

Cleaning for Confidence: Communications toolkit

NHS England and
NHS Improvement (Midlands)

Updated: October 2020

An introduction to *Cleaning for Confidence*

Keeping NHS premises safe and clean for patients is a commitment that all NHS staff share. It is something that has never been more important. Evidence shows that a range of actions such as wearing PPE, keeping our distance in and out of work, hand hygiene as well as clean sites will help to significantly reduce the spread of infection.

We know that NHS staff across the Midlands have been working tirelessly throughout 2020 to keep essential services running. We also know that if PPE is not being worn correctly, social distancing is not maintained and cleaning best practice is not followed then it can contribute to outbreaks in the region – which means we must go further to address this.

As winter 2020 approaches, there has been a notable rise in Coronavirus infections within healthcare settings across the country – something that anecdotal evidence and academic studies alike suggest are impacting the public's confidence when accessing the medical attention they need.

In the Midlands, we believe that a clean workplace helps stop the spread of Coronavirus and other infections in NHS settings.

A programme of e-learning – '*Cleaning for Confidence*' – has been developed to support staff in furthering their knowledge of good cleaning practice, as well as helping to reinforce other actions that help to stop the spread of infection.

Midlands' health and care organisations are being asked to adopt the package for their own staff. This will help spread the word. It has been designed for organisations to adapt the materials and messaging to suit their own organisation 'voice' and to encourage their staff to become 'cleaning champions' by completing the online training.

The campaign and its materials have been developed with experts in hospitals and with patients.

There is already a range of work being undertaken to manage outbreaks as they occur across the Midlands and while this training will not solve the issue by itself, it is a helpful and practical way for organisations to reinforce that shared commitment to keeping health and care premises clean.

Will the training be mandated to staff?

NHS staff in organisations across the Midlands will be encouraged to complete the *Cleaning for Confidence* e-learning to ensure that high standards of cleanliness are maintained. However, the training itself will not be mandated by NHS England and NHS Improvement (Midlands).

Individual organisations adopting the campaign may wish to mandate the training for staff within their own organisation, within specific teams or at specific sites. This should be a local decision.

How *Cleaning for Confidence* complements existing infection prevention and control campaigns

The *Cleaning for Confidence* campaign has been designed to complement rather than replace or detract from existing NHS campaigns which share the same goal of promoting the safety and cleanliness of NHS sites. These existing programmes and campaigns may be local or could include:

- [The national Public Health England \(PHE\) Help Us Help You campaign](#)
- The nationally-produced Infection Prevention Control (IPC) guidance
- The Revised Healthcare Cleaning Manual

The visual identity of the *Cleaning for Confidence* communications materials have been purposely-designed to complement the style of the 'Standard Infection Prevention and Control (IPC)' section of the national Infection Prevention Control (IPC) guidance mentioned above. This visually ties the two together

Campaign aims and objectives: What we are trying to achieve

The aims of this campaign are to:

- Contribute towards the reduction of Coronavirus outbreaks attributable to nosocomial transmission at NHS sites in the Midlands
- Raise awareness of the availability of the *Cleaning for Confidence* e-learning package within the Midlands
- Encourage as many NHS staff in the Midlands as possible to complete the *Cleaning for Confidence* e-learning training
- To recognise the work of NHS staff who are working hard to keep NHS premises safe and clean for patients

We will know whether this campaign has been successful by measuring:

- The impact the training has on reducing Coronavirus outbreaks through management information provided by the Midlands outbreak cell
- The number of NHS organisations who adopt the *Cleaning for Confidence* e-learning package in the Midlands
- The total number of staff across all NHS organisations who complete the *Cleaning for Confidence* e-learning
- The number of individuals and organisations using the #CleaningForYourConfidence hashtag on social media

