

<b>People Strategy 2022 - 2027</b>			
<b>Meeting</b>	Board of Directors		
<b>Date</b>	15/06/2022	<b>Agenda item</b>	
<b>Lead Director</b>	Paula Simpson, Chief Nurse		
<b>Author(s)</b>	Carla Burns, Deputy Director of HR and OD		
<b>Action required</b> (please tick the appropriate box)			
<b>To Approve</b> <input checked="" type="checkbox"/>		<b>To Discuss</b> <input type="checkbox"/>	<b>To Assure</b> <input type="checkbox"/>
<b>Purpose</b>			
The purpose of this paper is to present the Draft People Strategy 2022-27 and request approval by Board of Directors.			
<b>Executive Summary</b>			
<p>The work of Education and Workforce Committee has significantly influenced the development of the Draft People Strategy 2022 – 2027.</p> <p>The Draft People Strategy acknowledges the resilience of our staff who have worked tirelessly throughout the Covid-19 pandemic to keep our communities safe. It also signals an intent to be move forward in an ambitious manner, prioritising workforce wellbeing and making WCHC the organisation of choice for professionals with a wide range of skills and experience.</p> <p>The strategy is framed around three themes and twelve principles, all underpinned by our organisational values, Trust, Open, Compassion.</p> <p>The strategy incorporates all 7 NHS People Promises as well as the priorities listed in the 2030 Vision for HR and OD.</p> <p>Delivery of this strategy includes measurable outcomes identified under each theme and assurance regarding delivery of each of these outcomes will be received at Education and Workforce Committee on a quarterly basis.</p> <p>The strategy has been developed following extensive engagement and consultation and is brought today to request comments and feedback prior to approval by the Board of Directors.</p>			
<b>Risks and opportunities:</b>			
No current risks have been identified.			
<b>Quality/inclusion considerations:</b>			
Quality Impact Assessment completed and attached <input type="checkbox"/> No Equality Impact Assessment completed and attached <input checked="" type="checkbox"/> Yes A QIA and further EIAs will be completed as part of the delivery planning process.			
<b>Financial/resource implications:</b>			
No financial or resource implications have been identified.			
<b>Trust Strategic Objectives</b>			
Please select the top three Trust Strategic Objectives that this report relates to, from the drop down boxes below.			
Our Populations - outstanding, safe care every time	Our Populations – provide more person-centred care	Our Populations - improving services through integration and better coordination	

<b>Board of Directors is asked to consider the following action</b>		
Board of Directors is asked to approve the Draft People Strategy 2022-27		
<b>Report history</b>		
<b>Submitted to</b>	<b>Date</b>	<b>Brief summary of outcome</b>
Education & Workforce Committee	08/06/2022	Positive feedback received. Comments incorporated into Draft People Strategy 2022-27
ELT	31/05/2022	Positive feedback received. Comments incorporated into Draft People Strategy 2022-27
Joint Forum	26/05/2022	Positive feedback received. Comments incorporated into Draft People Strategy 2022-27
Directors and Deputies Forum	23/05/2022	Positive feedback received. Comments incorporated into Draft People Strategy 2022-27
Staff Council	18/05/2022	Positive feedback received. Comments incorporated into Draft People Strategy 2022-27
Education & Workforce Committee	08/06/2022	The committee supported the People Strategy 2022-27 for onward presentation to the Board of Directors for approval.



Wirral Community  
Health and Care  
NHS Foundation Trust

# People Strategy

2022 - 2027

SHAPING  
**OUR**  
FUTURE

# Putting people first

Our people are vital to the effective delivery of high quality services and the realisation of our organisational aims and goals. During the pandemic, the adaptability, resilience and agility of approach from colleagues demonstrated their total commitment to patients, serviceusers and each other.



We employ approximately 1800 people in a variety of roles, delivering Community, health and Care services to the population of Wirral and beyond. This People Strategy sets out our ambition for those staff over the next 5 years and complements the other Trust strategies that make up the Trust's long term vision. Its purpose is to set a clear vision and framework for delivery that provides guidance but is also flexible enough to adapt to changing demands. The environment in which we operate has been described as volatile, uncertain, complex and ambiguous (VUCA) which makes it difficult, but not impossible, to succeed. Those organisations that are doing better are those who understand the importance of prioritising the experience of their colleagues.

Our ambition is to create a work environment that supports colleagues to be their authentic selves at work, looks after their diverse needs and ensures that they thrive whilst developing and enhancing their skills and knowledge. This will ensure they are able to adapt to new models of care and ways of working whilst providing them with the right technology to do their jobs so they can best meet the evolving needs of those who use our services.

Our strategy has four key ambitions which are aligned to the core aims of the NHS People Promise. Each ambition describes what we want to do, our main areas of focus and what we regard as our measures of success. It incorporates what we have learned over the last 2 years working in a pandemic



- where the contribution and dedication of our staff made an absolutely crucial difference to the health and care of our service users.

Constructive lessons include the ability to respond rapidly to ever changing circumstances and demands, stepping up and stepping down our services, working remotely and increasing our use of digital technology. Importantly, it made our staff even more unified as Team WCHC and working with a renewed sense of purpose. We will build on this to ensure we take proper care of the staff who have been with us on this challenging journey whilst also attracting and welcoming new people who want to be aligned to our Trust values of Compassion, Open and Trust.

Our ethos is that our care for our people is as important as our care for our patients/service users. Research evidence clearly demonstrates that healthcare outcomes improve when organisations look after the health and wellbeing of their staff. Therefore staff wellbeing is our priority which is why this features first in the four ambitions in our strategy, just as it sits at the centre of the wider NHS People Plan and the NHS People Promise.

