

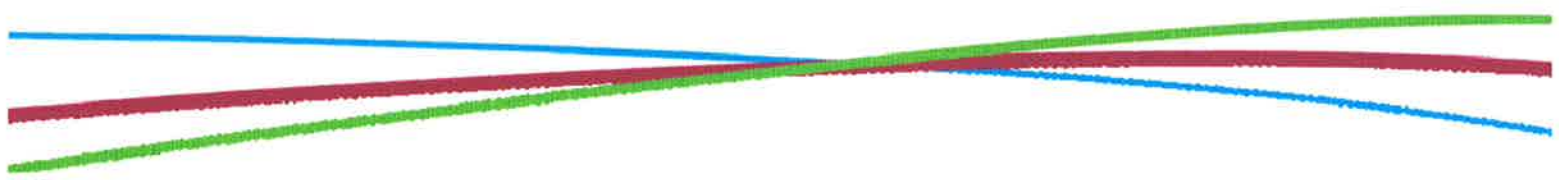
**Council of Governors Meeting
Tuesday 4th February 2014
Summary Report**

Council of Governors
4th February 2014
Item 10a

TITLE OF PAPER	NHS Change Day
TO BE PRESENTED BY	Joan Davies, Staff Governor (Psychology and IAPT)
ACTION REQUIRED	For information

OUTCOME	Governors to be fully updated of the National NHS Change Day
TIMETABLE FOR DECISION	N/A
LINKS TO OTHER KEY REPORTS / DECISIONS	N/A
LINKS TO OTHER RELEVANT FRAMEWORKS BAF, RISK, OUTCOMES ETC	<p>HSE ■ MH Act ■ Equality ■</p> <p>NHS Constitution: Staff Rights ■ Patients' Rights ■ Public's Rights ■ Principles ■ Values ■</p>
IMPLICATIONS FOR SERVICE DELIVERY AND FINANCIAL IMPACT	Aim to improve communication between Governors and Trust Board and demonstrate accountability from the Trust to Governors
CONSIDERATION OF LEGAL ISSUES	N/A

Author of Report	Joan Davies
Designation	Staff Governor
Date of Report	23 rd January 2014



NHS CHANGE DAY

Do something better together

3.03.2014

CHANGE IS COMING

HOW TO BE A CHANGEMAKER IN 2014: TIPS TO GET YOU STARTED

"What's different about Change Day and the reason I was inspired to become involved is that it uses the passion and drive of NHS staff to make a difference.

"We all see the things every single day that frustrate us or affect the care our patients get and so often people think they can't have an impact on this. Change Day is the amazing momentum so many staff need. It shows the

passion, drive, commitment and innovation that I see every single day and gives everyone that boost to challenge the status quo and to try something different. That is why I am involved.

"And at the heart of this has to be the reason the NHS exists – the patients who rely on us all for their care. We are doing this to improve things for them."

Dr Natalie Silvey, Junior Doctor



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SPREAD THE WORD GO TO:
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IT ALL BEGAN WITH A TWEET



NHS Change Day started with a single tweet in 2012. A small group of staff decided they wanted to do something better together and reached out to others. A grassroots movement was born that grew into 189,000 pledges being made – all driven by our sense of shared purpose to make a positive difference for patient care.

So now we're counting down to NHS Change Day 2014 – our chance to change the way the world thinks about improving care for patients.

Our time has come.

What we do, and how we do it, is up to us.

This pack contains some thoughts and tips, based on the experiences of other Changemakers, to help you think about and plan for getting involved in Change Day 2014.

Once you've decided to make a pledge and get involved, this pack will also help you spread the word and inspire others to do the same.

It includes:

- Who can pledge
- 5 reasons to make a pledge
- Example pledges
- How to pledge
- How to get involved locally
- How to connect with fellow Changemakers
- How to spread the word
- How to run an event
- How to maximise social media
- Measuring the difference we make

As Change Day approaches, the team will be constantly listening and sharing your ideas – so keep checking the website for further information and more support. Email us on changeday@nhs.uk if you have a suggestion you think would help and encourage others to get involved. Or simply share your ideas through all the Change Day social media channels – they are yours so make good use of them. (See section on Social Media.)

Change is coming – be part of it.

WHO CAN PLEDGE?

You can! It's that simple.

You don't need permission from your boss or colleagues, you don't even have to work for the NHS. If you care, if you have an idea you think could help make the NHS or social care a little bit better – or a great deal better – for one day or every day, you can make a pledge.

Cook, consultant, junior doctor, social worker, matron, patient or medical secretary, whether you work in the NHS or social care, volunteer or simply want to see an improvement or say thanks, you can pledge now to do something better together.

This also means if you have an idea for a pledge there's no limit to who you can talk to or what you pledge, it's personal to you – so think about what is important to you!

