



## FabChangeDay 2021 New Share

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Service: Social thanking platform to improve Staff Wellbeing and Patient Engagement



### Aim – what were you trying to achieve?

According to the NHS Confederation survey, 9 out of 10 of senior managers are concerned about the long-term impact of COVID-19 on the wellbeing of their staff and yet just 33% of NHS staff say their organisation takes positive action on health and wellbeing (NHS Staff Survey).

Staff need to feel both recognised and appreciated for the work they do which in turn has a positive impact on their mental health and wellbeing. It's also vital to the success of the sector in terms of ensuring that healthcare professionals are able to give patients the best possible care.

TAP's aim is to reduce barriers to sending messages of thanks (barriers like not knowing the contact details of the person to thank, or not having the address of the organisation, or not having time to post a card or say thanks in person). That's why TAP's free-to-use social thanking platform was developed. To make it easier for patients and their friends & relatives to digitally pass on their thanks to keyworkers, quickly, easily and securely.

### Change Ideas – What changes did you make?

During 2021, TAP's free-to-use social thanking platform has continued to enable people to show their appreciation to the unsung heroes working in healthcare and social care.

Over 25,000 keyworkers in over 100 locations in the UK can now be thanked by a TAP thanking community of over 2 million people; they can:

- Thank a keyworker privately
- Praise a keyworker organisation publicly
- Raise funds for a nominated healthcare charity

TAP's core belief is that by enabling people to more easily thank keyworkers in healthcare and social care, we can end the culture of complaining and replace it with one of showing appreciation.

Every message shared with a keyworker or organisation is checked to ensure only positive messages of thanks are seen.

During 2021, TAP launched a free App available from Google Play Store and Apple App Store (simply search for 'TAP Thank and Praise') to complement its [www.thankandpraise.com](http://www.thankandpraise.com) platform – a large number of organisations benefited from TAP during 2021 including the United Lincolnshire Hospitals NHS Trust and the National Care Workers Association – all at zero cost.

### Measures/results – What was the impact of the changes?

TAP's social thanking platform is making a real difference to the wellbeing of those working in healthcare and social care, especially important given the significant challenges around staff recognition, recruitment and retention. You can hear what TAP user organisations are saying here: <https://thankandpraise.com/testimonials> and here's just a selection:

"We know that when our patients say thank you to our staff that it boosts morale so much and it makes it more valuable in these very difficult times. We all know that happy patients make happy staff."

SHARON KIDD, Patient Experience Manager, United Lincolnshire Hospitals NHS Trust

"We all know how easy it is to complain when things go wrong in the NHS. It's also pretty easy to give the organisation public feedback (good or bad) through the NHS. But feedback for the organisation isn't the same as singling individuals out for being fantastic. It's easy to get sucked in by the negative headlines, and they can be so disheartening. I don't know anyone at HEMC who treats it just as a job – they do it because they care and they know they can make a difference. And it will give them such a boost to have patients tell them as an individual how much they appreciate them. You can't buy those good feels. Well done TAP for facilitating that!"

JENNIE DOCK, Practice Manager, Hedge End Medical Centre

[Patient Experience Lead at Lincolnshire Trust – BBC](https://www.bbc.com/news/health-56888888)

[Senior Nurse at The Adam Practice - ITV News](https://www.itv.com/news/health/2021-03-18/nhs-staff-wellbeing)

<https://fabnhssstuff.net/fab-stuff/GratitudeonthemovewithTAP>

<https://fabnhssstuff.net/fab-stuff/happy-patients-make-happy-staff>

<https://fabnhssstuff.net/fab-stuff/ThanksandPraise>

<https://fabnhssstuff.net/fab-stuff/ThankingtheUnsungHeroesinHealthcare>

### Lessons Learned and What's next?

TAP has learned a lot about the realities of working in healthcare and social care and is even more determined to ensure that its free-to-use social thanking platform is utilised as fully and as a widely as possible across the healthcare sector to ensure that keyworkers are given the recognition and appreciation they deserve.

For more information on how your organisation can benefit from TAP's free-to-use social thanking platform, please visit [www.thankandpraise.com](http://www.thankandpraise.com) or email [james@thankandpraise.com](mailto:james@thankandpraise.com)