Target audiences: Who are looking to reach

Audience	Call to action	Key messages
Primary audiences		
Executive-level managers within NHS organisations	Speak to your nursing, facilities and IPC leads about how <i>Cleaning for Confidence</i> could help your organisation	Keeping NHS premises safe and clean for our patients is a commitment that we all share – and it is something that has never been more important than right now
Service managers within NHS organisations	Adopt the <i>Cleaning for Confidence</i> e-learning within your organisation	
Frontline staff	Complete the e-learning and become a cleaning champion	Every single person within the NHS family has a part to play in maintaining that commitment to keeping people safe
Communication teams	Speak to nursing, IPC and facilities leads in your organisation about how <i>Cleaning for Confidence</i> could be adopted by your organisation Download the <i>Cleaning for Confidence</i> communications toolkit to support the adoption of the e-learning within your organisation	A clean workplace is our first and best defence in stopping the spread of Coronavirus in NHS settings of all kinds
Secondary audiences		
Patients	Speak to a member of staff if you are concerned about NHS premises being safe and clean for you	Hardworking staff are doing all they can to keep NHS premises safe to help stop the spread of Coronavirus and other infections
Visitors to healthcare settings		If you have a symptom that could be cancer (such as unexplained blood that doesn't come from an obvious injury, an unexplained lump, weight loss which feels significant to you or an unexplained pain that doesn't go away) a maternity concern, or a routine appointment, the NHS is here to help you and can see you safely.
The general public	Go to your appointment as planned	

How the campaign will be delivered

Who will deliver the campaign

The *Cleaning for Confidence* campaign has been developed by NHS England and NHS Improvement (Midlands) with the intention that it is adopted and adapted by NHS organisations across the region – primarily by IPC, nursing and facilities leads.

This communications toolkit aims to support organisations with collateral that can be changed and flexed to suit local needs.

How organisations can adopt the *Cleaning for Confidence* campaign

It is anticipated that *Cleaning for Confidence* will be adopted by organisations in one of the following ways:

- **Reactively**
Organisations who are currently managing or have previously managed an outbreak may choose to adopt the campaign as part of their immediate response and recovery work to an outbreak
- **Proactively**
Organisations who have not yet experienced a Coronavirus outbreak or have only experienced a limited number of outbreaks may choose to proactively adopt the campaign to further reduce the risk of an outbreak on their sites

Timescales

The *Cleaning for Confidence* e-learning and associated communications materials are available for organisations to adopt and use now.

There is no 'end date' for this campaign and nor is there any deadline for organisations to adopt the campaign and the associated e-learning before, as organisations are encouraged to adopt the campaign for as long as they find it useful and relevant.

How you can adopt the campaign within your own organisation

As a communications team:

- Speak to your nursing, IPC and facilities leads to understand how you can adopt the campaign
- Access and adapt the campaign materials for your own needs, thinking about how you can promote the work of your staff in this

As a manager or senior leader:

- Think about how the toolkit 'fits' with your area of work, understand your team's needs and consider how the campaign could help your organisation
- Speak to your peers and suggest the campaign at key meetings to consider how the campaign could benefit multiple teams, business areas, services and sites within your organisation
- Speak to your communication team about how best to implement the campaign locally

As an individual:

- Speak to your manager and colleagues about how the campaign and e-learning can support you
- Complete the *Cleaning for Confidence* e-learning to develop your own understanding of infection control best practice

How to access the Cleaning for Confidence campaign materials

The full suite of campaign materials is available to download from the NHS England and NHS Improvement website at www.england.nhs.uk/midlands/cleaning-for-confidence

Campaign materials designed to be adapted to suit your organisation

While a full suite of campaign materials is available for you to use 'off-the-shelf', this campaign and its associated campaign materials have been designed with local delivery in mind. For that reason, a suite of editable artwork and materials have been provided for organisations to adapt to meet their own needs.

All of the *Cleaning for Confidence* campaign artwork has been designed to allow organisations' communications teams to download and adapt the materials. The logo; main picture and name of staff member can all be localised with the organisation's own cleaning champions.

An example of how communications teams can adapt the campaign materials is outlined below:

Editable background

For you to include pictures of your own staff and premises on localised artwork

Logo placeholder

For you to replace the main NHS logo with your own organisation's logo



Name placeholder

Space has been provided for you to add your own staff members' names and locations to the artwork

A4 PUBLIC-FACING POSTER

The full suite of communications materials are below:

A4 STAFF-FACING POSTER:



A4 PUBLIC-FACING POSTER:



DESKTOP BACKGROUND AND SCREENSAVER IMAGE:



EMAIL SIGNATURE:



I'm cleaning for patients' confidence
Complete the 'cleaning for confidence'
e-learning so you can too.