We created our new values in 2021 with involvement from our staff and have done the same with this strategy. We held a number of focus groups where we invited a cross section of staff to talk about what mattered to them. Their feedback has been incorporated and included the following key reflections:

- Keep things simple, clear, easy to understand as well as user friendly
- Authenticity is important - what we think, feel, do and say should be aligned
- Feeling safe, valued and supported is essential if people are to develop, learn from mistakes and improve quality
- Culture is vital along with flexibility, compassion and inclusion

In addition to this we have also used the rich source of information on staff experience derived from the annual staff survey and Pulse surveys to inform our direction of travel.

Creating a diverse and inclusive organisation is a key driver of our People Strategy which is why it is fully aligned to our Inclusion and Health Inequalities Strategy - there are key overlaps between what we want to achieve for the people we employ and the people to whom we provide services.

We are committed to creating a workforce that reflects the diverse populations we serve and has the skills to drive a compassionate and inclusive culture. Our current staff network groups - BAME, LGBTQ+, Dis Ability and Working Carer networks - brings employees with shared characteristics together in a safe protected space. This gives colleagues from across the Trust the opportunity to talk, share and promote ideas as well as suggestions on how the organisation can improve its inclusion agenda and encourage a culture of respect and equality so all staff can reach their full potential without fear of discrimination - bringing their whole selves to work.

Finally, we have achieved much already and our ambition continues to support our community to live well by not by working as individuals but as one team, Team WCHC.



# People Strategy Model

Making WCHC an organisation where people are proud and excited to work, are free to be themselves and where the development and care of our people is as important as the care of our populations.



Underpinned by the NHS People Promise



# The NHS People Promise

All seven of the NHS People Promises are incorporated into our strategy, which are a core element of the national NHS People Plan.

In addition, the strategy incorporates the People Pillars from the 2030 Vision from the "The Future of NHS HR and OD".

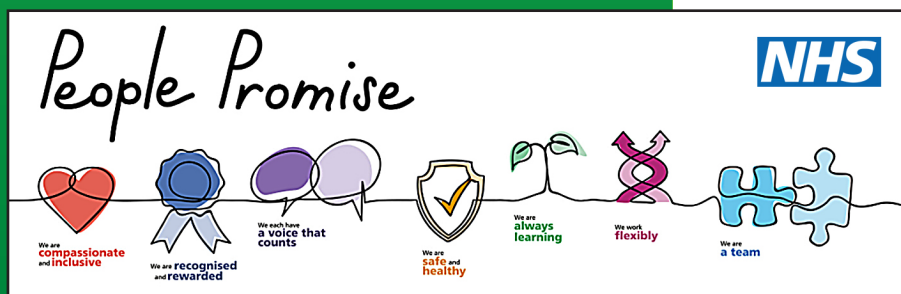
Our key strategic ambitions and the NHS 2030 Vision Pillars are mapped opposite.

Our Ambitions	NHS People Promise	2030 Vision for HR & OD
Looking after our staff	We are compassionate and inclusive We are recognised and rewarded We are safe and healthy	Prioritising the health and wellbeing of all our people Creating a great employee experience
Culture and belonging	We each have a voice that counts We are a team	Ensuring inclusion and belonging for all
Growing and developing our workforce	We are always learning	Supporting and developing the people profession Harnessing the talents of all our people
New ways of working and delivering care	New ways of working and delivering care	Leading improvement, change and innovation Embedding digitally enabled solutions Enabling new ways of working and planning for the future

We believe that our colleagues deserve the best and to meet our ambitions, as well as managing the existing and new challenges we face, we have set ourselves demanding objectives. Meeting these objectives will support the creation of an inclusive, restorative and open culture across our localities and within the Integrated Care System in which our services are based.

We will seek to maximise the impact of our status as an anchor organisation by supporting the employment of staff from our local communities - this will include exploring opportunities to bring people in from under- represented groups including eg, those leaving care.

Alongside our directly employed colleagues, we also welcome people who work as volunteers - adding significant value to our pool of talent. We will continue to seek new and innovative ways to build our workforce, create new roles and provide as much flexibility for colleagues/ as service delivery will allow.



# What we've achieved so far...



## Engagement

- Embedded our Leadership for All model
- Refreshed our organisational values to support shaping our future
- Reinvigorated our key people policies through the just and learning culture lens
- Ensured all staff from across the organisation have a voice via the establishment of effective staff networks



## Wellbeing

- Established a network of Wellbeing Champions
- Appointed a Wellbeing Guardian at Board level
- Facilitated hybrid and flexible working through Covid-19



## Education

- Received national recognition for good person-centred practice around appraisal during covid-19
- Supported the safety of the Trust by establishing a robust approach to mandatory and role specific training
- Improved development opportunities for staff via innovative use of the apprenticeship levy eg, social worker qualification, assistant practitioners and trainee nurse associates



## Workforce Delivery

- Maximised benefit of ESR via the successful implementation of Manager Self Service and roll out of E Roster
- Successful growth of services responding to the needs of the populations we serve
- Successful incorporation of Adult Social care into the Organisation

# Our People Ambitions

## Looking after our people

Colleagues will feel safe and supported at work. They will feel able to bring their whole selves to work and will recommend the organisation as a good place to work to the people around them.

## Culture and belonging

We will develop a shared understanding of the compassionate and inclusive culture we wish to create with the skills, processes and principles to deliver this so that all our people can thrive at work.

## Growing for the future

We will have engaged, motivated and highly skilled staff reflective of our population with the right numbers to meet activity and operational demand.

