



**Further guidance on citations (for health and care organisations involved in input to health honours)**

This guide aims to act as an aid to help a nominator to think their approach to the long citation in order to offer the candidate(s) the best chance of success. This guidance is drawn up based on our experience of working with external, independent Honours Committees and highlights the information that can build a persuasive case that an individual has made a unique contribution. We know there is tremendous work that is being done in health and care; this is designed to help nominators to describe those contributions through clearly structured and evidence-based statements.

And most importantly – please talk to the Honours Team about any stage of an application – even if you have someone in mind but are a way away from being able to work up a citation. We are keen to build a pipeline of strong nominations, so we can advise on how to build up a developing case even if the information outlined below is not to hand.

The guidance is in three parts –

1. **Guidance on the structure of the long citation** – this will give the 480 word (or 3000 characters) statement impact and render the information accessible to the Committees making the decisions
2. **Extracts from successful citations, and drafting tips based on past examples**
3. **Guidance on the levels of award**

**1. STRUCTURE OF THE LONG CITATION**

This part of the form is key and might be used as the final submission if selected for further consideration. This section should be no longer than 480 words. Please indicate the **level of Honour** in the box on this page.

The **long citation** section of the form is the crucial part of the nomination. It is a 480 word/3000 characters statement that will persuade the independent Committee members of the strength of the case so please include all information that you would like to be considered to demonstrate the difference the person has made. To do this it is helpful to prepare the long citation statement in the style of about **four paragraphs** broken down and broadly in the order as below -

**A: SUMMARY:** Must be the compelling reason why the person has been nominated. For example:

- Made a particular breakthrough or proponent of a particular change;
- Has made an outstanding impact on patients or public ;
- Improved patient safety by reducing risks or incidents;
- Is a leader in the field;



- Has taken on a role, which is not traditionally done and is regarded as a role model;
- Holds sustained career of outstanding achievements;
- Shown innovation or creativity in delivery of longstanding results;
- And indicate whether the nominee’s work is international, national or regional

**B: EVIDENCE:** Detailed examples of achievement/s to include any facts, figures, publication and evidence of outstanding impact. Include any support for the claim/s. Show how the person:

- Earned the respect of their peers and became a role model in their field.
- Produced, perhaps against the odds, sustained achievement which has required moral courage, vision, the ability to make tough choices or determined application and hard work.
- What they have done and how they made things better for patients/public. How many people have benefitted from their work?
- If research money has been raised how has it been spent?

**C: CONTRIBUTION:** What has been done above the day job that makes them stand out. Include - information about the personal impact

- where there has been a significant difference and/or improvement
- the difference the nominee’s contribution has made by explaining how things were before they began and how they are now
- when they carried out the activity and why it should be recognised now

It is helpful to use the final last line to summarise and personal overall impact are useful – “her deep commitment and dedication have been instrumental in driving change”

**D: ADDITIONAL:** Include information about a wider contribution including another area/field, voluntary or outside work.

**2. EXTRACTS FROM PERSUASIVE CITATIONS AND DRAFTING TIPS TO PROVIDE EVIDENCE BASED STATEMENTS**

The following extracts are taken from long citations for voluntary service awards – so seek to show how the impact can be shown.

“She has devoted most of her spare time to running a social club for elderly people with learning difficulties. She says such people are sadly neglected in society and, although she is in full-time employment in a Tesco store, she runs this club with two helpers, a small budget and a lot of hard graft. Over the past five years, more than 200 people have benefited from the facilities, as well as their carers who have been given valuable respite from their responsibilities.”

“He lived on an estate with high numbers of single mothers and disaffected young people but, instead of moaning about the youth of today, he started to listen to them and, as a result, started a club with sporting activities and facilities for mothers and their children. This is now used by 500 local teenagers. He had to work hard to gain the support of police and other agencies but was determined to succeed. Now, a once crime-ridden, hugely unpopular estate, is thriving with a real sense of purpose and achievement and crime rates have plummeted.”



“She has transformed the agency from an organisation troubled by high profile technical operational challenges into a highly effective body with **96% of customers satisfied** with the services her staff provide. The IT system is user friendly and a model of good practice.”

“He found that the charity was wasting over a £1m a year on time-consuming inefficient administration and had no effective PR. He altered procedures, reduced staff and adopted a ‘can do’ approach by putting the people the organisation was supposed to be helping at the top of his priority list, rather than at the bottom.”

“When she took over the company it was running at an annual loss of £4.2m and it took her five years to produce a **healthy profit of £2.5m**. She has maintained a steady increase in profits since 2001 with a £.7.2m profit in year ended March 2006. Employees have increased from 356 to 870 in her time, in an area of high unemployment following the closure of the local car plant”

“For over 40 years he has been a prolific fundraiser in the community. Since 1970 he has stood outside the local supermarket every Saturday in all weathers rattling his tin for good causes. **He has during this time raised around £40,000** for the local hospice and the Old Rectory Club for disabled people. On retirement in 1990 he began to organise bingo nights three times a week at three different village halls and also arranges a monthly dance. These activities have brought the community together and have helped to **raise over £15,000** for several local charities.”

