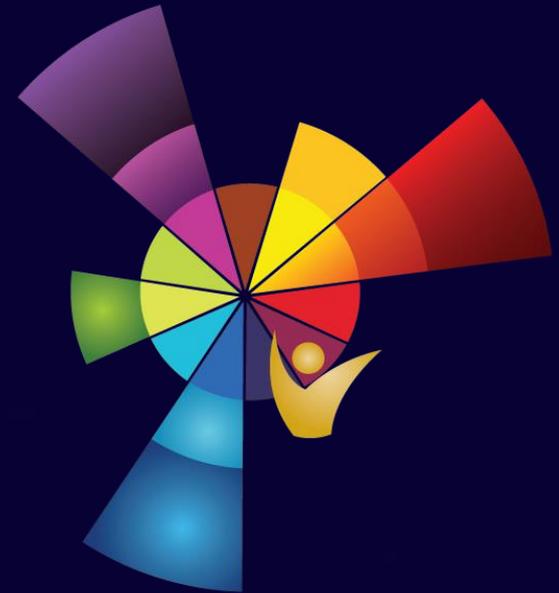


Evaluation: Clinical Audit Awareness Week 2019 & 2020



Background

Clinical Audit Awareness Week (CAAW) is a national annual campaign that is funded and managed by the Healthcare Quality Improvement Partnership (HQIP), with support from the National Quality Improvement (incl. Clinical Audit) Network (N-QI-CAN). It promotes the benefits and impact of clinical audit and quality improvement work in healthcare. The audience includes hospitals, GP practices, hospices and residential nursing care in addition to commissioners and other sector stakeholders.

Aim of evaluation:

To review the main elements of CAAW 2019 and 2020 in order to inform future activities* including the effectiveness of social media communications, with a view to maximising engagement online.

*The next CAAW will not be held in November 2021, in support of Trusts who are expecting high workloads at that time due to recovery from the COVID-19 pandemic in addition to winter pressures. More information can be found [here](#).

Clinical Audit Awareness Week, 2019



The graphic features a central illustration of a superhero character with a yellow face, blue suit, and cape, holding a shield with 'CA' on it. The cape has 'clinical audit hero' written on it. The background is a vibrant pink with a sunburst effect behind the superhero. A yellow banner across the middle contains the text 'CLINICAL AUDIT AWARENESS WEEK CELEBRATING OUR AUDIT HEROES!'. A green banner at the bottom right indicates the dates '25-29 NOVEMBER 2019'. In the top right corner, the HQIP logo (a yellow circle with a white symbol) is followed by 'HQIP Healthcare Quality Improvement Partnership' and 'In collaboration with N-QI-CAN'. At the bottom, three white text elements are displayed: the website 'www.hqip.org.uk', the hashtag '#CAAW19', and the website 'www.nqican.org.uk'.

clinical audit hero

HQIP
Healthcare Quality
Improvement Partnership

In collaboration with N-QI-CAN

CLINICAL AUDIT AWARENESS WEEK
CELEBRATING OUR AUDIT HEROES!