## New ways of working

We will make best use of digital solutions, enabling our people to work differently and to support new models of care and will create a sustainable supply of workforce to meet the needs of our patients now and for the future.

## Our People Ambitions are underpinned by 12 principles

### 1. Compassionate and inclusive

We will nurture compassionate, inclusive and effective leaders and managers at all levels.

### 2. Safe and healthy

We will ensure safe staffing levels are maintained, with Health and Wellbeing prioritised and personalised for all staff.

### 3. Heard and valued

We will ensure that all staff voices are heard and are central to everything we do at Team WCHC, working together to make our services better.

### 4. Safe and supported

We will embed compassionate and inclusive people practices as standard at every level.

### 5. Fair and understood

We will further embed a Restorative and Just Culture, consistently taking a strength based compassionate approach.

### 6. Inclusive and welcoming

We will improve the diversity of our workforce, creating a more inclusive environment and ensuring all people are welcomed and voices heard.

### 7. Opportunities for all

We help all our people to fulfil their ambition and potential through talent management processes.

### 8. Clear career pathways

We will provide progression opportunities to clear career pathways, making it easier to move roles and progress.



### 9. Empowered and innovative

We will support services in delivering transformation and innovation by building strong organisational development capability across people services.

### 10. Digitally enabled workforce

We will make best use of technology and digital solutions by equipping ourselves with digital capability and the ability to support virtual working practices.

### 11. Ambitious and informed

We will work with partners to develop new roles and services which meet the changing needs of the people we serve.

### 12. Systemwide planning

We will work with partners to sustainably supply the workforce for the future through growing our own and building on being an anchor institute.

# Delivery

Delivery of this strategy requires actions at multiple levels - individual, team, trust and system.



## Individual Level

The conditions for individuals to realise their potential and exercise their autonomy will be created:

- Access and signposting to health and wellbeing resources
- Opportunities for learning, development and career enhancement
- Clarity of roles and responsibilities
- Support for individuals to increase self awareness, self compassion and impact on others



## Team Level

Services will be run for the mutual benefit and support of both our colleagues and those who use services:

- Leadership and management development
- Structured team development and coaching
- Toolkits, access to staff/patient feedback
- Support with local cultural development
- Recognition of the importance of local line managers in improving staff engagement



## Trust Level

Staff experience will be a key enabler for the effective management of the Trust. Provision will be made to:

- Implement policies which support our aims and ambitions
- Provide Trust wide access to effective People systems such as appraisal, talent management
- Provide fair and equitable access to learning and development
- Ensure people systems and processes are efficient and effective for those using them



## System Level

Opportunities to collaborate, cooperate and innovate on the people agenda will be sought:

- Seek consistency and consider the whole workforce across the system
- Develop opportunities for staff to move easily between local organisations
- Collaborative workforce planning across the system

# Staff Engagement

We will ensure that the experience of our colleagues is prioritised alongside that of our patients and service users.

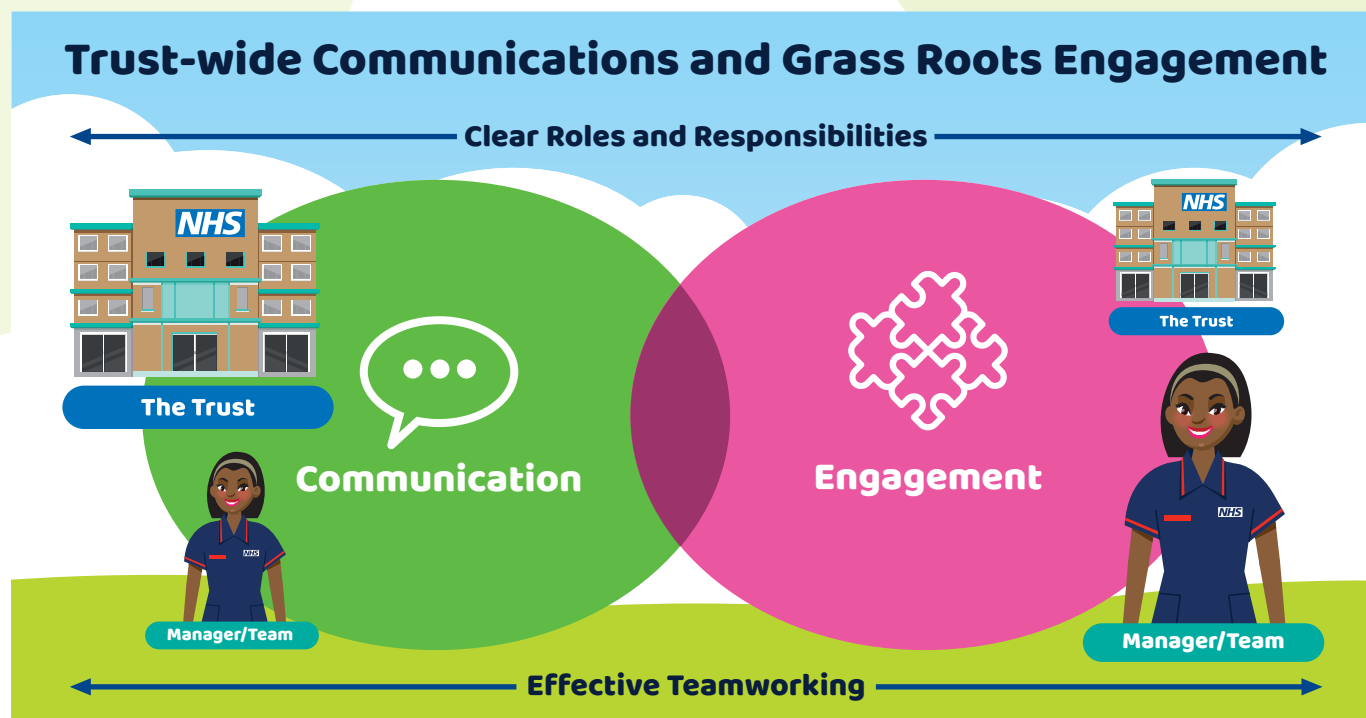


An increasingly competitive labour market means that we must seek more meaningful ways to engage our people and recent research has shown that the main reasons people cite for leaving their job relate to negative workplace culture and failure of organisations to recognise good performance. Our strategy will seek to address this.