PUBLIC WEBSITE BANNER:



STAFF INTRANET BANNER:



**PUBLIC WEBSITE AND
STAFF-FACING INTRANET
THUMBNAIL:**



**SOCIAL MEDIA
GENERAL GRAPHIC:**



EDITABLE PDF CERTIFICATE:



Cleaning for patients' confidence

This is to certify that

INSERT NAME HERE

has committed to keeping NHS premises safe and clean for patients
by successfully completing the 'Cleaning with Confidence' training

<p>Certified by:</p> <p><i>Siobhan Heafield</i></p> <p>Siobhan Heafield, Regional Chief Nurse, NHS England and NHS Improvement (Midlands)</p>	 <p>Date completed:</p> <p>INSERT COMPLETION DATE HERE</p>
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Which campaign materials are available for me to edit?

The following materials within the communications toolkit have been designed for communications teams to edit and localise using Adobe Photoshop design software:

- A4 staff-facing poster
- A4 public-facing poster
- Desktop background
- Public website banner
- Staff intranet banner
- Social media quote graphic
- Social media general graphic

Not all heroes wear capes: An alternative suite of campaign materials

While “We’re cleaning for your confidence” (public-facing) and “We’re cleaning for patients’ confidence” (staff-facing) feature as the primary slogans within the communications toolkit, a full suite of materials carrying the “Not all heroes wear capes” slogan has also been produced to give organisations more choice about how promote the campaign and e-learning within their own organisations.



The communications toolkit contains the following campaign materials which carry the 'Not all heroes wear capes' message:

- ✓ A4 staff-facing poster
- ✓ A4 public-facing poster
- ✓ Desktop background
- ✓ Public website banner
- ✓ Staff intranet banner
- ✓ Social media general graphic

Other useful communications materials to help you

The following template articles have been prepared for you to adapt and use within your own organisations to help communicate the launch of the *Cleaning for Confidence* campaign to your staff, your patients and the wider public:

Internal: Intranet and e-newsletter story – on launch

To appear under the by-line of a Chief Executive or Director of Nursing:

Cleaning for patients' confidence: INSERT ORGANISATION NAME joins Midlands-wide campaign to keep sites clean for patients.

"I'm delighted to announce that today we have decided to become the latest in the Midlands to commit to going the extra mile to keep premises clean for patients to return to this winter by adopting a new Midlands-wide campaign.

"I'm asking each and every one of our staff regardless of job title or position to complete [a new *Cleaning for Confidence* e-learning package](#) as a reminder of the simple things we can all do to help keep colleagues, patients and visitors safe by preventing the spread of Coronavirus and other infections at our sites.

CONSIDER ADDING LOCALISED CONTEXT TO THE ARTICLE, SUCH AS:

- DETAIL ON INFECTION FIGURES AND OUTBREAKS
- A LIST OF SENIOR LEADERS THAT HAVE COMPLETED THE TRAINING, PLUS A PIC OF THEM WITH THEIR CERTIFICATE

About the Cleaning for Confidence campaign

The *Cleaning for Confidence* campaign has been developed by NHS England and NHS Improvement (Midlands).

The e-learning package is for staff working in a range of roles, including cleaners, housekeeping staff, doctors, nurses, carers and senior managers as well as office staff.

Siobhan Heafield, NHS England and NHS Improvement's Regional Chief Nurse for the Midlands, said: "Keeping NHS premises safe and clean for patients is a commitment that all NHS staff share – and it is something that has never been more important than right now, as all the available evidence suggests that doing simple things well to keep sites clean can help to significantly reduce the spread of infection.

"Every single person within the NHS family has a part to play in maintaining that commitment to keeping our colleagues, patients and visitors safe and we know that hardworking NHS staff are continuing to go above-and-beyond to keep sites clean.

“We know that it is the simple actions taken by staff that really do make all the difference in helping to protect patients and their families and I am delighted that ADD ORGANISATION staff have pledged to go the extra mile to offer that extra reassurance to their patients.”

