





Declaration of Interest

We declare that this work and our participation in the International Forum on Quality and Safety in Healthcare, where we will share our learning and impact, are funded and supported by Hampshire and Isle of Wight Healthcare NHS Trust







Creating a Social Movement

#QIWeek

Anita DeHavilland

International Forum On Quality and Safety in Healthcare, Utretcht, 22nd May 2025















The Academy of Research and Improvement

Hampshire and Isle of Wight Healthcare NHS Foundation Trust



We empower staff and patients to drive research and improvement by building skills, confidence, and capability. From training and facilitation to events and our annual conference, we support projects in Research, Improvement, Clinical Effectiveness, Innovation, Patient Involvement, and Evidence Sharing - helping teams turn ideas into impact.



My Pixar Pitch



Once upon a time there was a spirited Qi specialist

Every day they would come into work to celebrate a different aspect of healthcare through either a national day or week event.

One day the Qi specialist, thought why isn't there anything that celebrates and showcases the amazing work our colleagues are implementing daily.

Because of that the Qi Specialist pitched the idea of a #QIWeek to the rest of the team

Because of that the inaugural QI week was launched in 2023. Quickly turning into a regional event with 8 organisations involved (who continue to collaborate on continuous improvement).

Until finally every second week in September was known as #QIWeek











Key Messages

- Develop confidence to follow and achieve the art of the possible
- Learn from creating and collaborating on a social movement
- How you can be involved in #QIWeek2025





Social Movement

"The most successful movements are stimulatingly bold and pragmatic"





Social Movement

The 3 P's

Possible Probable Power







Social Movement

Essentially, I hijacked an email









Theme is QI for Everyone

National events

- Sharing work on NHS Impact
- Ensuring co-production is considered in improvement
- Promoting initiatives within organisations
- Leadership for improvement
- Becoming a learning organisation

Highlights

- Keynote speech by Amar Shah
- Organisations coming together for a shared purpose
- Networking
- Raising the profile of improvement
- Social media lit up with improvement posts





Highlights



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patients and staff

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TAKE A LOOK AT WHATS COMING UF



The QI project was really fulfilling and developed me clinically and & non clinically.

DOMINIC SULLIVAN







Successes

- One central place for all events
- Virtual sessions recorded and shared
- Number of organisations created
- Shout out for improvement staff showcase their improvement work and dedication
- Roadshows out and about talking to teams
- Social media

Will do differently

- Deadlines for virtual content submissions
- Teams' webinars, not teams' meetings
- Earlier planning
- Delegate, delegate, delegate





How we measured success

Word of mouth





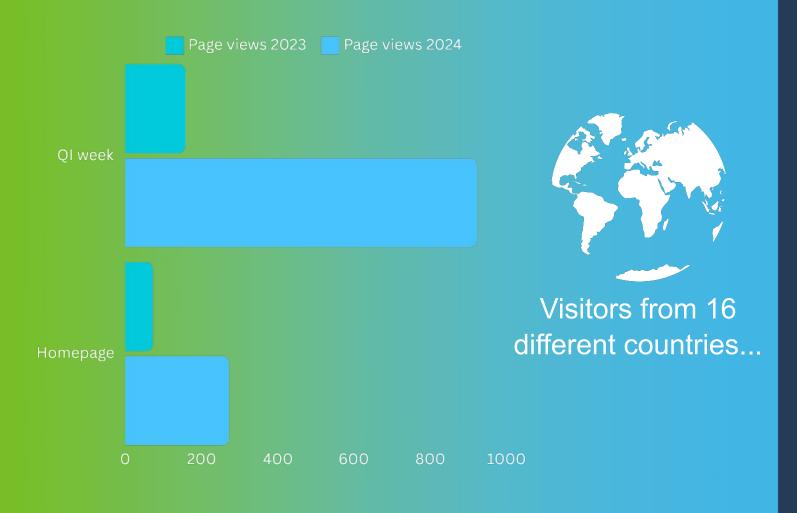




Shared learning

Social media

QI Week Website



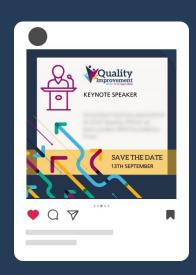
Social Media



Page and post engagements up 407%



Our followers grew by 3.7% over QI week...







