



Be Supportive...and celebrate!

24<sup>th</sup> June 2016

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Another year older and another year wiser 😊. Sign up to Safety reaches two years old this 24<sup>th</sup> June and we are calling on you to help celebrate with us!

Over the last two years, a mighty **360+** organisations have rallied round the campaign. Together we are helping staff achieve their patient safety aspirations and to care for their patients in the safest way possible.

This June is an exciting opportunity to be part of a celebration of your success which will span the whole NHS in England. This is a great chance to rejoice in the strong and positive safety culture we're building together, to be supportive of your team members and thank those who are making improvement possible.

For this year's birthday we ask you to embrace **PRIDE, JOY, CELEBRATION** and **THANKS** everywhere – all are fundamental for supporting your colleagues and patients;

**Pride** in working in the NHS and the locally owned, self-directed safety improvement that is happening successfully across all sectors of the NHS in England. Each organisation and person signed up is helping to make a real difference to the safety of patient care in the longer term.

**Joy** in working in the NHS and the meaning we find in working together for the benefit of our patients, their carers, and our colleagues. Through our whole network we have the potential to reach **over 50,000** people who work across all 360+ organisations with an uplifting message of kindness.

**Celebration** and recognition of your progress so far and your ambitions for the future. Whether you're getting started now or have been running your Sign up to Safety campaign for some time, you will certainly have already learned some valuable lessons. Now is a chance to share those across your organisation and the wider community.

**Thanks** to those who play a vital part in making care safer. We want to take this opportunity to thank you and your colleagues for all your hard work, and importantly we want to encourage you to pass that thanks on.

## Why take an active part in our second birthday?

- It's an opportunity to celebrate the safety improvement work underway in your organisation so far and to share your progress with a wider audience, locally and nationally.
- It's a chance to create a positive and joyful moment in our shared cause of improving patient safety, and to publically thank those involved.
- It's a reason to remind ALL of your staff, patients and the public about your safety improvement plan, review what you have achieved and chart your progress so far together with setting out what the next phase will bring.

## How you celebrate is entirely up to you!

Building on the Sign up to Safety philosophy of a locally owned, locally led campaign, you are welcome to be as creative as possible. There are **four** different ways we ask you to get involved and the support we are providing is designed to help, by providing some materials, events, a competition to enter and easy to share information. You can take part in as many of these ways as you like.

### **1) Our birthday gift for you: order your FREE celebration swag bag to help get the party started**

To help you put on your own local celebration and to pass on our thanks, the swag bag is filled with...

- A thank you leaflet which can be handed out to your staff (x40 approx; artwork will be available on the website for further printing locally)
- Team game; a fun and light hearted way to spark conversation between colleagues, focused on encouraging kindness, thanks, joy and pride in their patient safety work
- Plenty of ideas for how you can thank your colleagues
- Free leaflets about Sign up to Safety for staff (x40 approx; artwork will be available on the website for further printing locally)
- Free balloons & badges

Order your swag bag [here](#) by **10<sup>th</sup> June** and we'll post it out to you so that it arrives before the w/c 20<sup>th</sup> June (maximum of three bags per order). Alternatively you can download most elements of the pack from [www.signuptosafety.nhs.uk/camp-res](http://www.signuptosafety.nhs.uk/camp-res)

## 2) Take part in our fantastic and free competition

Tell us what achievement you're most proud of from your Sign up to Safety journey so far.

**To enter, create one or more of the following; a blog, podcast, video, photo (or even a poem or song!) that tells the story of why you enjoy being part of the campaign and your most proud achievement(s) from your Sign up to Safety work so far, for example:**

- What has made your heart sing since the start of your campaign?
- How do you think the campaign has helped you raise awareness of patient safety?
- How are you helping to create a safety culture that leads to lasting change? By creating a culture where staff and patients are treated with empathy and kindness when things go wrong, are you learning more about what we can do differently to make care safer?
- Has the campaign helped you implement evidence based interventions and tools which inspire and motivate people to keep going?
- Have you tried to shift improvers from focusing on topic to topic uni-disciplinary approach to safety to working on increasing reliability of the inter-professional fundamentals e.g. communication, deterioration? Is tackling these making more of an impact?
- How have you approached capturing data, learning from incidents and investigations differently? Is your organisation moving away from the culture of blame and fear and actually preventing things from going wrong in the future?
- Are you making a positive impact on the safety culture by focusing on helping people speak out, listen and observe what is going on beneath the surface? Are you helping create the right conditions to speak and listen to understand about what leads to unsafe care?
- Have you and your team worked together to overcome a barrier?
- Have you found out something new that has reinvigorated your team?
- Have you made connections with new people who enrich your day to day work?
- Have you made headway in reducing harm to patients in your care? Is there an approach or tool you've used or developed that has made a difference?

Whatever you feel proud of, whether big or small, this is a chance to share what you have learnt so far in a creative and heartfelt way.

**And...the important bit...what could you win?**

- The top 10 entries will be shared across all our 360+ members, and linked via our website and newsletter so that your organisation can show what you are learning and that you are demonstrable living the pledges to put safety first, be honest, be

supportive, collaborate and continually learn. A national platform, it's a fantastic way to share what you're most proud of learning through your Sign up to Safety journey.

