Unit Newsletters, An Opportunity to Improve Communication
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Problem:
Opportunities were identified on an inpatient nursing unit to improve information communication, recognize team members’ accomplishments, promote health awareness, and share information from recent publications to ensure nurses remain informed about current evidence-based practice recommendations.

Evidence:
Studies have shown that E-newsletters can provide effective methodology to increase communication of information. Recognition of personal achievements can boost team morale. Instruments to evaluate satisfaction with newsletter content are available in the literature.

Strategy:
A literature search provided information about creation of a newsletter with a health and wellness focus. Newsletter content addressed 3 improvement areas: Increase consistent information communication; Provide recognition of accomplishments and Promote health awareness. A plan to evaluate and determine satisfaction with newsletter content was developed.

Practice change:
A healthy-lifestyle-focused newsletter was designed and distributed monthly on the unit.

Evaluation:
Staff were provided opportunities to offer feedback about newsletter content and perceptions of information communication at 3- and 6-months post newsletter implementation.

Results:
A low response rate (16%) for the 3-month survey created difficulty with analysis of the newsletters’ effectiveness. The 6-month survey response rate increased to 25%. Project goals to increase consistent information communication and provide recognition were met. Survey scores supported increased satisfaction with newsletter content. The goal to improve teamwork was not met; however, insight gained from survey responses led to a plan to transition newsletter responsibilities to a workgroup comprised of unit staff.

Recommendations:
Newsletters are an effective strategy for consistent dissemination of information and staff recognition.

Lessons Learned:
Development of a unit newsletter has increased both professional knowledge and awareness of health promotion and the impact promotion efforts can have on staff members. Learning how positive comments can be contagious and have beneficial impact on unit moral increased understanding of the benefits of recognition. Conducting a literature search to identify a questionnaire that measured satisfaction over time offered ability to better evaluate and gain feedback when using a newsletter to improve information communication.
Bibliography