Actively communicating with and providing timely and useful feedback to staff is an important part of quality improvement. Many hospitals have found that the transparency of sharing as much information as possible with the staff can help staff stay motivated and engaged in the quality improvement initiative.

1. Data that should be fed back to frontline staff
   o Data from the intervention
   o Any comparable data from nearby hospitals
   o Any comparable national data

2. Mechanisms for feedback
   o "Scorecard" that provides information on how performance is progressing toward goals
     ▪ Can be provided at both the hospital and unit level
     ▪ Should be visibly displayed throughout the hospital for all staff to see
   o Newsletters
   o Staff training
   o New employee orientation
   o e-mail Communications
   o Staff meetings

3. The key to effective feedback is not just the amount of information provided, but also how meaningful that information is for staff.
   o Do not limit feedback to numbers (e.g., CAUTI rate) provide details to make it more meaningful to the staff (e.g., we have gone X days since our last CAUTI).

4. Rewarding the staff or a unit for positive changes can be motivating
   o For example:
     ▪ One site gave a little treat when a nurse initiated an early removal of a urinary catheter
     ▪ Another site provided a pizza party to a unit that was able to get their high CAUTI rate down to zero

5. Further reading suggestions
   o Dubbert PM, Dolce J, Richter W, Miller M, Chapman SW. Increasing ICU staff handwashing: effects of education and group feedback. *Infect Control Hosp Epidemiol.* 1990;11(4):191-3.