Engagement and communication are two complementary functions that we need to do with our colleagues and service users/patients. The infographic below shows this overlap and

the role that individuals and the organisation play with a key focus on recognising that the highest levels of engagement are created at an individual and team level.

Why does engagement matter? Research has shown that for colleagues and people who use our services, higher levels of engagement are linked to better patient outcomes including lower mortality. What creates engagement? People feel engaged when they feel heard and seen and that they have autonomy and influence.



# Staff Experience

We will ensure that the experience of our colleagues is prioritised alongside that of our patients and service users.

Recent research by Prof. Michael West in the NHS has outlined 8 key factors that are linked to improved staff experience:

## Autonomy

The need to have control over one's work life, and to be able to act consistently with one's values.

- 1 Authority, empowerment and influence
- 2 Justice and fairness
- 3 Work conditions and working schedules

## Belonging

The need to be connected to, cared for by, and caring of colleagues and to feel valued, respected and supported.

- 4 Teamworking
- 5 Culture and leadership

## Contribution

The need to experience effectiveness in work and deliver valued outcomes.

- 6 Workload
- 7 Management and supervision
- 8 Education, learning and development

These crucial factors are reflected and addressed in our strategy, ensuring that our work has a recent and reliable evidence base.



# Ambition 1: Looking after our people

## Our five year aspirations...

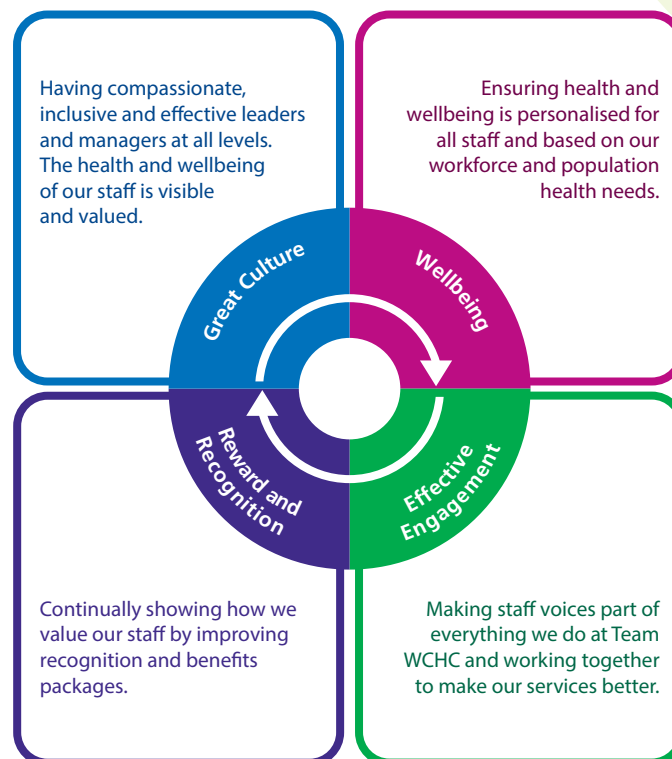
Colleagues will feel safe and supported at work. They will feel able to bring their whole selves to work and will recommend the organisation as a good place to work to the people around them.

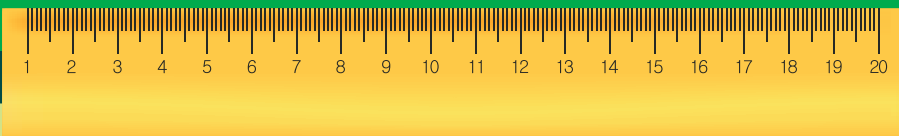
### Goal

To ensure our staff enjoy working here and leaders are given the time and skills to lead and effectively manage teams, improving the quality of care for our patients/ service users.

To ensure that feedback from staff is regularly sought and acted upon and staff who have particular needs or circumstances are supported eg, carers, those with disabilities.

### We will achieve this by





## We will measure success by evidencing that...

**Measure 1: People metrics are monitored, reported on and improved where appropriate, including staff survey.**

Health and wellbeing conversation training is delivered to all line managers. Empowering managers to facilitate flexible working aimed at maximising wellbeing and creating best outcomes.

**Measure 2: Demonstrable year on year improvements in staff survey feedback regarding wellbeing.**

Wellbeing plans are used consistently and include an evaluation of individual and cultural needs.

Wellbeing activity in the workplace is promoted.

**Measure 3: Demonstrate year on year increase in staff engagement activity resulting in tangible improvements to staff experience.**

Staff council and champion roles are encouraged and promoted across all localities.

Staff voices are heard and translated into tangible actions at all levels through pulse survey, focus groups, staff surveys.

**Measure 4: year on year reduction in staff leaving for preventable reasons.**

Staff recognition and reward packages are reviewed and enhanced.

National and local benefits are promoted and further developed in partnership with local providers.

We consistently explore staff reasons for leaving, and introduce **greener grass** conversations for when people are considering leaving.