The training is being offered to all NHS organisations within the Midlands, as well as being supported by a media and social media campaign that champions the work of hardworking staff working across all healthcare settings to stop the spread of Coronavirus and other infections on NHS premises.

Be a cleaning champion: Complete your *Cleaning for Confidence* e-learning today

The e-learning session takes around 20 minutes to complete and a certificate will be generated on completion of the e-learning.

Everyone who completes the *Cleaning for Confidence* training programme will be recognised as one of ADD ORGANISATION NAME's cleaning champions, having demonstrated their commitment to keeping colleagues, patients and their families safe. A certificate will be given to those that complete the training

[You can access the *Cleaning for Confidence* e-learning via the e-Learning for Healthcare website.](#)

You will need to complete the training using your e-Learning for Healthcare account, with details on how to register for an account available on the above link.

Internal: E-newsletter content

Cleaning for patients' confidence: Complete your e-learning today

ADD ORGANISATION NAME has become the latest to commit to going the extra mile to keep its premises safe and clean for patients this winter, after it pledged its support to a new Midlands-wide campaign.

All staff are being encouraged to complete [the new *Cleaning for Confidence* e-learning package](#) as a reminder of the simple things we can all do to help keep colleagues, patients and visitors safe by preventing the spread of Coronavirus and other infections this winter.

Internal: Intranet news story – team competition:

ADD TEAM NAME leading the way in cleaning for patients' confidence

ADD TEAM NAME are leading the way in cleaning for patients' confidence within ADD ORGANISATION NAME, after they were revealed as the team who have been most prolific in completing [the new '*Cleaning for Confidence*' e-learning package](#).

The team, who are based at WHAT SITE, have already seen HOW MANY members of their team complete the e-learning package which ADD ORGANISATION NAME adopted on ADD DATE as part of a Midlands-wide commitment to stopping the spread of Coronavirus and other infections on NHS premises.

Cleaning for Confidence is a new e-learning package which has been designed as a reminder of the simple things we can all do to keep colleagues, patients and visitors safe.

All ADD ORGANISATION NAME staff are being encouraged to complete [a new *Cleaning for Confidence* e-learning package](#), with ADD TEAM MEMBER NAME from the team explaining the reasons behind their commitment to completing the training.

“ADD QUOTE FROM TEAM MEMBER,” they said.

ADD ORGANISATION NAME adopted the training on WHAT DATE to strengthen its commitment to keeping LIST MAIN PREMISES WITHIN THE ORGANISATION and our other premises safe and clean for patients to access the essential treatment they need this winter.

ADD SENIOR SPOKESPERSON NAME, ADD POSITION at ADD ORGANISATION NAME, said: "ADD QUOTE HERE, INCLUDING SPECIAL MENTION OF THE MOST PROLIFIC TEAM AND ALL OTHERS WHO HAVE COMPLETED THE TRAINING...

Be a cleaning champion: Complete your *Cleaning for Confidence* e-learning today

The *Cleaning for Confidence* e-learning programme was developed to support staff in furthering their knowledge of good cleaning practices that help to stop the spread of COVID-19 and other infections where they work, including in both clinical and non-clinical settings.

The e-learning session takes around 20 minutes to complete and a certificate will be generated on completion of the e-learning.

Everyone who completes the *Cleaning for Confidence* training will be recognised as one of ADD ORGANISATION NAME's cleaning champions, having demonstrated their commitment to keeping colleagues, patients and their families safe.

[You can access the *Cleaning for Confidence* e-learning via the e-Learning for Healthcare website.](#)

You will need to complete the training using your e-Learning for Healthcare account, with details on how to register for an account available on the above link.

Intranet: Intranet page content

Cleaning for Confidence: Strengthening ADD ORGANISATION'S NAME commitment to keeping NHS premises safe and clean for patients

All ADD ORGANISATION NAME staff are being encouraged to complete [a *Cleaning for Confidence* e-learning package](#) as a reminder of the simple things we can all do to keep our colleagues, patients and visitors safe by preventing the spread of Coronavirus and other infections at NHS sites.

ADD ORGANISATION NAME became the latest to join the campaign on ADD LAUNCH DATE to strengthen its commitment to keeping LIST MAIN PREMISES WITHIN THE ORGANISATION and our other premises safe and clean for patients to access the essential treatment they need this winter.

