

Fab Change Week

13-17th November 2017

Fab Change Week Uncovered: Hints and Top Tips

Introduction

Within the NHS and wider health and social care there are a plethora of opportunities and challenges that we all face. With a vast financial deficit, we are all striving to improve services at the same time as saving money.

Our biggest asset is our staff. Those on the frontline, those doing the job. Fab Change Week is a way that all staff, irrelevant of position can be empowered to make a pledge to improve services, to put it into action and then to join us and share your successes.

We realise that communicating well will be vital to the success of Fab Change Week. Integral to this is the need to engage with staff and stakeholders and to invite them to take part.

This document describes how you might like to plan and prioritise your efforts and resources surrounding Fab Change Week to ensure that the messages we deliver are clear, consistent, timely and relevant.

At the Academy of Fabulous Stuff, our aim is to support you in your planning for Fab Change Week and to offer practical tips and resources which align with the ambition of Fab Change Week – to empower staff to make small changes which improve outcomes for all and to enhance the provision of safe, efficient and high quality services across the healthcare system.

Background and context

Originating in 2013, this grassroots social movement is growing exponentially year on year. Last year, thousands of people from over 150 NHS organisations, along with many others outside the NHS, made pledges and took action to improve the service.

The same collective spirit that led to the creation of our NHS 69 years ago continues to be embodied in our passionate staff and teams across the country striving to take the service and its values forward.

Today, we are at a point in NHS and health and social care history where there is a greater need than ever before to value each other and the contribution that we can all make to ensure that our health care services are fit for now and fit for the future.

Fab Change Week is a way to show that through collective action, we can demonstrate the significant difference that can be made to aspects of healthcare such as patient experience; leadership and staff wellbeing; patient safety and the development of service improvements by pledging one simple act. There are so many areas within health care where you could choose to make a pledge, however big or small...

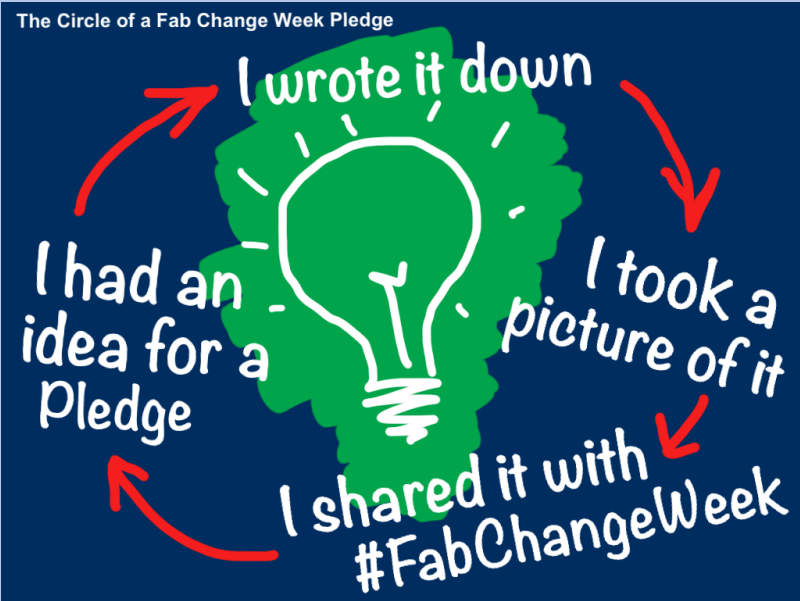
So please join the movement and support a culture of curiosity and creativity within your organisation. Take part alongside the hundreds of thousands of committed healthcare staff, service users, carers, volunteers and members of the public, as we all come together to harness collective energy and creativity to make small improvements in our everyday work that can have a big impact and can show that large-scale improvement is possible, all in one week.