## During the next five years

- We will see improved levels of staff engagement in our national and local surveys year on year
- Recruitment and Retention resources will be developed to boost interest in the Trust as a place to work
- We will make available as many resources as possible to our staff to support their wellbeing both in and out of work
- We will make staff feel valued and supported to bring their whole selves to work
- Managers will have access to tools to support them with the effective management of their teams

# Ambition 2: Culture and Belonging

## Our five year aspirations...

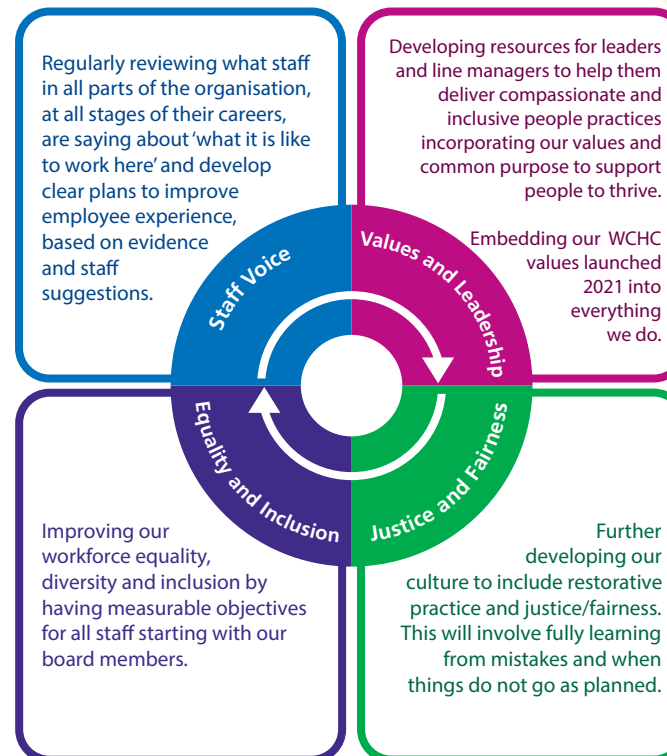
We will develop a shared understanding of the compassionate and inclusive culture we wish to create, with the skills, processes and principles to deliver so that all our people can thrive at work.

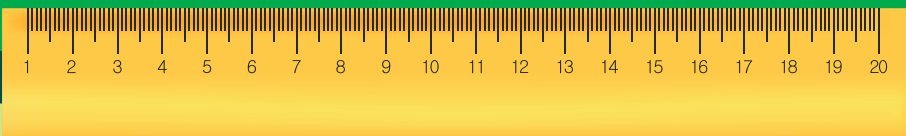
### Goal

To create an environment where leaders and managers demonstrate how much they value staff through compassionate decision making, including active promotion of inclusion and diversity.

To ensure that the values of our organisation are demonstrated across all individuals, levels and localities.

### We will achieve this by





## We will measure success by evidencing that...

**Measure 5: Set and monitor yearly targets for the quality of annual appraisals, including a focus on values.**

Our Leadership Quality Framework is fully embedded across the organisation. Ensuring that Trust Values are implemented across all people practices including recruitment, appraisal, supervision and they are demonstrated at all levels.

**Measure 6: Participants involved in incidents report feeling that they have been treated fairly and any lessons learned are acted on.**

Ensuring training is delivered to senior leaders and line managers in culture, equality, inclusion, fairness and justice.

Aligning quality and people processes to reviewing incidents and identifying learning with consistent approach to Quality Improvement (QI).

Learning from patient and staff experiences.

**Measure 7: Set and monitor targets to ensure workforce is more representative of the local community at all levels.**

Embedding cultural awareness training.

Further developing our Staff networks as active partners in decision making processes.

Positive action for senior roles.

**Measure 8: See a year on year improvement in staff survey results.**

Making career conversations easy to access.

Evaluating appraisal experience and continuously improving the process based on staff feedback.

Embedding a staff suggestion scheme.

Ensuring that effective exit processes are in place to ensure learning and improve retention.

## During the next five years

- We will embed our values across the whole organisation supported by a behavioural standards framework
- Cultural development resources will be established for individuals and teams
- A consistent approach to teamworking will be created
- We will hear from staff at all levels and from underrepresented groups and we will act on their feedback
- Restorative approaches will be sought where historical issues re-occur

# Ambition 3: Growing for our future

## Our five year aspirations...

We will have engaged, motivated and skilled staff reflective of our population with the right numbers to meet activity and operational demand.

### Goal

That staff are able to grow, develop and realise their full potential.

### We will achieve this by





## We will measure success by evidencing that...

**Measure 9: Comprehensive career pathways will be developed across professions and staff groups.**

Career ambition from appraisal conversations is fed into a clear succession planning process.

**Measure 10: All of our senior managers will have participated in relevant leadership development.**

Managers are supported to further developing their leadership skills in line with our Leadership Qualities Framework.

**Measure 11: Deliver systems leadership training to all relevant senior managers.**

We provide opportunities to HR & L & OD team to enhance organisational development skills.

Organisational development skills are enhanced at all levels of leadership across the Trust.

Building system leadership capabilities across senior leaders.

**Measure 12: Delivery of a Trust wide annual training plan focussing on key skills/knowledge gaps aligned to our workforce plan.**

Providing professional development programmes aligned to workforce plans.

Rotating posts across localities and across the system giving staff different experiences and perspectives.

Pro-actively encouraging secondments with partner organisations.

