



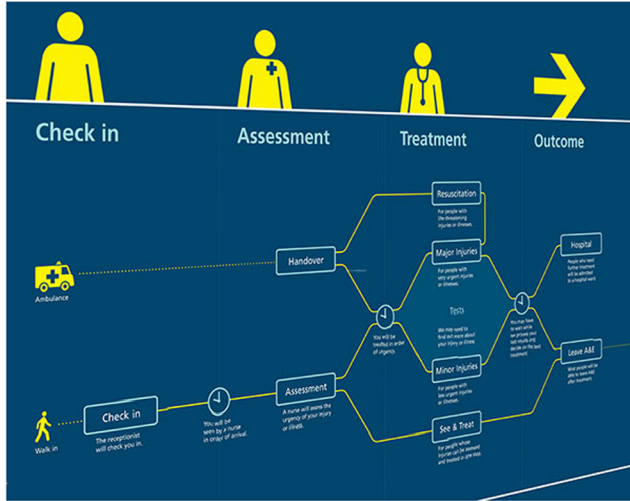
DESIGN FOR GOOD

design for good :: a better a&e

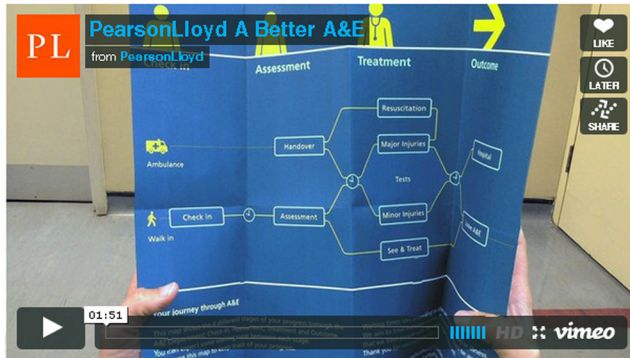
by KATIE on Dec 11, 2013 - 3:00 pm

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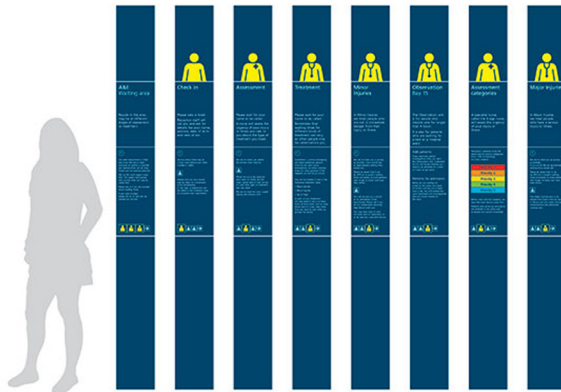


It might seem strange but A&E departments are places where normally rational people often become aggressive and in some cases physically violent. Briefed with finding a solution to this phenomenon, PearsonLloyd looked into the causes of this aggression. They found that patients and their families and friends, in an already highly stressful situation, were getting frustrated – often because they didn't understand what was happening or why it was happening. They realised that communicating the process that patients go through in A&E in a really clear and simple way could remove a lot of the underlying frustration and therefore reduce aggression and violence in A&E.



It seems they were right. Their solution, 'A Better A&E,' was implemented in Autumn 2012 and has been rigorously evaluated over the past year. The findings show:

- 88% of patients said that the new signage clarified the A&E process
- 75% of patients said that the new signage made the wait less frustrating
- Offensive language and swearing has reduced by 23%
- Threatening body language and aggressive behaviour has been halved



Further reading for the especially geeky:

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