Fab Change Week Timeline

Stage 1 - 'Ideas and pledging' - now until Fab Change Week

Stage 2 - 'Actions and doing' - now through to Fab Change Week and beyond

Stage 3 - 'Sharing and celebrating' during Fab Change Week

Action	Which Stage?
<p>Encourage those within your organisation to make a pledge.</p> <p>It is so easy to take part:</p> <ol style="list-style-type: none"> 1. Think of something you want to pledge about 2. Write your pledge on paper and photograph it - pledge templates are available on the website via or you could simply write it on a post-it note/notepad or a RCT coffee cup! 3. Upload the pledge to the Fab website (www.FabNHSstuff.net) - this is as easy as updating your Facebook status! 	<p>Stage 1</p>
<p>You may wish to co-ordinate sharing pledges and we have posters you can use to collect and display individual pledges and upload the posters rather than individual pledges.</p>	<p>Stage 1</p>

<p>Think about how you can use all of the Fab Change Week resources available online within your workplace and how you will engage your teams.</p>	<p>Stage 1</p>
<p>Encourage those within your organisation to put their pledge into action.</p> <p>What can you do to support those in your area to put their pledge into action?</p> <p>You could engage with local or regional Fab Ambassadors to support staff. Information of your local Fab Ambassador is available at: https://fabnhsstuff.net/fabambassadors/</p>	<p>Stage 2</p>
<p>We will be introducing our own 'Skills Swap-Shop' on the website where people can ask for advice, support or resources to complete their pledge. This will be live on the website from early/mid September.</p>	<p>Stage 2</p>
<p>From the middle of October onwards, we will be asking people to submit their actions and outcomes on the website.</p> <p>We are producing simple templates to enable easy submission and display of outcomes and these will be made available at the beginning of October.</p>	<p>Stage 2</p>
<p>During Fab Change Week itself, how will you choose to celebrate and promote the work of your staff? Will you have a daily theme?</p> <p>Some Trusts have already made comprehensive plans for the entire week. Read about Fab Ambassador Jules Lewis from Shrewsbury and Telford Hospital's plans here: https://fabnhsstuff.net/2017/08/21/one-chance-sath-fabchangeweek/</p>	<p>Stage 3</p>
<p>What specifically can you offer within a department or Trust that would enhance sharing and celebrating the fabulous work of colleagues?</p>	<p>Stage 3</p>

<p>Throughout Fab Change Week, please share with us the fantastic projects that your area have put into action via the website and via twitter using the hashtag #FabChangeWeek.</p> <p>The best ideas and projects will be invited to attend The Fab Awards at the Indigo venue within the o2 London on 23rd November.</p>	<p>Stage 3</p>
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Our audiences

Our audiences include:

- Staff across all our hospitals and satellite sites
- Patients, their relatives, carers and visitors
- Local population
- MPs, MEPs and Local Authorities
- Clinical Commissioning Groups
- GPs and our neighbouring and partner providers of health and social care
- Patient interest groups and representatives
- Trade Unions and Staff representatives
- Local media
- Charities and fundraisers
- Local universities facilitating healthcare degrees and Medical Schools
- The Care Quality Commission, Trust Development Authority, NHS England, Vanguard and other national and regulatory bodies

Previously utilised communication channels

In previous years, we have been advised that NHS Comms teams have found the following communication channels useful when supporting similar campaigns:

- All-staff info-mails (twice a week)
- Drop in sessions to meet the local Comms team
- Work in progress emails (once a week)
- Chief Executive's message (once every two weeks)
- Regular newsletters or via a Trust magazine
- Trust board briefings
- Staff briefings (ad-hoc as required)
- Dedicated area on trust intranet
- Ability to upload a pledge to the website whilst at work
- Hospital Recognition Awards Ceremony
- Social media including Twitter and Facebook
- Displaying promotional material in public areas
- Website
- External media coverage

Frequently asked questions

1. What is Fab Change Week?

Everyone and anyone can choose to make the NHS, primary care and social care better. Fab Change Week is a grassroots movement that asks anyone who engages with the NHS, primary care and social care to make a change for the better, and to then share what they have done to inspire others. Fab Change Week is our opportunity to come together and harness our collective energy, creativity and ideas to make a change. Together each of our small actions will make a big difference in improving the care and wellbeing of those who use health and social care services. What will your action be?

2. Can anyone get involved?

Yes, anyone can get involved, whether you work in the NHS, health or social care, or are a patient or member of the public.

3. How do I get involved?

It's simple. Think about what you want to do and do it! Let us know what you are doing by submitting a pledge and a Fab action on the website www.fabnhsstuff.net so that we can share your ideas and inspire others to take part too.

