

Paul Hemingway, *Communications Lead, Nursing & Midwifery Team, NHS England*

Lynda Holt, *CEO Health Service 360*

Ruth May, *Executive Director of Nursing, NHS Improvement*

Ciara Moore, *Chief Operating Officer, Queen Elizabeth Hospital, King's Lynn*

Sonia Nosheen, *Transformation Manager, Bradford Teaching Hospitals, NHSFT*

Zoë Packman, *Head of Professional Development, NHSI*

Suzanne Rastrick, *Chief Allied Health Officer, NHS England*

Paul Reeves, *Senior Nurse Advisor, NHSI*

Ann-Marie Riley, *Deputy Chief Nurse, Nottingham University Hospitals*

Sam Riley, *Head of Improvement Analytics, NHSI*

Lisa Sharp, *Project Nurse, NW Anglia NHS FT*

Michelle Smith, *Communications Lead, Midlands & East, NHSI*

Jane Sproat, *Programme Manager, North East London Urgent & Emergency Care*

## Links to useful resources

### Short films

Your last 1000 days

<https://www.youtube.com/watch?v=kbdjhN2471c>

The last 1000 days

<https://www.youtube.com/watch?v=HynytVepxZc>

### Last 1000 days Facebook group and website

Last 1000 days Facebook group

<https://www.facebook.com/groups/last1000days/>

Last 1000 Days website

<http://www.last1000days.com>

### Youtube clips

Brian Dolan talking about the importance of patient time

<https://www.youtube.com/watch?v=DELrraql9N4&app=desktop>

Russell Emeny, Director of Emergency Care Improvement Program, NHSI, on why #EndPJparalysis matters

[https://www.youtube.com/watch?v=M1-\\_9q3xEcw](https://www.youtube.com/watch?v=M1-_9q3xEcw)

### Blogs

Jane Cummings, Chief Nursing Officer, NHS (England) blog on Valuing Patients Time (Nov 2017)

<https://www.england.nhs.uk/blog/valuing-patients-time/>

Jane Cummings, Chief Nursing Officer, NHS (England) blog on #EndPJparalysis (Feb 2017)

<https://www.england.nhs.uk/blog/jane-cummings-32/>

From weary acceptance to rapid rebuttal: How social media is changing the power dynamic in healthcare

<http://www.nhsconfed.org/blog/2017/04/from-weary-acceptance-to-rapid-rebuttal-social-media-shifting-the-power-dynamic>

Helping patients to get up and get moving

<https://improvement.nhs.uk/resources/helping-patients-get-up-and-get-moving/>

Time to change - #EndPJparalysis #last1000days #Red2Green

<http://fabnhsstuff.net/2017/03/08/time-to-change/>

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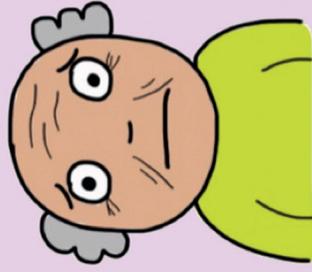
# #End PJ paralysis - 70 day challenge

17th April 2018 - 26th June 2018



Time is the most important currency in healthcare

Prof. Brian Dolan

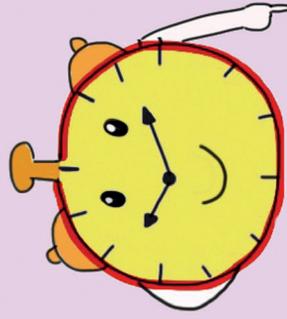


Did you know, 46% of people aged >85 die within 1 year of admission to

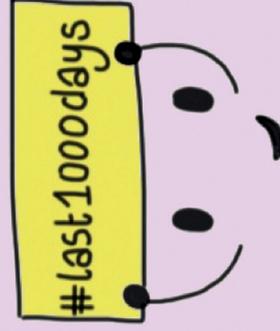
Hospital? (Clark et al 2014)



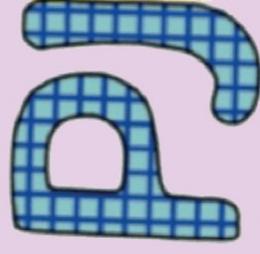
Deconditioning in hospitalised older patients, can cause serious harm



Aiming for 1 million patient days dressed in own clothes & moving in 70 days. Let's help our patients get home back to loved ones



If you had 1000 days left, how many would you want to spend in Hospital? That's why EVERY DAY matters



paralysis...

- FACT: Reduces mobility
- FACT: Loss in strength
- FACT: Loss of independence
- FACT: Longer stay in Hospital

*"I'd encourage anyone to get up and about, not stay in pyjamas. I can get myself dressed, go for a walk, and even brew up here.*

*It helps me feel right; it gets me ready for going home."*

Jack Burns, patient on H8 at Salford Royal NHS Foundation Unit, part of the Northern Care Alliance NHS Group.



Join the NHS 70-day, 1 million patient day, #EndPJparalysis Challenge

17 April 2018 – 26 June 2018

#EndPJparalysis  
70 Day Challenge