25-29 NOVEMBER 2019

www.hqip.org.uk **#CAAW19** www.nqican.org.uk

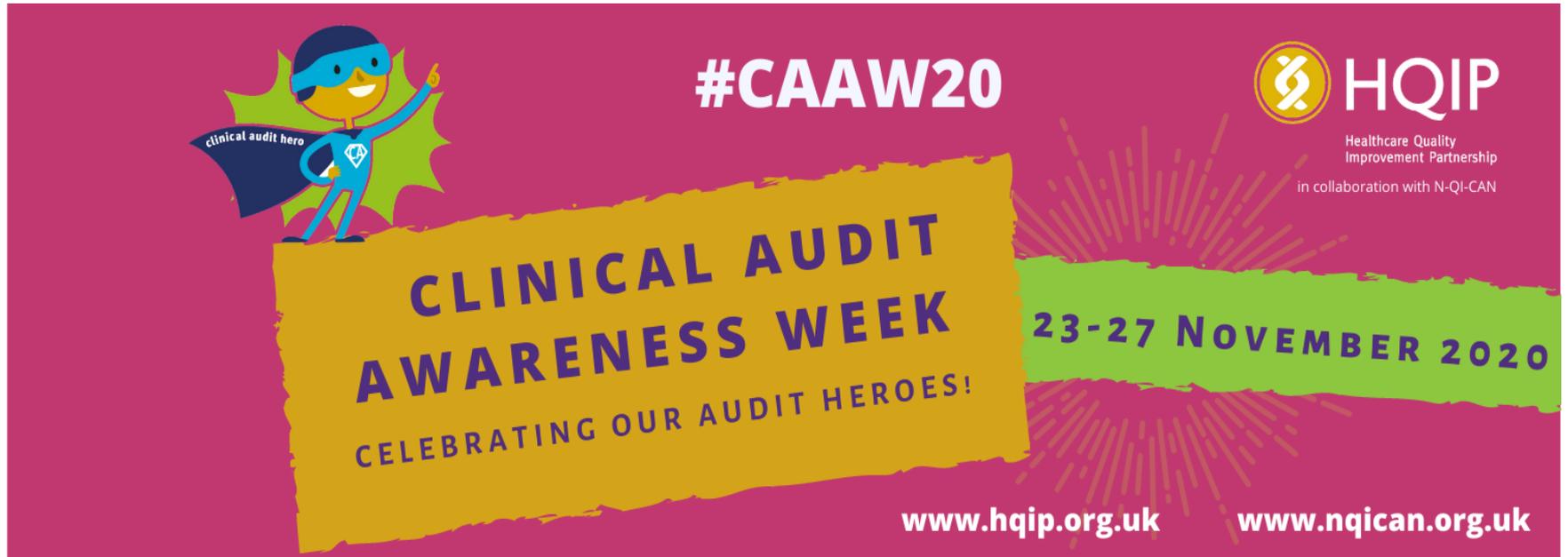
Clinical Audit Awareness Week, 2019

HQIP adopted a new approach to CAAW in 2019 which included:

- Rebranding the campaign, creating a new eye-catching identity
- Introducing five distinct categories for Audit Heroes Awards to better reflect the impact of clinical audit across organisations and systems
- Use of shareable animations and infographics to increase social media engagement
- Working with sector stakeholder organisations to support and share awards information.

Following this new approach, nominations increased by 375% and Twitter impressions rose by 216% compared with 2018.

Clinical Audit Awareness Week, 2020



A promotional banner for Clinical Audit Awareness Week 2020. The background is a vibrant pink. In the top left, a cartoon superhero character with a blue mask and cape is shown, with the text 'clinical audit hero' on its chest. To the right of the character is the hashtag '#CAAW20'. Further right is the HQIP logo, which consists of a stylized 'H' and 'Q' inside a circle, followed by the text 'HQIP Healthcare Quality Improvement Partnership in collaboration with N-QI-CAN'. The central focus is a large, torn-edge yellow banner with the text 'CLINICAL AUDIT AWARENESS WEEK CELEBRATING OUR AUDIT HEROES!' in bold blue letters. To the right of this banner is a green banner with the dates '23-27 NOVEMBER 2020' in blue. At the bottom right, two website URLs are listed: 'www.hqip.org.uk' and 'www.nqican.org.uk'. The background features a sunburst pattern behind the central banners.

#CAAW20

 **HQIP**
Healthcare Quality
Improvement Partnership
in collaboration with N-QI-CAN

**CLINICAL AUDIT
AWARENESS WEEK**
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23-27 NOVEMBER 2020

www.hqip.org.uk www.nqican.org.uk

Clinical Audit Awareness Week, 2020

Given the success of CAAW in 2019, HQIP continued with the same approach and introduced a small number of enhancements:

- A resource toolkit including social media graphics, posters and a template press release for hospitals and professional organisations to use
- A new award to mark International Year of the Nurse and Midwife 2020 – the Florence Nightingale Award
- Process improvements, with shortlisting announced in advance of CAAW to maximise engagement.