4. Can other people join my action?

Yes, it is up to you who joins you as you pledge and put it into action. You can log your pledge and Fab action as an individual or on behalf of a group, ward, department or organisation.

5. What is new this year?

Fab Change Week 2017 is a bit different from last year. This year, it is a week-long event beginning 13th November. Following feedback from Fab Change Day 2016, we are providing templates on the website (and included within this document) of pledge-cards, logos and ideas of what people have previously pledged as a source of inspiration. We have a pledge wall where we can all see and share the wonderful things that you all do.

6. What can I do?

Your action can be anything you like – it's personal to you – as long as it's about doing something to improve care, integration, attitude, perspectives or experience for patients or staff.

7. Are there any themes/categories or specific campaigns this year?

This year, we aren't focussing on specific campaigns as we don't want to limit your creativity so we may group your pledges into more broader themes on the website... you might fit into one, two or them all:

- + Patient experience
- + Patient safety
- + Leadership and staff wellbeing
- + Service improvements
- + The *'Fab' Fringe*

The Fab Fringe could be anything that you want... perhaps you have something truly unique; maybe it doesn't fit with the other themes; perhaps your pledge is at the edge with disruptive thinking!

8. What difference will my action make?

Your action is your chance to make a positive improvement to your health and social care services. Every action, whether big or small, will make a difference. It will also help inspire other people to get involved. Taken together, all the actions add up to one really big difference, with a move towards better outcomes for patients and staff.

9. How do I find out what's going on locally?

Our network of Fab Ambassadors are keen volunteers who've committed to helping other people to make a change for the better. They work hard organising events, running sessions, telling people what's going on, and clearing obstacles out of the way. Send us an email or tweet us, and we'll put you in touch with your nearest Fab Ambassador.

10. Do I have to do my action during Fab Change Week?

Actions can be carried out and recorded at any time. We suggest that you pledge in the weeks and months prior to Fab Change Week and then share

with us where you are up to with your action during Fab Change Week itself. However, if you would like to make a pledge during Fab Change Week, that is fine and we welcome you to take part at any stage!

11. Who runs Fab Change Week?

Fab Change Week belongs to all of us and everyone who wants to make a change to improve health and social care. The idea for NHS Change Day came from frontline staff and we remain the driving force behind it. From 2016 onwards FabNHSStuff are supporting Fab Change Week and aiding the dissemination nationally of the fab improvements and changes that we make.

12. How can I get support to run Fab Change Week in my team or organisation?

You can download the Resources we have on the website (also attached to this document). You can ask people in your organisation who have responsibility for running events to help you. There are also local hubbies and Fab Ambassadors in each region who may be able to point you in the right direction or give advice about how to run your own Fab Change Week locally. All of the Fab Ambassadors are volunteers who are based within the NHS and health and social care so their support will be at their discretion.

13. What about copyright? Can I use the resources from the site? Can I change them?

If you're doing something to do with change in the NHS or any health or social care environment, please feel free to use any of the materials on this site, amend them, adapt them, or create your own. Please link it with Fab Change Day if you can. If you're doing something from another health service elsewhere in the world, please feel free to adapt freely. If you're doing something which isn't health related, or isn't to do with change, please feel free to use (and attribute) the stories you find on the site. However, please don't re-use or adapt the artwork/logos.

Social Media Montage Wall

This year we are using a montage wall to capture all of your social media posts and to help amplify interactions. Will you see your tweets there?...

<http://www.wegizmos.co.uk/TwitterWalls/Show/f3dbca3a-ba57-416d-82a9-c4c5759a8388>

AcademyOfFabStuff
@FabNHSstuff

The time has come to get pledging for #FabChangeWeek... what will you pledge?... @RoyLilley
<https://fabnhsstuff.net/2017/08/05/100-days-fabchangeweek-let-countdown-begin/> <https://t.co/b1CqT7jjCd>
15 Aug 2017 8:50AM

Fab Change Week 13-17 Nov
Fab Change Week
Are you ready?

Fab Change Week 13-17 November
Idea Action Share!