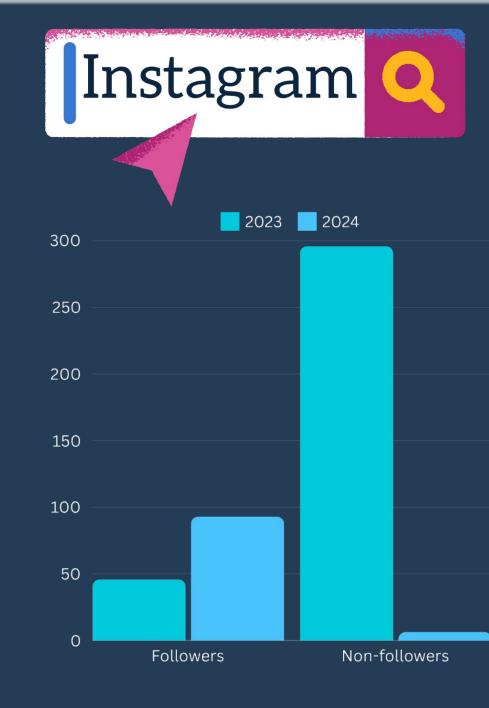
Our followers grew by 3.7% over QI week...



Our profile visits were up 500%.



Top Instagram post...







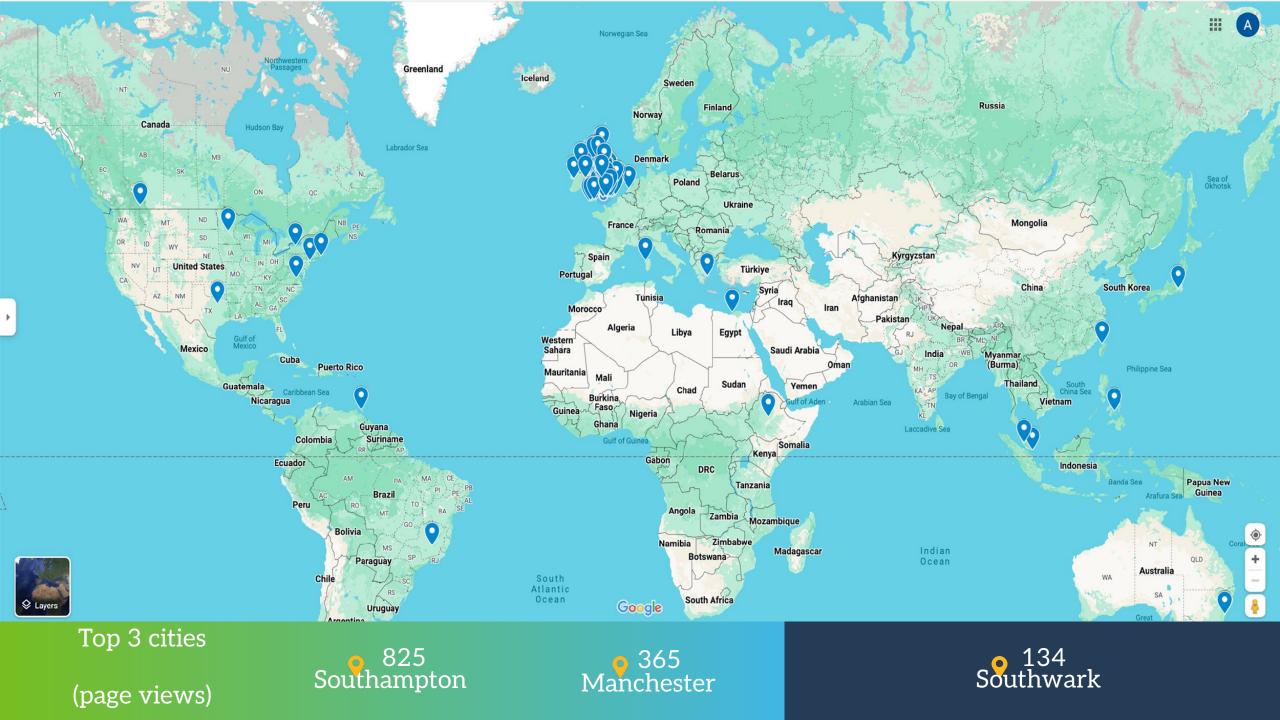
Our top Facebook post



Post reach up 338%



Page and post engagements up 407%







Join us for #QIWeek2025 8th-12th Sept

Please contact us

quality.improvement@solent.nhs.uk







Let's make it an international event



Contact us

For more information please visit the Academy website, intranet pages and social profiles

