

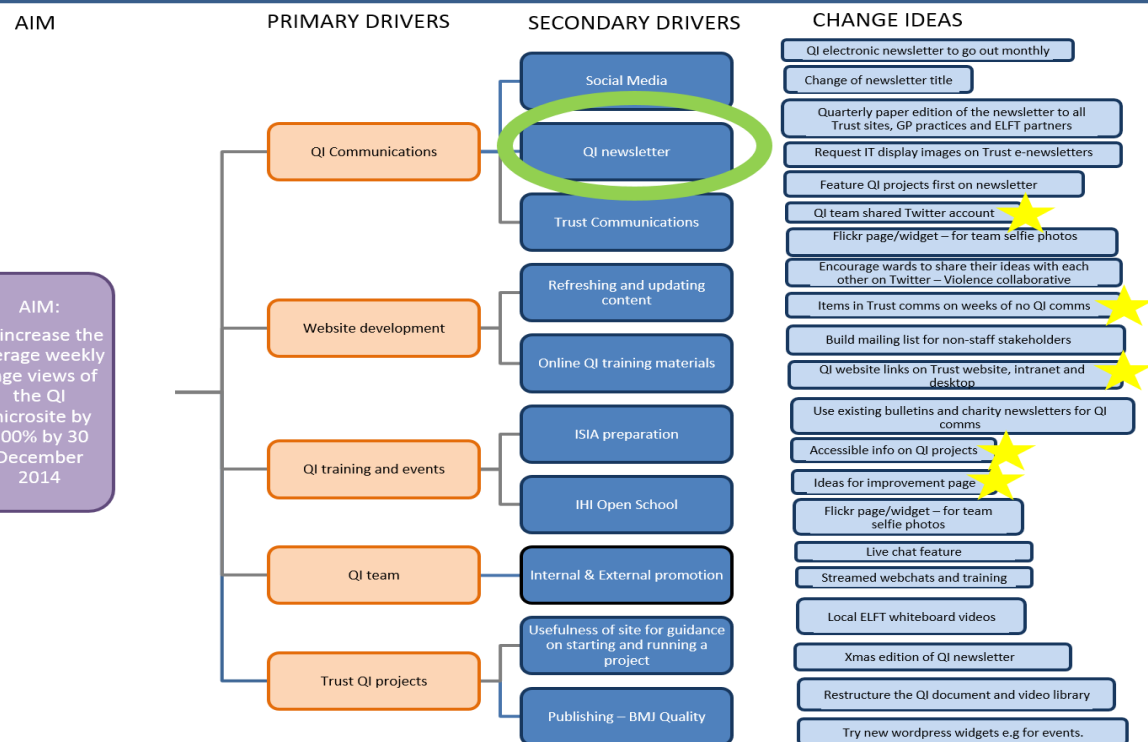
## Aim

To increase the average weekly page views of the QI microsite by 100% by 30 December 2014

## Why is this important to users ?

QI microsite is the home of info on the programme and how to get involved  
 Project aimed to raise awareness within staff and service user group and understand their journey on the site.  
 Service user has been a part of the Project team

## Driver diagram

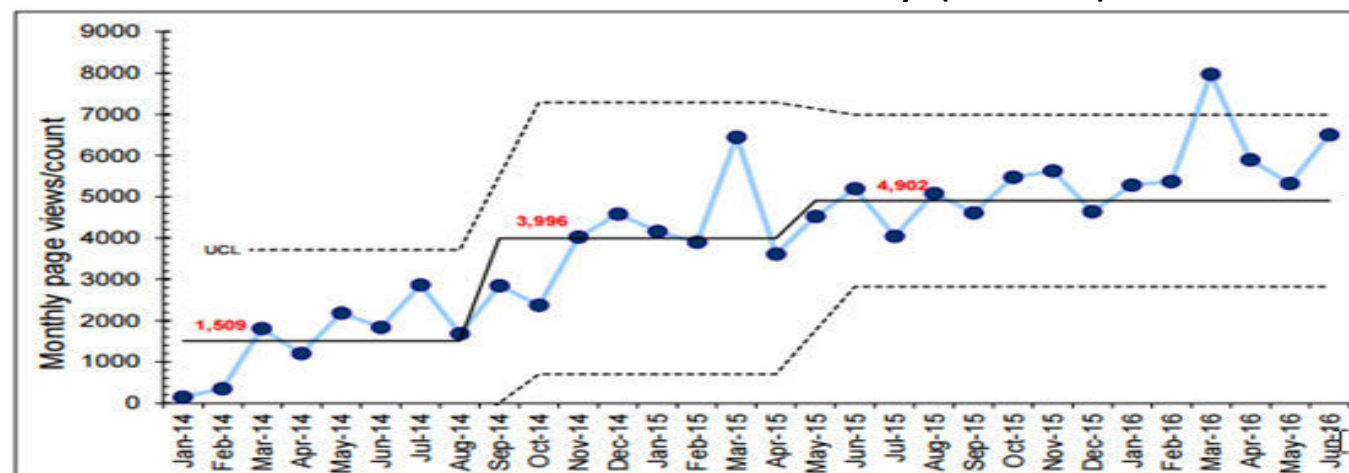


## Tests of Change

QI electronic newsletter to go out monthly, Change of newsletter title, Quarterly paper edition of the newsletter to all Trust sites, Feature QI projects first on newsletter, QI team shared Twitter account, Flickr page/widget - for team selfie photos.

## Data

Visits to QI Microsite Monthly (I Chart)



## Learning

- QI team working has been essential
- Great to collaborate with service users in the team, keeps focus on purpose.
- Other teams will need support around involving service users in their project
- Resistance to change has been a barrier and slowed progress
- Knock on effects have been positive for Trust comms
- The QI microsite is quite unique in the NHS
- Control over the system can lead to fairly quick progress and enables greater learning.