#FabChangeWeek Pledge
My name is
My mobile, Twitter or email
What I'm changing
I work with

3P's
Pledge
Photo
Post it on the web

This year, who do you want to be?...

The person who watched it happen ?
The person who wondered what happened ?
Or the person who MADE it happen ?

Find out more about #fabchangeweek <https://fabnhsstuff.net/fabchangeweek>

Social Media Dashboard

Check out the stats behind tweets, word clouds, a live twitter stream and more at: <http://www.wegizmos.co.uk/Dashboards/Show/9e2a0eed-01da-4a07-9fd4-8870eed493b0>

Stats

Total contributors: 1,000 Total tweets: 5,682 Total reach: 54,808,070

Tweet Word Cloud

pledging share login local idea watch movement
someone world why FAB How Any today details Jon
know until days pledge video at love pledges
Full thinking Care moves So we lots staff go u Ideas Thank week
Join Start Change Check u November easy Day
website Newhear Action value news been media much

Contributors

User Word Cloud

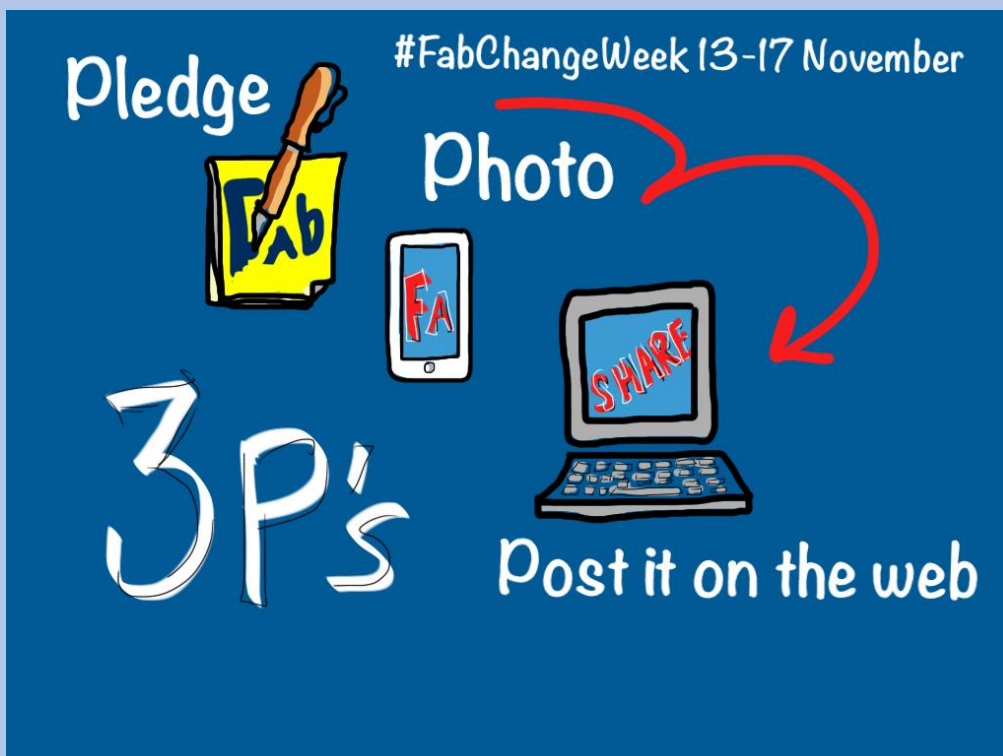
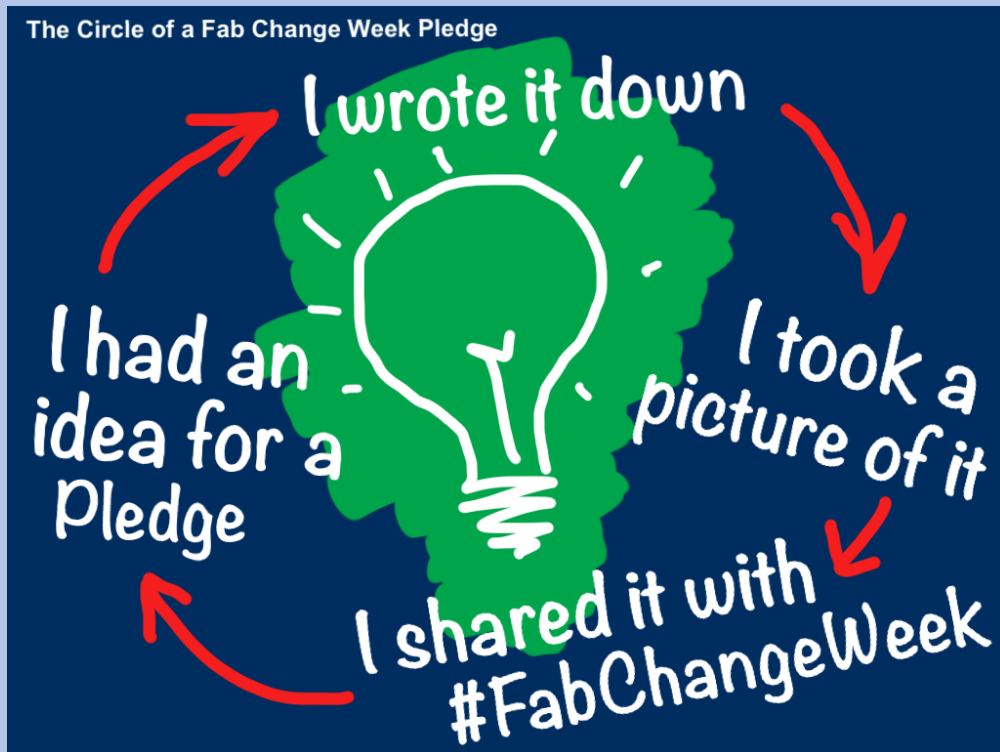
movements tribe PATIENTS passionate National Tweets Working charity
Manager fabulous twitter Account Sharing Care Quality
Lead ensure Health life Views ideas Share LOVE Head
leading aka member Great nurse NHS at things available Enabling
Director writer Great nurse NHS at things available Enabling
People week own FAB choose Mum social things available Enabling
spread practices solutions social Collaboration proud Specialist