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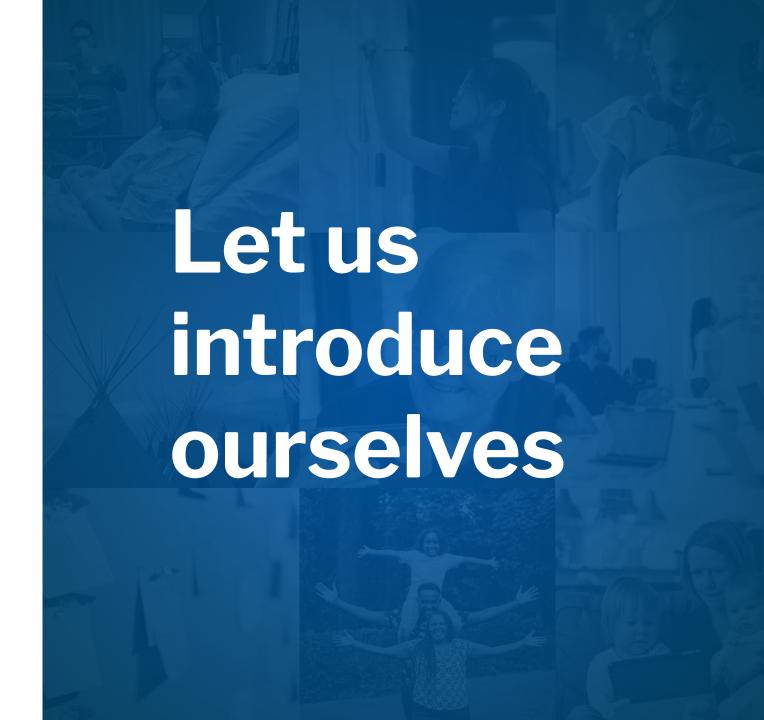
Exploring the tensions of leadership in an era of complexity: a Deep Democracy experience IHI International Forum May 23, 2025



Tracey Sherin
Chief Executive Officer



Kyla Avis Strategic Consultant



Who we are & where we started





Our Mission

Accelerate the improvement of health & health care throughout Saskatchewan



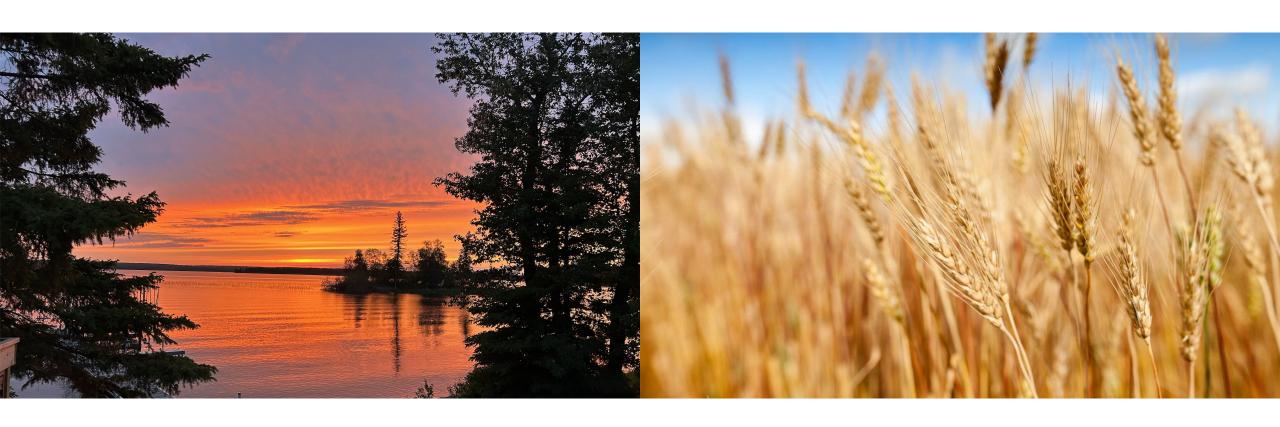
Our Purpose

- Assess the quality of health and healthcare
- Build capacity for quality improvement
- Promote research and education leading to improvement



SASKATCHEWAN

We're known for...





