

Background Information

It can be difficult for a department, with multiple specialty floors, to collectively be on the same page. Nurses who float find that every unit has a different work culture and environment.

Objectives

- To find a low-cost, low-friction platform to disseminate information.
- To create and build a direct relationship with staff in order to unify the department, while adding value.

Process of Implementation

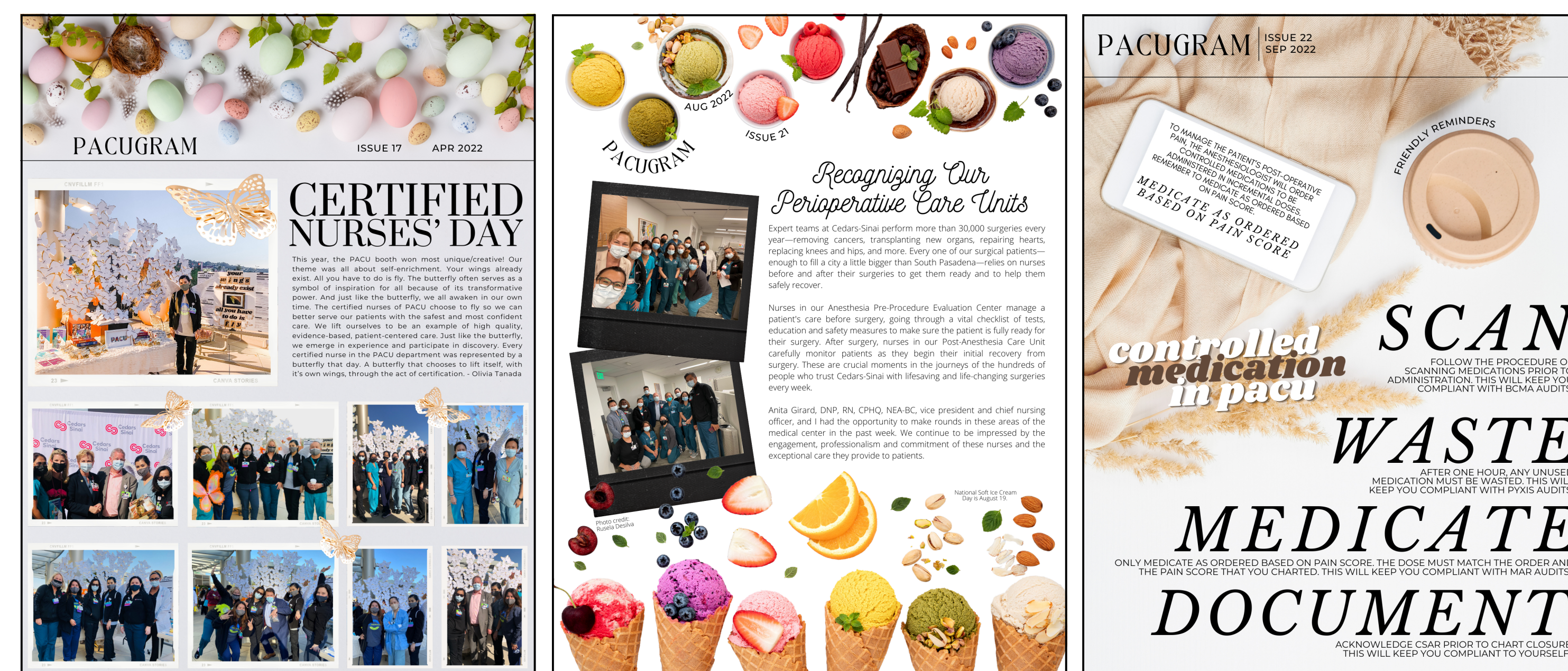
The editor-in-chief curates a collection of content from leadership and staff. Content spans a wealth of information regarding:

- education, evidence-based practices, test-of-changes, feedback, projects, announcements, recognition, event highlights, volunteering, experiences, improvements, etc.

Since there is a level of intrinsic motivation for staff to share elements that they enjoy in the workplace, there is always an abundance of interactively inspiring content. The editor-in-chief creates visually stunning and informative layouts, which are released monthly.



PACUGRAM
The PACUGRAM newsletter is accessible through internal email and on the Instagram platform. Scan the QR code above to preview its archived issues.



Visually appealing front-pages
The visually aesthetic front-page of every issue is geared to attract engagement and increase comprehension.



Valuable content
To prioritize the staff experience, layouts are filled with valuable content that embraces variety and encourages professional presence.

Statement of Successful Practice

The highly anticipated newsletter is overwhelmingly successful, sparking joy in the workplace. Knowledge is shared, but it is also effectively received, making this newsletter a powerful tool. It has helped manage expectations of floating by providing staff with the tools to succeed in new environments, helping them feel more comfortable in the workflow and processes of other units. The newsletter invites staff to embrace curiosity and walk a day in the other's shoes. This in-depth understanding and cultivated empathy helps provide context so that all floors involved have a bigger picture of the department's goals and vision. This newsletter also serves as a valuable archive of the department's documented journey through healthcare over time.

Implications for Advancing the Practice of PeriAnesthesia Nursing

How we appear in the digital world conveys our competence and authenticity. How we write emails, construct text messages, use social media and other collaborative software can make or break our personal brand. Including professional presence within a digital newsletter, staff members are able to show everyone how they represent their work. As healthcare professionals, we are always advocating for our clients and our patients, but we never truly advocate for our profession. Being a part of a professional community gives staff the resources and industry insight to excel in their career.