

# NATIONAL BLOOD SECTOR EDUCATION AND TRAINING STRATEGY 2013 - 2016

SEPTEMBER 2013



# CONTENTS

<b>PURPOSE.....</b>	<b>4</b>
<b>INTRODUCTION.....</b>	<b>5</b>
Vision .....	6
Objective .....	6
Approach .....	6
Scope .....	6
<b>PRIORITIES 2013-2016 .....</b>	<b>7</b>
1. Identify and address gaps and reduce unnecessary duplication.....	
2. Improve coordination of online learning and web based information funded by all Australian governments under the National Blood Arrangements .....	
3. Create networking opportunities .....	
4. Engage patient groups and support their educational requirements.....	

**Version control:**

Number	Date	Description of changes	Changed by
1	January 2013	First Draft	S.Russell
2	11 February 2013	Incorporate changes after review from National Blood Authority (NBA) management committee	S.Russell
3	8 May 2013	Incorporated changes from Jurisdictional Blood Committee (JBC) proxies.	J. Roberts
4	20 May 2013	Revised version after comments discussed internally.	J. Roberts
5	5 June 2013	Substantial re-write incorporating feedback from Australian Red Cross Blood Service (Blood Service), BloodSafe eLearning.	J. Roberts
6	19 June 2013	Minor edits requested by S. Cochrane	J. Roberts
7	5 August 2013	Edits following blood sector education consultation	S.Russell
8	3 September	Edits following public consultation	S.Russell/J. Roberts

# Purpose

The National Blood Agreement ([www.nba.gov.au](http://www.nba.gov.au)), requires all Australian governments to identify opportunities to develop and implement specific strategies for the Australian blood sector, including in the areas of:

- the development, implementation and review of evidenced based national clinical guidelines for blood products, blood related products and blood related services to ensure best practice in the management and use of such products and services
- the promotion of best practice management and use of blood products, blood related products and blood related services by persons (including health professionals) and organisations involved in the management or use of such products in the health system.

The National Blood Authority recognises the leadership and significant contribution made by individuals and current providers of blood-related education and information in the area of transfusion practice improvement. This includes universities, professional colleges, specialist societies, hospitals, all governments, specialist health professional groups, community organisations, education providers and suppliers. The services and resources provided are invaluable in the implementation of transfusion best practice in Australia.

The publication of the Patient Blood Management guidelines and the implementation of a National Safety and Quality Health Service Standards (NSQHS) for blood and blood products require a cohesive approach to the development of education, training and information resources has increased. Education to inform patients and carers about the risks, benefits and alternatives to the use of blood and blood products is strongly emphasised the NSQHS Standards, particularly in relation to informed consent.

The National Blood Sector Education and Training Strategy 2013 -2016 outlines a plan to work with current education and training providers to address the growing demand for high quality, well-tailored education, training and health promotion materials to support the implementation of evidence-based practice and attainment of health service accreditation under the new NSQHS Standards.

# Introduction

***Blood and blood products are used across Australia every day to save lives. This unique gift of life is facilitated by the generosity of voluntary blood donors and funded by Australian governments who invest over \$1.1 billion per annum in processing, procuring and distributing blood and blood products through the suppliers to health providers.***

In the context of practice improvement, education and training programs are frequently employed interventions to inform and influence health care professionals about best practice, and inform health care consumers about the options for treatment. Best practice management, with regard to the use of blood and blood products, is critical to optimise patient outcomes, minimise adverse events and ensure judicious use of a precious, limited resource.

The (NSQHS) Standards have identified education and training as an improvement initiative to ensure that health service organisations deliver safe, effective and reliable health care. A major focus of this strategy is to ensure education and training requirements are identified, and programs are developed to support the implementation of NSQHS Standard 7 - Blood and Blood Products.

Current education and training capacity, quality, and effectiveness in the blood sector could be improved by:

- better national planning and coordination;
- introducing a focus on minimum standards and/or competencies; and
- introducing targeted support for delivery activities at national, state and territory, local and health service levels.

Education and training are key terms utilised in this document and definitions vary. For the purposes of this document the following definitions have been chosen:

- Education is a process by which people gain knowledge and understanding.
- Training is the process by which people gain tangible skills that they can start applying in their workplace.
- Education in this context also applies to health information or promotional materials supplied to patients and carers.

## Vision

*Education about patient blood management, blood and blood products, is well coordinated, of high quality, sustainable and addresses the information needs of patients and carers and the education and training needs of the Australian health care workforce.*

## Objective

The objective is to support the provision of relevant high quality education, training and information to staff and health care consumers to support the provision of safe, effective and reliable health care of patients requiring management of their blood.

## Approach

The approach focuses on:

- Identifying and engaging with key education and training providers
- encouraging communication between education and training providers to:
  - improve coordination of education and training programs;
  - identify education and training gaps; and
  - reduce unnecessary duplication
- establishing a governance structure to ensure the education and training funded by all Australian governments under the national blood arrangements, is of a high quality and represents value for money
- encouraging the inclusion of blood-related education and training in undergraduate programs, postgraduate programs and health care professionals' continuous professional development
- promoting educational offerings to healthcare professionals, health care consumers and organisations.

The NBA will engage with key stakeholders in the sector and enter into collaborations, joint arrangements and outsourcing to meet the key strategies identified for 2013-16.

## Scope

A broad scope has been applied to the Blood Sector Education and Training Strategy 2013-2016 that covers all blood sector education, training and health promotion programs for health care consumers, carers, clinical workforce, non-clinical workforce and health service managers.

