

# Why I've switched on to ACC ...



Sue Ullmann is the CEO of Harrogate Neighbours' Housing Association, operating a sheltered housing site and a residential care home in Harrogate, North Yorkshire. Sue's also an enthusiastic member of ACC – the Aged Care Channel – the Oxford-based interactive satellite TV channel that provides a unique and highly effective education for UK care home staff. Here Sue explains why she's such a fan of ACC.



**B**efore we became members of ACC we had some in-house education using the internet and DVDs. Staff didn't really connect with those learning methods. We also tried sending staff out on training courses, but it wasn't cost effective. We could only train key staff and everyone else would miss out.

With ACC, I can do everything in-house, everyone gets access to the same training, and I get the records to prove it. It's about quality and consistency, and it's very cost effective. Since we became members of ACC I've been able to halve my training budget for the year and double the amount of training my staff receive.

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ACC offers a real range of programmes too, and they're not just for care staff. The programmes are valuable for staff working in laundry, cleaning, admin and maintenance. The staff themselves have completely taken it on board. They like the realism of the programmes, the way each one is filmed in a different care home. It's helped them see that there are many other people up and down the country who face exactly the same challenges. We also make it a bit of a social occasion; everybody watching the same programme over a cup of tea and a biscuit.

Staff love the phone-ins too; they really learn a lot from them. It's brought education to life for us. It's

made everyone – including some of the staff who've been with us the longest – realise there's a lot they still have to learn, and that it can be exciting to learn in this way. It's standing room only when there's a programme on. If anyone misses a programme there's always the DVD recordings we make so they can catch up with what everyone else is talking about.

What I also like is that ACC makes it very easy for us to run the sessions. The Learning Resource materials that come with each of the programmes are great. When the staff arrive, we've got it all ready for them - pre- and post-quizzes, programme summaries and certificates.

Each member of staff is building up their own education portfolio and that's something they value for their CVs.

I am a bit of a raving fan. I actually invite colleagues from other homes to come and see what it's all about, and when they see the programmes, they get very enthusiastic themselves. I think it's absolutely brilliant. I'd be devastated if we didn't have the Channel. There's nothing else like it.

Sue Ullmann, CEO of Harrogate Neighbours' Housing Association, in conversation with ACC presenter Michael Garbutt, 16 December 2009.

If you'd like to find out why ACC has so many enthusiastic members, visit our website at [www.agedcarechannel.co.uk](http://www.agedcarechannel.co.uk)