The following slides provide an overview of CAAW, comparing the data from 2019 with 2020...

Evaluation: Audit Heroes Awards

Award	No. of entries 2019	No. of entries 2020
Clinical Audit Professional	46	30
Team of the Year	55	106
Clinical Practitioner of the Year	47	57
Student of the Year	6	9
Volunteer of the Year	4	10
Florence Nightingale Award	N/A	22
Total	158	234

NOTE: Some nominations appeared in more than one category.

Evaluation: Twitter

Twitter was the primary social media channel used to promote CAAW in both 2019 and 2020. HQIP posted frequently about the campaign and also invited clinical audit professionals from across the country to join in the conversation using relevant hashtags.

The table below cites how many times HQIP’s CAAW tweets were seen by other Twitter users during the nine days that the campaign was running:

Dates	Impressions	% increase / decrease on previous year
2019 (24 Nov-2 Dec)	93,100	216% increase
2020 (22-30 Nov)	150,800	62% increase

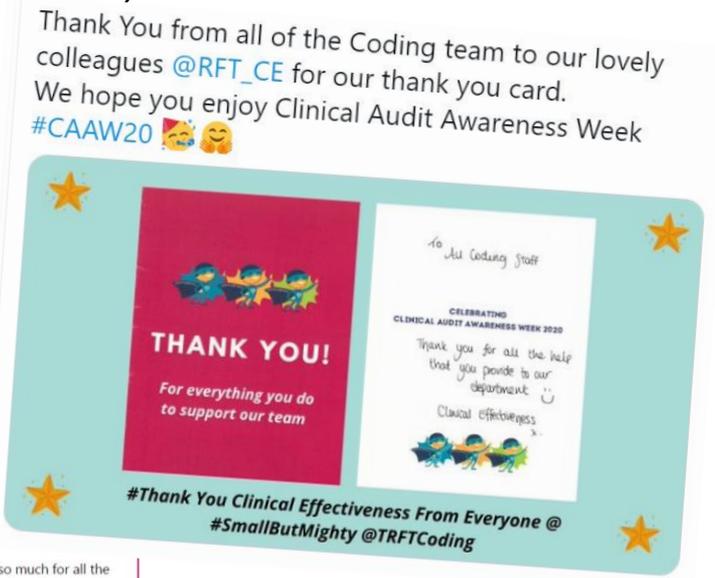
Evaluation: Twitter hashtag #CAAW

The campaign utilised the hashtag #CAAW to encourage clinical audit professionals to join in the conversation about Clinical Audit Awareness Week. The table below cites the hashtag performance, comparing #CAAW19 with #CAAW20:

Metric	2019 #CAAW19	2020 #CAAW20	% increase / decrease
Total tweets	2,556	1,669	35% decrease
Contributors	769	433	44% decrease

Promotional toolkit

Use of the promotional toolkit was evident across Twitter. It was redesigned for CAAW 2020 with a focus on supporting virtual and digital celebrations (thank you cards and postcards, certificates of appreciation).



Summary

Although there was a significant decrease in 2020 in both the number of tweets and the number of contributors tweeting using #CAAW, there was not a corresponding decrease in nominations for the Audit Heroes Awards.

It was noted that engagement decreased across the sector, and this is likely to continue due to pressures related to COVID-19, for example:

- Restrictions on events and activities by clinical audit teams
- Reduced engagement by sector twitter accounts and healthcare stakeholders, compared to 2019.

Future plans

Key stakeholders (including the N-QI-CAN) were consulted about the best timing for the next CAAW. Consensus feedback indicated that Trusts expect to face increased workload in the autumn of 2021 related to:

- Winter pressures, and
- Recovery from the COVID-19 pandemic.

Therefore, it was decided that CAAW will not be held in November 2021. Instead, HQIP will explore the feasibility of hosting this event in the spring of 2022, when it is hoped that Trusts will be in a better position - and have more capacity - to engage with it.

More information

For more information on Clinical Audit Awareness Week, go to the [CAAW page of HQIP's website](#), where you can also find information on previous winners of the Audit Heroes Awards.