## During the next five years

- We will Plan and target development opportunities
- We will ensure staff have access to a coaching and mentoring offer
- We will create tools, resources and training to address basic people management education needs
- We will deliver Trust wide training and workforce plans to address current skills gaps and staff shortages
- We will improve our approach to talent management and succession planning, supporting staff to develop their career at the Trust

# Ambition 4: New ways of working and delivering care

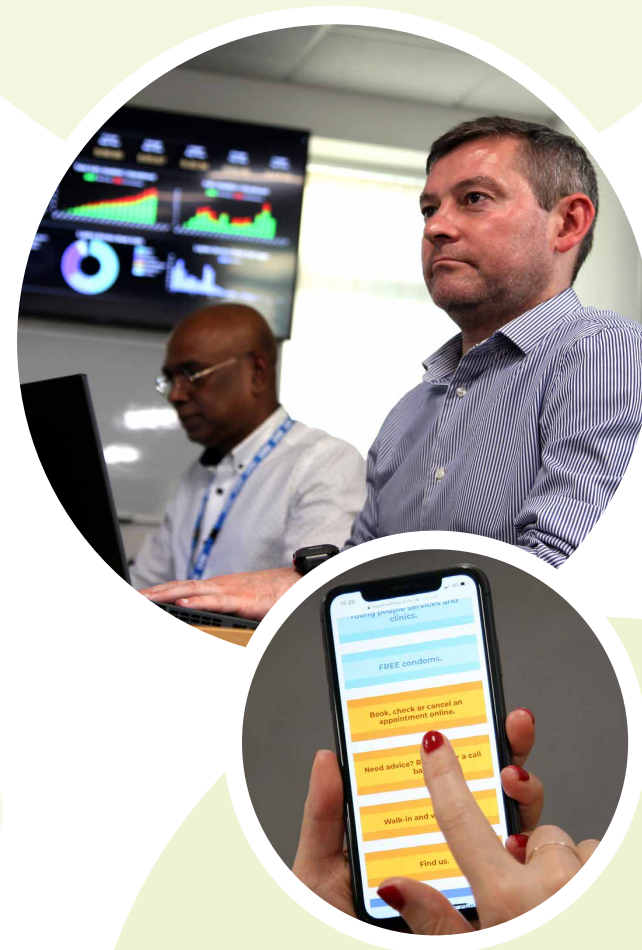
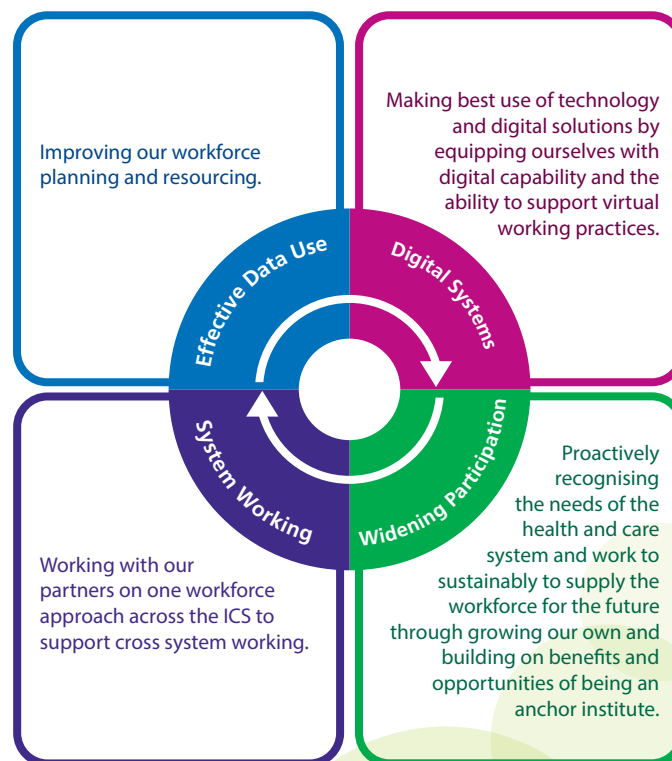
## Our five year aspirations...

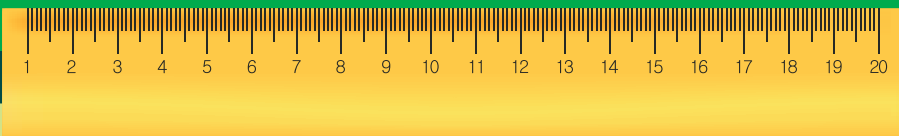
We will make best use of technology and digital solutions to deliver great people services, enabling our people to work differently and to support new models of care. We will play our part in creating a sustainable supply of workforce through developing talent pipelines from the community which meets the needs of our patients now and for the future.

### Goal

To enable new ways of working and planning for the future, support embedding digitally enabled solutions. We will seek to undertake system-based working with our partners.

### We will achieve this by





## We will measure success by evidencing that...

**Measure 13: Set annual targets to achieve full roll out of E-Roster including the introduction of the E-Roster SafeCare facility (or equivalent) to support safe staffing standards.**

E-Rostering utilisation is optimised to support safe care delivery and E-job planning.

Digital solutions are employed to support temporary staffing solutions and produce efficiencies.

We access new digital resourcing opportunities to support system wide accessibility.

**Measure 14: increased numbers of people joining the organisation from currently underrepresented groups including those from CorePlus5 communities.**

We widen access to employment opportunities across our localities, engaging with our communities and supporting local people into NHS careers.

Developing multiple career pathways and opening up new ways of working to grow and develop skills in our own workforce and across the system.

**Measure 15: Delivery of system wide workforce projects which enable flexibility and sustainability of health and care careers across the communities we serve.**

Co-designing systemwide workforce solutions, facilitating free movement of staff across the system to retain staff.