5 reasons to make a pledge

- 1** You've got an idea that you believe could make something a little or a lot better
- 2** You have a good local cause you'd like others to get behind or you were going to do anyway
- 3** You want to connect with other like-minded 'Changemakers' – build new relationships and be part of a growing network to get help and support or simply inspiration
- 4** You want to have the opportunity to make the difference you see is needed
- 5** Every individual action will add up to one enormous difference

"For me it's about taking the opportunity to re-own my personal responsibility for making a difference."

Clare Cape

Benefits Realisation Lead
South West / SCR Regional Lead

"Change Day is the opportunity for front line staff to make the changes they feel their patients need. To harness their passion, do something courageous, daring and 'game changing' that isn't bound by the NHS' bureaucratic shackles."

Tom Lindley

Innovation Manager, NHS England

TO FIND OUT MORE, PLEDGE AND
SPREAD THE WORD GO TO:
WWW.CHANGEDAY.NHS.UK



EXAMPLE PLEDGES

The following are all examples of different types of pledges that people made last year which might give you some ideas for 2014. For more examples, and to see what people are already pledging to do this year, go on to www.changeday.nhs.uk.

I pledge to taste a variety of paediatric medications I prescribe to my patients. **Damian Roland**

I will 're-humanise' my practice of medicine by always using patients' names when talking about them as a constant reminder of individuality. **Laura- Jane Smith**

I will create a weekly opportunity for all staff within our CCG to ask the question "what have I done to help a patient this week?" **Rebecca Patel**

I pledge to remember to ask if my more junior colleagues have had a chance to stop work for lunch or for a break. **Kitty Mohan**

Your pledge could cover a number of different areas. Real and lasting improvements have been made in all of these areas thanks to hundreds of thousands of pledges being made and shared by people like you.

- 1. Keeping patients and users safe** – from the introduction of a mechanism which alerts to a patients deterioration to patient centred pathways which allow patients to alert health care professionals to a change in their health.
- 2. Improving the experience of patients and users** – from making people smile more to improving the quality and way we do things.
- 3. Improving my knowledge, skills and capability** – attending additional training or signing up to a course.

- 4. Challenging culture or attitudes to influence change** – introducing a positive mindset or behaviour that encourages others to do the same.
- 5. Developing skills to effect change in individuals and teams** – such as setting up a new forum or channel for staff to air their concerns and opinions.
- 6. Enhancing or developing leadership qualities** – this could be pledging to start all change processes with a team conversation about what works now and what could be done better.
- 7. Appreciating a patients or staff's different perspective** – from shadowing GPs to spending a day in a wheelchair.
- 8. Being more effective through improving processes and pathways** – from mapping your pathways to asking staff and patients their views on improving processes, and walking the pathways yourself.

HOW TO MAKE A PLEDGE

PLEDGE

Making your pledge is easy.

You can pledge online directly through the Change Day website www.changeday.nhs.uk with just a couple of clicks of the mouse.

By filling in your details when you pledge, your pledge can be used to inspire others. It can be added to the online pledge wall where people can search by pledge type, by organisation and by location.

Once you've made your pledge, you can also use the website to keep track of your progress.

You can share your pledge with others and inspire them to do the same. You can also let everyone know when you've completed your pledge and tell them what a difference you are making.

HOW TO GET INVOLVED LOCALLY

On the Change Day website it's really easy to see what's happening in your area.

So whether you're looking for inspiration for a cause to get involved in, want to help inspire others closer to home, or simply check out what your friends and colleagues are up to, you can use the interactive map to see what pledges have been made by people near you.

Why not 'Like' or 'Join' a pledge in your area – Change Day is all about encouraging others and letting them know you're right behind them.

And if you've made your pledge already, you can see how it's boosted the number of pledges in your area, how you can connect with others who are doing similar things and share in the impact across the country.

**TO FIND OUT MORE, PLEDGE AND SPREAD THE WORD GO TO:
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HOW TO CONNECT WITH FELLOW CHANGEMAKERS

There are regional Network hubs which will help you to connect with those in your area to make the most out of Change Day. Contact details and useful information can all be found in the resources section of the website.

HOW TO SPREAD THE WORD



There are all kinds of resources on the website now you can use to spread the word – from posters to postcards. Go online and download them: www.changeday.nhs.uk.

Last year some people made their own amazing pledge walls and pledge trees that people could simply walk up to and write on or read about how to get involved so feel free to get imaginative.

Equally, if you're not the creative type and still want to show others that you care enough to be a Changemaker, there will be some 'cut out and make' shapes available for download on the Change Day website to help.

We will also be providing materials for when you talk to local media and MPs within a local context – make sure your first port of call is your own comms team.

HOW TO RUN AN EVENT



Why not spread the word where you work and help to make your team or organisation one of the shining stars of improving something that is important to you and patients.

Think about how many people you can encourage to pledge and make a difference.

