

Toolkit for Values Week, 15-18 July 2019

Introduction

Values are the central principles which guide our actions, behaviours and judgements.

The NHS belongs to the people and is founded on a common set of principles and values that bind together the communities and people it serves, and us who work for it.

The values of the NHS are:

- Working together for patients
- Compassion
- Respect and dignity
- Improving lives
- Commitment to quality of care
- Everyone counts

Patients, public and staff helped to develop this expression of values that inspire passion in the NHS and that should underpin everything we do.

Professions have their own sets of values too, such as the 6Cs of nursing and midwifery, or the five values of the General Medical Council: integrity, excellence, collaboration, fairness, transparency. Similarly, providers and commissioning organisations have developed their own set of values, which all ultimately link back to the values in the NHS Constitution.

NHS Health Education England (HEE) is leading Values Week, 15 – 18 July, and has put together this online toolkit of information and ideas to help you plan activities for Values Week.

The week will not only highlight the values in the NHS Constitution but is also an opportunity for your organisation to celebrate its values, and for staff to share their own individual values.

Current statistics show that around 60% of staff have heard of the NHS Constitution, but we're sure you'll agree that we could do better, further building on the sense of pride our staff share in working for the NHS, which the Commonwealth Fund has once again crowned the best health system in the world. Values Week will be an opportunity to raise awareness.

HEE is also encouraging entries for its Champion of the NHS Constitution Award. The award is one of the HEAT Awards (Health Education and Training) and will be presented at a ceremony in London on 18 July, the fourth day of Values Week. The closing date is 12 April.

Do you know someone who exemplifies the NHS values in their day-to-day work in a way that is beneficial to the way care is delivered, acts as a role model for other staff and inspires them to live the values of the NHS Constitution, and whose behaviour results in tangible improvements to service by other areas of the service? Many organisations have their own staff awards scheme, so you may have already identified someone you could put forward.

You can find out more about this and the other HEAT Awards online:

<https://www.hee.nhs.uk/our-work/heat-awards>

Sample internal comms article

You might like to use or adapt the following text in your internal newsletters/intranets to promote Values Week in your organisations.

Get involved in Values Week 2019 (15-18 July)

We will be making a special focus on values in July.

Values are the central principles which guide our actions, behaviours and judgements.

Our values are: (Organisation to fill in this part)

The overall values of the NHS, as set out in the NHS Constitution, are:

- Working together for patients
- Compassion
- Respect and dignity
- Improving lives
- Commitment to quality of care
- Everyone counts

Similarly, professions have their own set of values, such as the 6Cs of nursing and midwifery, or the five values of the General Medical Council.

You will have values of your own that are important to you.

NHS Health Education England (HEE) is leading Values Week nationally, and we will be playing our part locally by holding events and sharing our activity on social media, using the hashtag #livingthevalues

If you would like to share any suggestions for activities during that week, drop us a line on (organisation's comms team email address).

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Do you know someone who exemplifies the NHS values in their day-to-day work in a way that is beneficial to the way care is delivered, acts as a role model for other staff and inspires them to live the values of the NHS Constitution, and whose behaviour results in tangible improvements to service by other areas of the service?

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Activities for Values Week

HEE is leading a number of activities during Values Week, including:

- Announcing the winner of the Champion of the NHS Constitution award
- Unveiling the winner of the NHS Constitution poster competition
- Vlogs by our Executive Team, discussing how their work brings values to life and benefits patients
- Holding the inaugural Health Education and Training Awards at our stakeholder conference

There are plenty of activities you could try before and during Values Week, and it would be great to share your plans and inspire others by tweeting us on @NHS_HealthEdEng and using the hashtag #livingthevalues

Some ideas to get you started include:

- Blogs and vlogs by your teams and individuals
- Activities which bring the values to life in practical ways, e.g.
 - office staff shadowing clinical staff and vice versa
 - visits by assistance dogs and sign language demonstrations
 - patient representatives sharing their stories
 - talks by charity partners
 - picnics to bring different teams together
 - inviting schools and communities in to visit premises
 - voluntary activities

Sample tweets

The following sample tweets have been developed as a guide, and you are welcome to adapt them.

The hashtag for the run-up and the week itself is #livingthevalues

Next week is a special focus on how we are #livingthevalues Check our tweets to see what we're doing

Excited to start day 1 of #livingthevalues week. Follow us to see what we're getting up to

RT to share how you are #livingthevalues

Tweet a picture of your team #livingthevalues

What does #livingthevalues mean to you?

Halfway through #livingthevalues week. Here's a collage of some of our activities

As #livingthevalues week comes to an end, what have been your highlights?

At the end of #livingthevalues week, RT to share how you'll keep on #livingthevalues

Email signature

We have developed the following email signature for you to add into your organisations' existing templates, to show your support for Values Week.

Feel free to start using it as soon as you have rolled out some internal communications activity to make your teams aware of Values Week.

Proud to support and celebrate #livingthevalues week 15 – 18 July

Posters

You can download a poster from the Values Week section of the HEE website (www.hee.nhs.uk) and share it on noticeboards around your organisation.

The poster encourages entries for the Champion of the NHS Constitution award, one of HEE's Health Education and Training [Awards](#).

We will also be holding a poster competition.

What do the NHS Constitution and NHS values mean to you? As part of Values Week we're inviting all NHS staff to enter our poster competition on this subject. As well as other prizes, the winning designs will be sent out to NHS organisations and used throughout HEE to promote the NHS Constitution and our values. So, look out for the full competition pack, including suggestions for what you might like to include and terms and conditions, which will be launched later this month.

Evaluation metrics

It would be great to hear back from you after Values Week and, if you could fill in the following evaluation metrics, this will help us to take stock of how the week went and share ideas.

Number of events held
Number of staff participating
Number of patient and partner organisations involved
Engagement on social media

Please email the completed grid to communications@hee.nhs.uk