Facilitating system wide learning and development opportunities.

**Measure 16: Demonstrate year on year improvement in people data quality and the use of that data driving improvements.**





Ensuring the Trust has structured workforce planning embedded across the organisation sustaining longer term capacity.

Improving real time People data and analytics and agreed people metric data sets.

## During the next five years

- ESR and E-Roster Systems will reflect new geographical workforce and new services
- Trust wide retention plans will be in place and be positively evaluated
- Trust wide workforce plans will address skills shortages and sustainable workforce supply
- We will have agreed People data sets which will be used to monitor staff experience and which will be viewed with the same importance as operational performance data
- We will seek to optimise processes whilst seeking ways to automate them to free up time to explore innovation

# Five year People Strategy Roadmap

	2022/23	2023/24	2024/25	2025/26	2026/27
 <div>Looking after our staff</div>	Health and wellbeing is personalised for staff				
			Reduced staff turnover		
		Enhanced recognition and reward packages			
		Improved levels of health for staff and communities			
 <div>Culture and belonging</div>	Fully inbed Leadership Qualities and Restorative and Just Culture				
	TeamWCHC values embedded and visible				
				Best Trust to work in area	
 <div>Growing for the future</div>	Succession planning in operation				
		Comprehensive career pathways in place			
		Reduced skill shortages and staff working across system			
 <div>New ways of working and delivering care</div>	Embedding E Roster				
		Regular use of real time people data			
		One workforce approach			

## EQUALITY, HEALTH INEQUALITY IMPACT AND RISK ASSESSMENT – STAGE 2

Please complete all sections  
Guidance documents available

Name of Service:

Chief Executives Office

Assessment Lead:

Carla Burns, Deputy Director of HR and OD

Executive Lead for the assessment:

Paula Simpson, Chief Nurse

Who is involved in undertaking this assessment: *(please list all involved excluding assessment lead)*

Neil Perris, Head of Inclusion & Inequalities

Start date:

23/05/2022

Completed date:

Ongoing

**Who is impacted by the  
service / project /  
change?**

**Yes**

**No**

**Indirectly /  
Possibly**

Patients, Service Users

**x**

Carers or Family

**x**

General Public

**x**

Staff

**x**

Partner Organisations

**x**

### Summary information of the strategy being assessed:

Draft People Strategy 2022 -2027

The Draft People Strategy 2022 – 27 sets out our ambition for improving the well-being, experience and future career opportunities for WCHC staff.

The strategy is based around the following four ambitions and twelve principles:

#### Looking after our staff

- Compassionate and inclusive
- Safe and healthy
- Heard and valued

#### Culture and belonging

- Safe and supported
- Fair and understood
- Inclusive and welcoming

#### Growing for the future

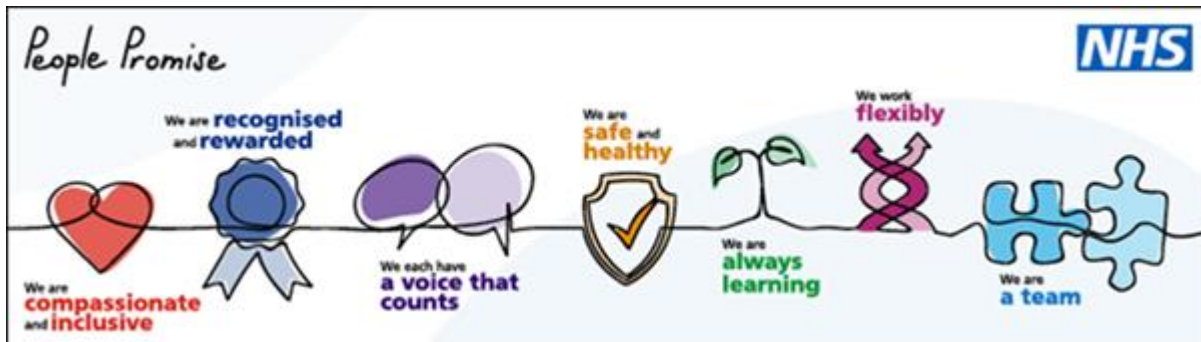
- Opportunities for all
- Clear career pathways

- Empowered and innovative

### **New ways of working**

- Digitally enabled workforce
- Ambitious and informed
- Systemwide workforce planning

It is underpinned by the NHS People Promise and aligns to the 203 Vision for HR & OD



### **Aims and objectives strategy:**

The aims and objectives of the strategy are

#### **Looking after our people**

Colleagues will feel safe and supported at work. They will feel able to bring their whole selves to work and will recommend the organisation as a good place to work to the people around them.

#### **Culture and belonging**

We will develop a shared understanding of the compassionate and inclusive culture we wish to create with the skills, processes and principles to deliver this so that all our people can thrive at work.

#### **Growing for the future**

We will have engaged, motivated and skilled staff reflective of our population with the right numbers to meet activity and operational demand.

#### **New ways of working**

We will make best use of digital solutions, enabling our people to work differently and to support new models of care and will create a sustainable supply of workforce to meet the needs of our patients now and for the future.

Over the next 5 years, we will ensure that the experience of our colleagues is prioritised alongside that of our patients and service users. An increasingly competitive labour market means that we must seek more meaningful ways to engage our people and recent research has shown that the main reasons people cite for leaving their job relate to negative workplace culture and failure of organisations to recognise good performance. Our strategy will seek to address this.