Inspire, share and connect

1. **Mobilise your volunteers.** They come into contact with a lot of staff, patients, clients and the wider community and are a great way to reach lots of people. They might want to pledge too.
2. **Get to know your internal transformation team, communications team or press office they might be able to help you.** Your organisation may have an intranet site, newsletter or social media channels like Facebook and Twitter. Find the team and tell them about Change Day. Maybe ask them to help you set up a focus group to spread the word. They might also be able to help you in other ways too.
3. **Go on the agenda – and tell more people, ask for their help.** Why not ask for Change Day to be put on the agenda for

meetings you or your colleagues go to. It can take as little as ten minutes to tell people about Change Day and ask for their ideas. Alternatively, you might have some ideas of your own you want to ask people to join in with. On the website there are some handy slides and notes to help you with telling people the basics: www.changeday.nhs.uk.

4. **Go for an integrated approach.** Perhaps try to get on the agenda of a meeting between CCGs, Social Care and other care providers going on in your region to enable a more joined up approach – and engage with local charities and causes to see where you can benefit each other.
5. **Advertise** (you don't have to pay for it). It sounds obvious, but print out posters and put them up in common rooms and corridors. Link to the event from your own social media accounts – maybe even ask payroll if they can tag some information about the event onto payslips.

Encourage

6. Everyone loves food, why not have a pledge day which involves cake, or entice people to come along with sweets or freebies that local charities might be able to get for you.
7. When it comes to the day, make sure that what you are doing is visible – that people know when and where it is and why you are doing it. The staff restaurant can be a great place for events, or the main entrance to the organisation.

Enjoy

8. Most of all, relax and have fun! Do what feels natural and enjoy being part of Change Day. And always remember – no pledge is too small to make a difference.

FULL LIST OF RESOURCES ON THE WEBSITE

These resources will be continuously added to:

- Advertising posters
- Social media guide
- Key contacts
- Role specific calls to action
- Video: about Change Day
- Video: How to Pledge
- Pledge Pyramid, desk ornament
- Downloadable logos and mast heads
- Brand guidelines
- Power-point slide pack for presentations

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HOW TO MAXIMISE SOCIAL MEDIA

1. Download our 'How to maximise your social media for NHS Change Day' guide from the website or watch our video on our YouTube channel
2. Make sure you follow and like our main social media feeds!
 - a. Follow us on Twitter @NHSChangeday or use the hashtag #nhschangeday
 - b. Like us on Facebook www.facebook.com/NHSChangeDay
 - c. Subscribe to our YouTube Channel www.youtube.com/NHSChangeDay
 - d. Subscribe to our podcast either at www.nhschangeday.podbean.com or via iTunes
 - e. (From late November 2013) Follow us on LinkedIn
3. Link up with our extended social media presences, by searching for NHS Change Day on
 - a. Slideshare
 - b. Vimeo
 - c. Pinterest
 - d. Vine
 - e. Instagram
 - f. Flickr
 - g. Keep an eye out for further channels coming on board during 2014
4. Share your pledges with your own followers and contacts on your main social media channels. You can do this automatically when you make a Change Day pledge and, by doing so, light up your Share balloon!
5. Take as many opportunities as possible to take pictures, short video clips and tell anecdotes and stories about your Change Day journey and share them with us and your social media followers and contacts across a wide range of social media. Remember a picture is worth 1,000 words – so if you share just 10 of them between now and March 2014, you'll be worth 10,000 words to all of us!
6. Keep it simple – social media moves fast – so keep your messages and videos short. (You only get a few characters or short time on many social media channels anyhow). How about creating a 10 second online video with a light-hearted touch? Tell a joke and make it funny.
7. Don't simply post your material on just one of your social media channels – make sure you link your social media presences together, so that one 'post' reaches many places. For example, if you have a YouTube channel, upload your video there and then create a Facebook status update linked to your new video and it will automatically create a Tweet for you. You can do the same with photos you upload to Facebook – and many social media tools such as Vine give you the option of automatically sharing to Twitter and Facebook. Let the tools do the work for you!

8. Tweet senior staff members in your organisation, or look for individuals in your organisation that have got the most followers/friends on social media sites – see if these natural communicators can help you spread your word. And ask them all to follow NHS Change Day!
9. Talk to the Change Day team via our social media channels – we want to hear what you're doing and we can help spread the word
10. Search social media sites for events and activities taking place in your area and contact the organisers or even just write a note in the forum.

If you need advice on social media contact the Change Day social media lead via Twitter – @joemccrea1966 – or the communications team in your organisation and they can help you out.

MEASURING THE DIFFERENCE WE MAKE

Change Day 2013 was a massive success in terms of generating pledges.

Making a public pledge is just the first step. The goal for this year is for half a million pledges and sharing the stories of the impact of your pledge will be a great way to help Change Day grow and spread the many important improvements that have been made, which is where the real power of Change Day lies.

It will provide a valuable way to demonstrate the scale of the change movement we're all a part of.

BECOME A CHANGEMAKER TODAY. BE AN INSPIRATION.

It's simple:

Make or join a pledge

Share your pledge and your story

Show your support by liking and joining other pledges

Connect with others and inspire them to do the same

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