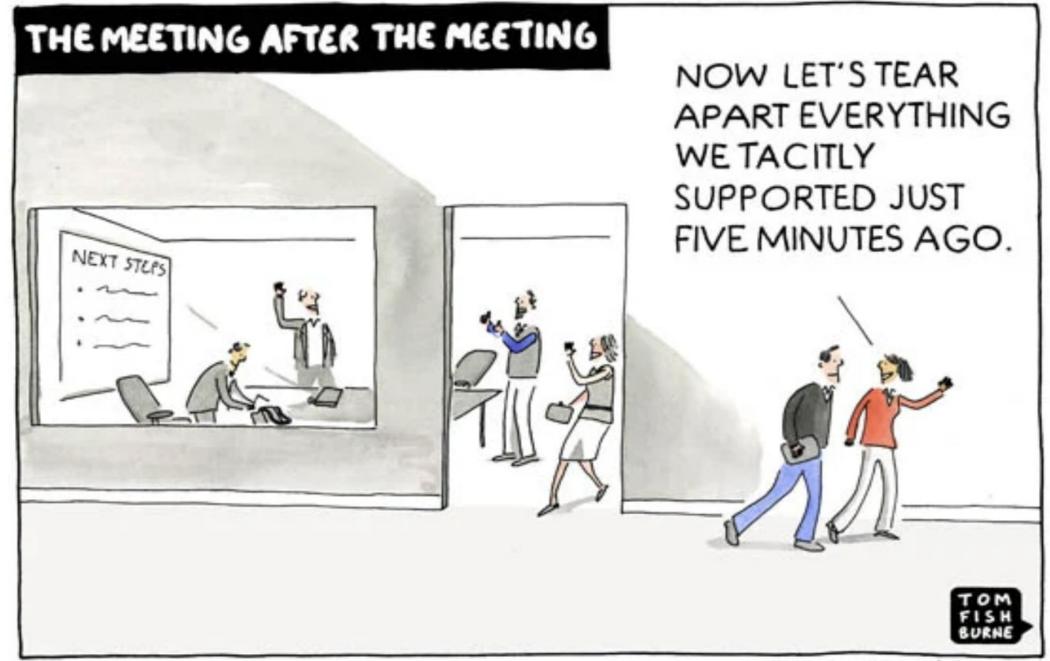
Before we dive in...

Let's chat!

- This is my first time at an IHI Conference in Europe.
- I currently live in Europe.
- I consider myself to be a facilitator.
- I have heard about Lewis Deep Democracy.
- I LOVE working with tension and conflict!