“She is unusual because she is a black woman farmer in a rural county but she is keen to rid the world of stereotypes and **uses her status to promote diversity and encourage women from non-British ethnic backgrounds to try different careers**, particularly in male dominated industries like agriculture.”

“Although in full-time employment in local government, **he gives up two evenings a week and all day Sunday to helping in the hospice**. He has managed their very complex finances and is prepared to help behind the scenes or on the frontline, wherever he is most needed. He has contributed his services consistently for the last 32 years.”

“She has been the under-16s football team coach for 15 years. During the season she gives up every Tuesday evening for training and every Sunday for matches against other local teams. It is a testament to her success as a coach that there are now enough junior members for two boys’ and a girls’ team. She has undertaken all manner of tasks to support the club, from mowing the pitch to acting as club secretary. She organised several fundraising tournaments **to raise £4,000 towards renovation of the football pitch and clubhouse, a facility now used by the whole community for village events.**”



### Guidance tips from citations proof reading

#### DO's!

- ✓ If the nominee already has an honour then the additional contribution meriting a further award should be clear
- ✓ You can save space by using the nominee's name once then substituting by "he" or "she"
- ✓ For OBE upwards, please distinguish national impact, international and regional. "At a national level, X has made a contribution to..."
- ✓ Clear statements with evidence - any evidence! Numbers of savings, patients, members of the community. How did the changes take place? How many people were trained?
- ✓ Where a person has had different roles please make it clear what was achieved in each
- ✓ Clarity of language with no over-statement
- ✓ View of others - Build in external support = "the programme was acknowledged by the NAO to be successful"
- ✓ We are mindful that the decision makers are from a broad range of fields. If a contribution has been in a relatively specialised field or policy area, please ensure that the benefit is clear - "She has been instrumental to delivering improvements in the commissioning system which has been fundamental to delivering better services to patients and ensuring medical and healthcare professionals have a closer influence on which services to provide for their locality."
- ✓ Please ask yourself if a layman would understand the impact of the person's work as described in the long citation. Acronyms (unless they are obvious ("NHS" "CCG") and technical terms are best avoided without explanation.
- ✓ Don't be afraid to trim! The most compelling stories aren't the longest!

#### Example words and phrases from successful citations

"impact" "commitment" "vision" "novel work" "leadership" "turned around" "campaigned" "leading proponent of" "pioneered"

"key figure at a local level" "contribution" "helped shape" "devoted" "active and enthusiastic"

#### WHAT HAS MADE IT DIFFICULT TO DISTINGUISH THE IMPACT OF A NOMINEE

- ! Long sentences
- ! Superfluous information on hobbies not relevant to the nomination or public service, for example, playing tennis. If there is a community aspect of the hobby then please make this clear, for example, running a tennis group for the benefit of the community
- ! Dates and locations of award ceremonies aren't needed –it's the award, what it recognised and the year that is relevant



- ! Overstatements such as “prolific researcher”, “is the most pre-eminent figure” ,“phenomenal contribution” – these need a short explanation with evidence on how strong the contribution has been
- ! Emotional language – please keep the tone factual – this will root the citation in facts
- ! Please don’t feel bound to a chronological order if this won’t highlight the most significant messages first
- ! The phrase “an Honour would be the most appropriate recognition of her efforts” uses space that could be used to outline why – this sentiment is implied by way of the nomination itself

### 3. GUIDANCE ON THE LEVEL OF HONOUR

#### **Knight/Dame**

This is awarded for having a major contribution in any activity, usually at national level. Other people working in the nominee’s area will see their contribution as inspirational and significant, requiring commitment over a long period of time.

#### **Commander of the Order of the British Empire (CBE)**

This is awarded for having a prominent but lesser role at national level, or a leading role at regional level. You can also get one for a distinguished, innovative contribution to any area.

#### **Officer of the Order of the British Empire (OBE)**

This is awarded for having a major local role in any activity, including people whose work has made them known nationally in their chosen area, particularly where the impact of the nominee’s contribution has been felt by a significant number of people or across a broad geographical area.

#### **Member of the Order of the British Empire (MBE)**

This is awarded for a significant achievement or outstanding service to the community. An MBE is also awarded for local ‘hands-on’ service which stands out as an example to other people and being regarded as a local role-model.

#### **British Empire Medal (BEM)**

Reintroduced in 2012, this rewards a sustained, local contribution or innovative, high-impact work of a relatively short duration (e.g. over three to four years). This could be for contributing to a very “hands-on” service to the community in a local geographical area. It is likely that more junior or support staff would be suitable recipients for this award, or people who have made an impact at a very early stage in their careers. Citations for candidates for the BEM are likely to be shorter than for other awards