Resources

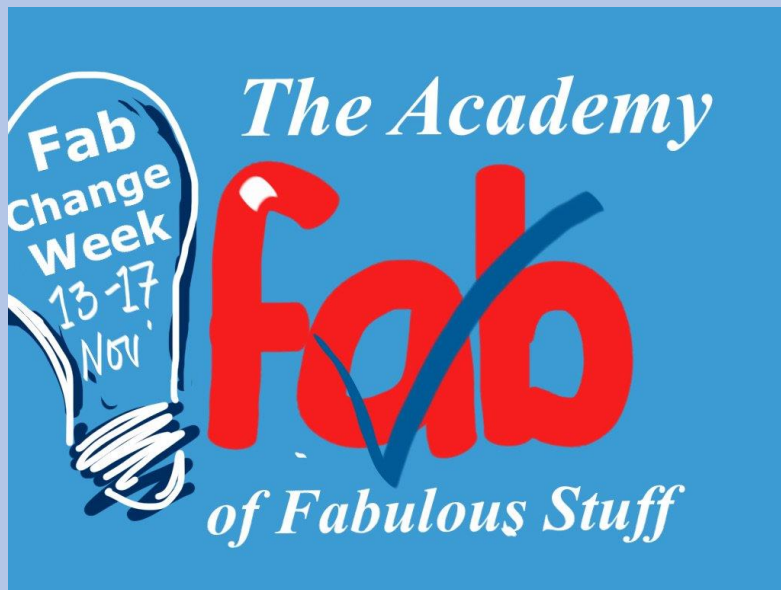
A selection of resources are included within the following pages of this document and are available for download via

<https://fabnhsstuff.net/fabchangeweek/resources/>

How to make a Fab Change Week Pledge:



Fab Change Week Logos:



Fab Change Week Pledge Card (You can download this and edit the text via <https://fabnhsstuff.net/fabchangeweek/resources/>):

#FabChangeWeek Pledge

My name is _____

My mobile, Twitter or email _____

What I'm changing

I work with _____

I'm happy for my action to be shared!

Contact details

Should you have any queries relating to the content of this document or require assistance in planning Fab Change Week within your area, please feel free to contact us.

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