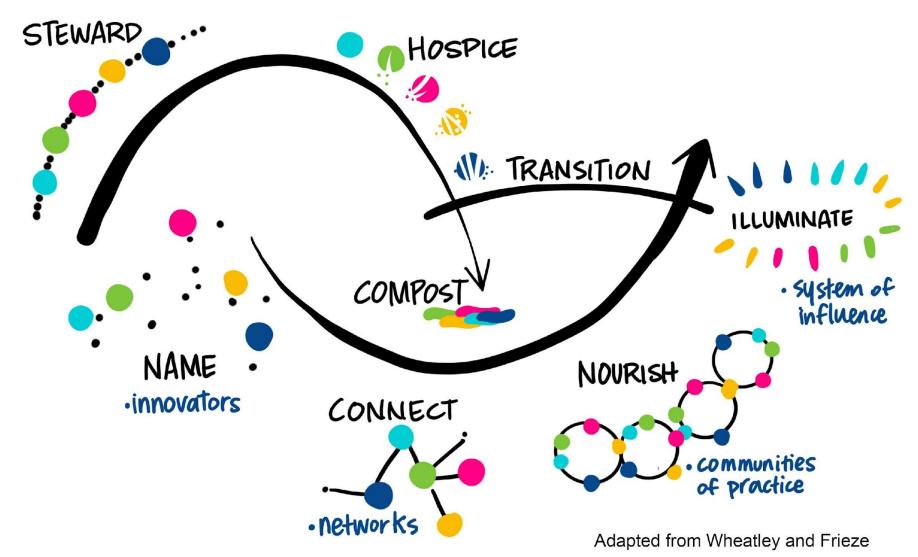






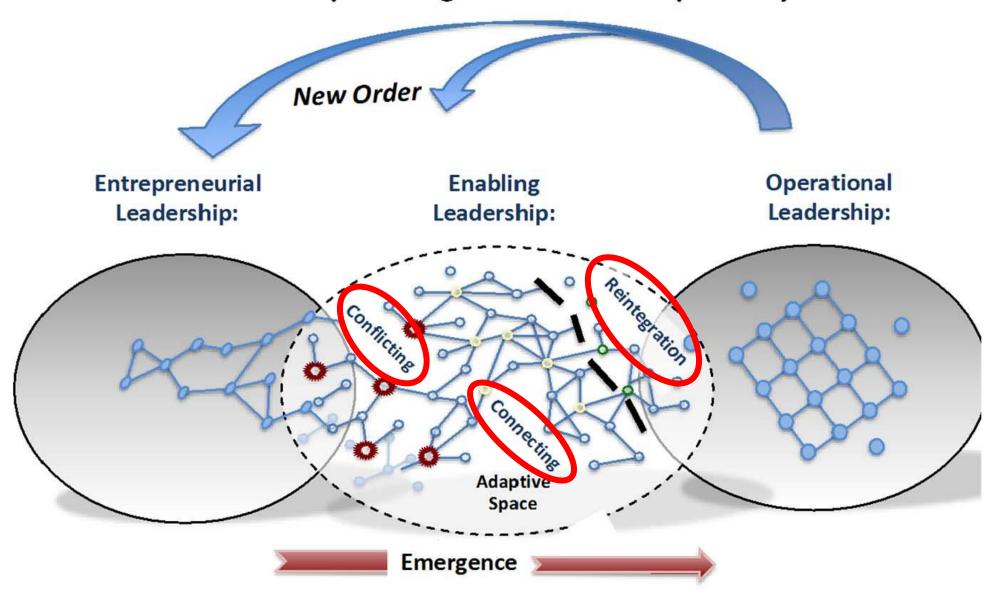
Resistance is not the enemy. It is the doorway for transformational change.

Two Loop Model



Frameworks Collection by finegood@sfu.ca | Illustrated by sam@drawingchange.com | © CC BY-NC-ND

The Complexity Leadership Framework of Leadership for Organizational Adaptability



LEWIS

Deep Democracy







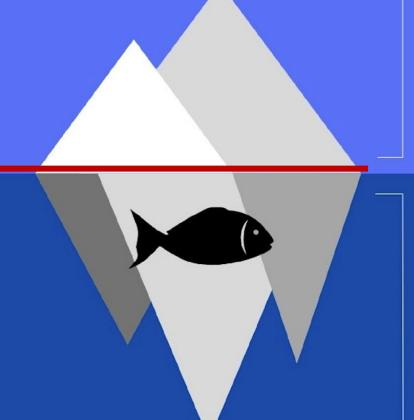
Lewis Deep Democracy (LDD) is a facilitation and decision-making method developed by Greg and Myrna Lewis in post-Apartheid South Africa. Born out of the need to address deep tensions around racial integration in organizations.

At it's core, LDD its about listening for and actively inviting in alternative views, disagreement, and dissent for wiser and more resilient decisions.

Connecting

ICEBERG OF GROUP DYNAMICS





Spoken opinions
Formal roles
Agreed upon decisions
Majority views
Observable behaviors
What people feel safe to say

WHAT IS UNSAID

Unpopular opinions
Emotions
Intuition/Gut feelings
Discomfort
Tensions
Power imbalances
Histories
Collective trauma

Connecting

Check in

- What's one word that describes your day so far?
- What's brining you joy today?
- What's keeping you up at night?
- How are you (really)?

Check out

- What's something you want to take away from this meeting?
- What's something you want to leave behind?
- Describe in one word how you're feeling as you leave today.



Benefits of Lewis Deep Democracy check in

Humanity

Ensures each person is seen and recognized as a HUMAN.

Awareness

Gives a sense of what "fish" are alive under the water line.

Balancing

Aims to minimize power imbalances – everyone shares a part of themselves.