# Priorities 2013-2016

*The Blood Sector Education and Training Strategy consist of four related priority streams of activities:*

1. Address and identify gaps and reduce unnecessary duplication.
2. Improve coordination of online learning and web based information funded by all Australian governments under the National Blood Arrangements.
3. Create networking opportunities.
4. Engage patients, families, carers and patient groups and support their educational requirements.

# 1. Identify and address gaps and reduce unnecessary duplication

This priority seeks to provide a framework to enable improved communication and collaboration between education providers. This will facilitate improved coverage of education and training for health professionals in the blood sector, and reduce unnecessary duplication and investment in the development and delivery of educational material and offerings.

Desired Outcome	Key NBA Strategies
<p>1.1 Education providers work collaboratively with government to provide strategic leadership and direction for education and training in the Blood Sector</p>	<p>1.1.1 NBA to establish a National Education and Training (NEAT) committee including representation from education stakeholders.(2013)</p> <p>1.1.2 The terms of reference for the NEAT will focus on overseeing activities to identify gaps and unnecessary duplication and managing a program of activities to address them.(2013)</p>
<p>1.2 Requisite minimum standards, competencies, educational gaps and unnecessary duplication are known.</p>	<p>1.2.1 The NEAT committee will seek advice from relevant stakeholders to identify minimum standards, competencies, information needs, and appropriate modes of delivery to support best practice.(2013- 2014)</p> <p>1.2.2 Based on the advice received for 1.2.1, the NBA will commission an analysis of available education and training to identify potential unnecessary duplication, provide advice on delivery methods and prioritise education and training gaps.(2014-15)</p>
<p>1.3 Education providers offer programs that address, minimum standards, competency requirements and knowledge/information gaps.</p>	<p>1.3.1 The NEAT will establish a program to influence the education sector of priorities and seek their assistance in developing programs to address high priority educational gaps.(2014-16)</p> <p>1.3.2 The NEAT will monitor development of education and training programs to evaluate whether inappropriate duplication is diminishing and gaps are closing.(2015-2016)</p>

## 2. Improve coordination of online learning and web based information funded by all Australian governments under the National Blood Arrangements

This priority recognises that there are a number of online learning and informational opportunities for health care professionals and health care consumers.

Australian governments through the Jurisdictional Blood Committee have initially funded *BloodSafe eLearning Australia* which is an online education resource. The current program aims to provide educational modules that are consistent with best practice to; improve the safety and quality of transfusion practice in Australia, support the implementation of national guidelines and provide assistance to hospitals in meeting accreditation requirements.

All Australian governments also provide funding to the Australian Red Cross Blood Service through a Deed of Agreement with the NBA. In addition to ensuring the supply of fresh blood and blood products, the Blood Service has developed a range of online education and information resources for consumers and health care providers.

This priority seeks to coordinate and streamline these educational programs or initiatives funded by all Australian governments to ensure value for money is achieved.

Desired Outcome	Key NBA Strategies
<p>2.1 Online educational programs or initiatives funded by all Australian governments are of high quality and support the learning needs of health care professionals.</p>	<p>2.1.1 Review educational programs funded by all Australian governments which includes consideration of the findings from 1.2.(2013)</p> <p>2.1.2 Develop and implement a plan of action based on the findings of 2.1.1. (2014)</p>
<p>2.2 Online educational programs or initiatives funded by all Australian governments are well integrated into, and optimally used by health service organisations and educators nationally.</p>	<p>2.2.1 Assemble a working group Web Education and Information advisory group (WEIAG) to advise the (NEAT) Committee about online learning matters.(2013)</p> <p>2.2.2 Governments and NEAT members to promote the availability of online learning offerings funded by all Australian governments and supported by the evaluation.(2014)</p>

### 3. Create networking opportunities

This priority creates opportunities for engagement between education providers and users to ensure the inclusion of educational themes identified by the NEAT committee is considered in the development of educational tools and competencies.

Desired Outcome	Key NBA Strategies
3.1 Facilitate the development of an education network for the blood sector	3.1.1 Identify and establish a preferred model for ongoing communication between education providers.(2013) 3.1.2 NBA, in conjunction with the state and territory collaboratives, host an annual education forum for all stakeholders to promote sharing of education and training in the blood sector.(2014) 3.1.3 Obtain advice from the NEAT on mechanisms to promote communication between blood sector education providers .(2013-16)

## 4. Engage patients, families, carers and patient groups and support their educational requirements

The current trends in clinical practice are to follow a patient-centred approach requiring health care professionals to work with patients and carers as partners. The NSQHS Standards identifies that patients and carers play an important part in ensuring the safe and effective delivery of healthcare services. Patients and carers need to have access to information about options and agreed treatment plans.

This priority emphasises patient and carer involvement in the decision to transfuse by providing them with relevant information. It also incorporates informed consent to transfuse.

Desired Outcome	Key NBA Strategies
<p>4.1 Patients and carers are involved in the decision making process prior to transfusion because they have had information explained to them and have been provided with educational materials clearly outlining the options to transfusion including the risks and benefits and alternatives.</p>	<p>4.1.1 Identify and engage representative patient groups where possible to understand their information needs and priorities. (2013-2014)</p> <p>4.1.2 Ensure patient and carer involvement in the decision making process and informed consent by creating a focus on training health professionals in obtaining informed consent.(2013-2014)</p> <p>4.1.3 Undertake a promotion campaign that enables patients and carers to participate in an informed way in blood related treatment decisions in line with NSQHS standards.(2014-2016).</p> <p>4.1.4 Ensure patient and carer educational needs are met by delivering prioritised information needs in appropriate format(s) and language(s) utilising existing resources, wherever possible.(2014-2016)</p>