- **First prize:** The top entry overall, as judged by the Sign up to Safety team, will win a very special prize of two places at the world renowned conference Risky Business on the 1<sup>st</sup> and 2<sup>nd</sup> of December [link to details] for two team members, (prize includes return second class train tickets to London and accommodation for the 1<sup>st</sup> of December)
- **Second prize:** The entry which comes second will receive an iPad
- **Third prizes:** The entries that come from 3<sup>rd</sup> to 10<sup>th</sup> will receive book tokens
- **50 runners up prizes:** The entries considered by the Sign up to Safety team as highly commended will each win a special edition Sign up to Safety notebook (subject to stock).

To be eligible to win

- Entries must reach us by 2pm on 13<sup>th</sup> June via [signuptosafety@nhsla.com](mailto:signuptosafety@nhsla.com) and will be announced during the birthday week.
- Merit will be given for those who bring to life the focus of the birthday in their submission; pride, joy, celebration, thanks.
- NB Be creative, no PowerPoints are allowed! 😊

Some help to develop your entry

- Read our free [Easy Peasy guide to creating a video on your smartphone](#), and our [quick & easy tips for writing a winning blog post](#).

### **3) Use the free communications resources to spread the word about our birthday plans, your birthday plans, the competition and your personal celebrations**

You can find the following all available on [www.signuptosafety.nhs.uk/camp-res](http://www.signuptosafety.nhs.uk/camp-res)

- The special anniversary logo; add this to your website, emails and use it on social media throughout June.
- A press release template we have prepared which you can use to tell your local community about your celebration, and most crucially, your progress in patient safety so far (to follow)
- See appendix I for the key messages for our second birthday that you can use in your communications.
- Share your news and pictures on twitter using the hashtag #signuptosafety or #Su2S, and facebook (facebook.com/signuptosafety)

#### 4) Join us and take part in a webinar across the anniversary week;

- Webinars will focus on sharing lessons learned and will help us all collectively question ourselves to make sure we're giving ourselves the best chance to make a lasting difference to the care we provide including;
  - **What makes our heart sing**  
Presented by **Suzette Woodward**, Director, Sign up to Safety  
24 June 2016 10.00  
[Register here](#)
  - You can register for this and all other upcoming webinars at [www.signuptosafety.nhs.uk/webinars](http://www.signuptosafety.nhs.uk/webinars)

#### **\*\*And remember, tell us what you're plans are\*\***

- Tell us how you plan to celebrate! Email us at [signuptosafety@nhsla.com](mailto:signuptosafety@nhsla.com) and we'll help promote it through SignUPdate, twitter and facebook.
- Share your news and pictures through twitter using the hashtags #signuptosafety or #Su2S
- Share your news and pictures through facebook.com/signuptosafety
- There are lots of **free** materials available at [www.signuptosafety.nhs.uk/camp-res](http://www.signuptosafety.nhs.uk/camp-res)
- These include the Sign up to Safety logo, a free poster template on Just Culture, designs for free leaflets and more



If you'd like any further guidance or have any questions, you can contact the Sign up to Safety team via [signuptosafety@nhsla.com](mailto:signuptosafety@nhsla.com). [www.signuptosafety.nhs.uk](http://www.signuptosafety.nhs.uk)



## Appendix 1:

### Key messages for our second birthday

*"We are so very proud of everyone choosing to engage with the campaign, and to take action to improve patient safety, that we want to thank each and every person involved. But as you know this is your campaign and not ours, and we believe in locally led, locally owned safety improvement so we ask you to pass on our thanks to everyone in your organisation on our behalf. We also want you to feel you can celebrate whatever you are doing no matter where you have got to in your ambitions. This is about us learning together about what works and what others can do differently as well."*

Suzette Woodward, Director, Sign up to Safety

- Sign up to Safety is celebrating its second birthday on 24th June. So far over 360 organisations from across the NHS in England have pledged their support to help make care safer and ensure staff can discuss safety openly with patients, carers and colleagues.
- To celebrate a successful second year, Sign up to Safety is asking members to take the opportunity to celebrate, sharing their pride, joy, and thanks for the progress made so far in reducing harm and improving the care of their patients.
- The Sign up to Safety team are so proud that so many people have chosen to engage with the campaign and to take action to improve patient safety, and want to thank everyone involved. Sign up to Safety belongs to those working locally, with the national campaign supporting locally led, locally owned safety improvement, and so the team would like those working locally to thank everyone involved in their safety improvement work on their behalf.
- Celebrating whatever you are doing, no matter where you have got to in your ambitions, is central to this year's birthday. This is about the whole community of Sign up to Safety learning together about what works, so that others can think about what they can do differently as well.
- All members who have joined Sign up to Safety can order a free celebration swag bag filled with posters, leaflets and ideas to help you create your own birthday activity. Order [here](#) by 10<sup>th</sup> June.
- All members can also enter a very special competition in which we ask you to share your proudest moments of Sign up to Safety so far.
- Visit [www.signuptosafety.nhs.uk](http://www.signuptosafety.nhs.uk) to find out more about Sign up to Safety.