Connection

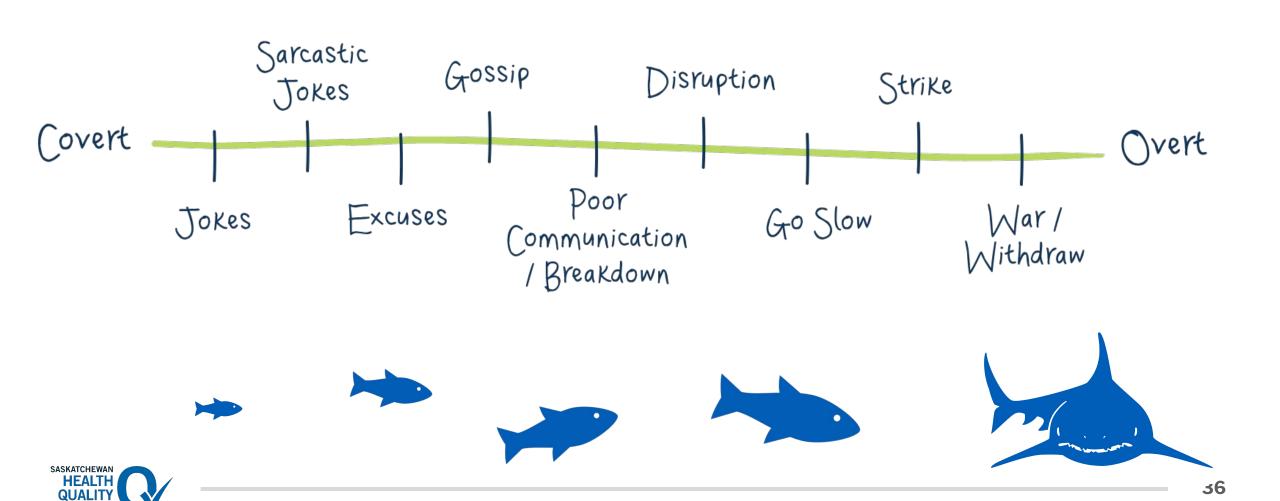
Results in people feeling connected, increasing trust and empathy.



Conflicting



The Lewis Deep Democracy Resistance Line



Working with tension & conflict

In Lewis Deep Democracy fish are our friends - but we like to catch them small



Lean in/Lean out



Recognize being "stuck"



Listen for the "no"



Go fishing

Let's go fishing...

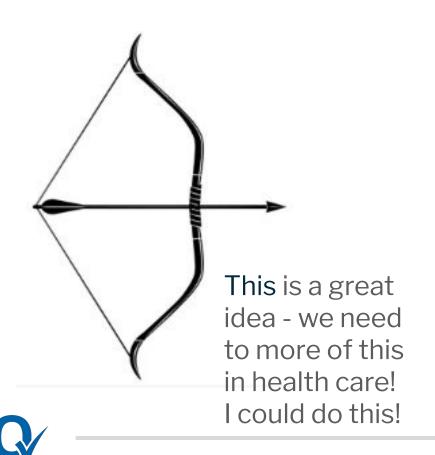
(Let's have an argument)

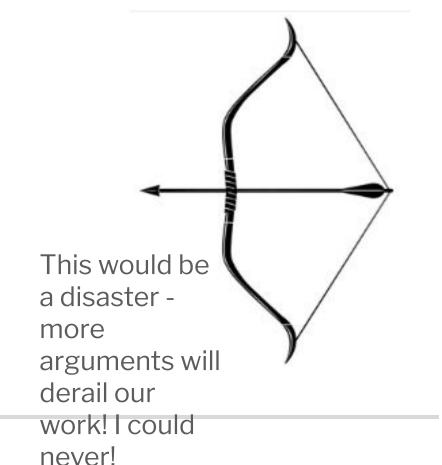
- 1. We want to stay in relationship during this process.
- 2. Everyone holds a piece of the truth.
- 3. We are doing this to learn and grow.



| Throw all the Arrows...

A symbolic and emotional expression of resistance. The arrow represents the "charge" someone carries about a tension within the group. It's about bringing conflict into the open so it can be worked with rather than supressed.





Reintegrating

Insights

After throwing the arrows reflect on....

- How did that make you feel?
- What "hit home" for you?
- What did you learn in that process?
- What shifted for you during the argument if anything?
- Is there something deeper going on that we haven't named yet?
- Do these insights change our direction or decision?



LEWIS DEEP DEMOCRACY

A leader's perspective



Let's keep in touch

If you're interested in our work and want to share ideas, we'd love to hear from you!



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