External: Social media messaging

Please remember to use the #CleaningForYourConfidence hashtag so you can share your commitment to keeping NHS sites safe and clean with other Cleaning for Confidence champions across the Midlands!

Here are some Twitter-ready social media messages for you to adapt and share on your own channels:

- We're #CleaningForYourConfidence – find out what hardworking INSERT ORGANISATION NAME OR TWITTER HANDLE staff are doing to keep NAME KEY LOCAL SITES safe and clean for you during the pandemic: Please still attend your appointments+ ATTACH GENERIC SOCIAL MEDIA GRAPHIC
- We're #CleaningForYourConfidence – find out more about the extraordinary efforts we are going to keep our sites clean and safe for you during the pandemic so you can still attend your appointments: ATTACH GENERIC SOCIAL MEDIA GRAPHIC
- We're #CleaningForYourConfidence – find out what we're doing to stop the spread of Coronavirus and other infections at LIST KEY SITES this winter: + ATTACH GENERIC SOCIAL MEDIA GRAPHIC
- . INSERT ORGANISATION NAME OR TWITTER HANDLE are stepping-up their efforts to keep LIST KEY SITES safe and clean for you this winter. Find out more here: + ATTACH GENERIC SOCIAL MEDIA GRAPHIC
- Our hardworking staff are going further to stop the spread of Coronavirus and other infections at NHS premises this winter. Find out more about how we're #CleaningForYourConfidence here: ATTACH GENERIC SOCIAL MEDIA GRAPHIC
- Hardworking NHS staff are #CleaningforYourConfidence to keep LIST ORGANISATION'S MAIN SITES clean and safe for you to access the treatment you need this winter. Find out more: + ATTACH GENERIC SOCIAL MEDIA GRAPHIC
- Everyone within the NHS has a part to play in keeping sites safe and clean for patients to safely access the essential treatment they need. Find out how we're #CleaningForYourConfidence this winter: + ATTACH GENERIC SOCIAL MEDIA GRAPHIC
- Doctors, nurses, carers, cleaners, senior managers and everyone in between – they all have a role to play in keeping NHS sites safe and clean for you. Find out how they're all #CleaningForYourConfidence this winter: + ATTACH GENERIC SOCIAL MEDIA GRAPHIC

Other ideas to help you to encourage to complete the 'Cleaning for Confidence' e-learning:

- A fun league table in your trust, wards and departments
- Regular pictures of staff with their certificates and a congratulations from their line manager, Chief Executive or Director of Nursing
- Start a 'one thing I did differently today' chat on staff FB groups
- Ask patients to nominate their cleaning champion, share any observations as part of patient experience
- Prepare a slide deck / presentation for team leaders to use to explain the training and ask

And finally, don't forget to share your success and local experience with us!

Rolling-out the Cleaning for Confidence campaign and e-learning across the Midlands is just the beginning – and NHS England and NHS Improvement would love to hear how your organisation is making the campaign a success in your area.

In particular, NHS England and NHS Improvement would love to hear from you to:

- Share your *Cleaning for Confidence* successes and case studies to help us to celebrate our hardworking cleaning champions and to promote the campaign to other organisations in the region
- Share the interesting and unusual ways you have encouraged staff to become *Cleaning for Confidence* champions
- Share your ideas for how others can adopt the campaign and e-learning
- Tag us into any social media @NHSMidlands and use the #CleaningForYourConfidence hashtag

Contact information

Contact details for individuals who can support you in adopting the *Cleaning for Confidence* within your own organisation are provided below:

Role	Contact
Executive sponsor	Siobhan Heafield Regional Chief Nurse, NHS England and NHS Improvement (Midlands) siobhanheafield@nhs.net
Communications and engagement lead	Rich Brown, Senior Communications and Engagement Manager, NHS England and NHS Improvement (Midlands) richard.brown60@nhs.net
IPC lead	Kirsty Morgan, Assistant Director of Infection Prevention and Control, NHS England and NHS Improvement (Midlands) kirsty.morgan12@nhs.net
Nursing lead	Amanda Callow, Senior Nursing Lead, NHS England and NHS Improvement (Midlands) a.callow@nhs.net