<p><b>If this assessment relates to a review / current service or policy, what are the main changes proposed and reason why:</b></p> <p>The Draft People Strategy has been developed after a holistic review of the previous Strategy and represents a new approach, focussed more clearly on creating opportunities for staff and developing an ethos of inclusion and accountability.</p>	
<p><b>What engagement work is planned / or carried out and how will you involve people from equality groups to ensure that their views inform decision making:</b></p> <p>A core enabler of the Draft People Strategy is staff engagement. The consultation of the strategy has included engagement with staff as this principle will be embedded within the delivery plan, ensuring that Board of Directors continuously improve their understanding of staff experience across the organisation.</p>	
<p><b>Does the proposal or change help to reduce health inequalities? YES</b></p> <p><b>If yes, please summarise these:</b></p> <p>Yes.</p> <p>A central ambition of the strategy is to reduce inequalities across the workforce and this is detailed well within the document.</p>	
<p><b>Does the proposal relate to impacts due to COVID-19? YES</b></p> <p><b>If yes, please summarise these:</b></p> <p>Yes.</p> <p>Covid has exacerbated inequalities across the populations we serve, including our workforce, and we will work hard through the implementation of the strategy to reduce the gap as part of our wellbeing commitment to staff.</p>	
<p><b>Evidence section</b></p>	
<p><b>What evidence have you considered within this assessment?</b> (this can include NICE / research / engagement work / demographics / service data)</p> <p>Consideration has been given to workforce demographics, public health intelligence data, NHS People Plan, The future of NHS human resources and organisational development report, national reports relating to covid related outcomes and Wirral's Public Health Annual Report 2021.</p>	
<p><b>If this assessment relates to a strategy, has an equality statement been added or planned to be added?</b></p> <p><b>If no, please state why not:</b></p>	<p>Yes</p>
<p><b>IMPACT ASSESSMENT:</b></p>	

This section should record any known or potential impacts on equality groups and other groups at risk of poorer health outcomes. Impacts may be both negative and positive. Think about barriers to access and how different groups may be disproportionately impacted. You can copy and paste this tick: ✓

Age	Positive effect	Negative effect	Neutral
	✓		

Explanation:

Our approach to flexible working and associated opportunities such as flexible retirement provides a positive impact in relation to some age categories.

Disability	Positive effect	Negative effect	Neutral
	✓		

Explanation:

Along with our inclusion strategy, there is clear focus on ensuring that all voices, including under-represented groups can be heard and encouraged to influence change.

Physical access to the workplace is continuously reviewed and we achieve high standards of access for this group.

Throughout delivery of this strategy alongside the Inclusion and Health Inequalities Strategy, we will be placing a high level of priority on ensuring we capture people's distinct needs to ensure staff with disabilities remain in the workplace with all reasonable adjustments made to maintain optimum wellbeing for the individual.

Our ability staff network will be a key reference group for consultation of the strategy, and we will measure impact of the strategy through the Workforce Disability Equality Standard.

Sexual Orientation	Positive effect	Negative effect	Neutral
	✓		

Explanation:

Along with our inclusion strategy, there is a clear focus within the strategy on ensuring all voices are heard and acted upon.

Within the staff wellbeing section, there is a commitment to ensuring that all staff voices are heard and are central to everything we do at Team WCHC, working together to make our services better.

To support this all staff have access to high quality inclusion and health inequalities training. Compliance will be measured as part of our annual plans and there is an expectation that care pathway design will co-developed with people, including those with protected characteristics.

Our LGBTQ+ staff network will be a key reference group for consultation and implementation of the strategy.

In addition, we are committed to attaining an LGBTQ+ Inclusion charter mark (Rainbow Pin Badge 2) an ambition which is articulated with our Inclusion and Health Inequalities Strategy

Gender Reassignment	Positive effect	Negative effect	Neutral
	✓		

Explanation:

The ethos of the strategy is inclusive and promotes appreciative enquiry to promote a better understanding of staff experience, work related outcomes and barriers to healthy workplaces.

By asking key questions, managers will be better able to support staff in a sensitive, respectful manner.

We are committed to attaining an LGBTQ+ Inclusion charter mark (Rainbow Pin Badge 2) an ambition which is articulated with our Inclusion and Health Inequalities Strategy

In addition, we will be encouraging the use of pronouns in email signatures as a way of reflecting respect and support by engaging with people in language that reflects appropriate gender identity.

Sex	Positive effect	Negative effect	Neutral
	✓		

Explanation:

Workforce progression outcomes vary according to sex and this strategy will ensure that these inequities are understood by staff so that appropriate career progression interventions can be offered.

Race	Positive effect	Negative effect	Neutral
	✓		

Explanation:

Within the strategy there is a purposeful acknowledgement for the need to build strong partnerships with community groups and leaders to ensure the workforce is better representative of the populations we serve.

This will enable us to engage more effectively with our people in understanding what their distinct work based needs are relating to race, religion and belief.

<p>Workforce progression outcomes vary according to race and ethnicity and this strategy will ensure that these inequities are understood by staff so that appropriate career progression interventions can be offered.</p> <p>Our BAME staff network will be a key reference group for consultation of the strategy, and we will measure impact of the strategy through the Workforce Race Equality Standard.</p>			
<b>Religion and Belief</b>	<b>Positive effect</b>	<b>Negative effect</b>	<b>Neutral</b>
	✓		
<p>Explanation:</p> <p>As above.</p>			
<b>Pregnancy and Maternity</b>	<b>Positive effect</b>	<b>Negative effect</b>	<b>Neutral</b>
	✓		
<p>Explanation:</p> <p>The demographic of our workforce reflects a high proportion of female staff of childbearing age.</p> <p>This strategy will ensure that we offer flexibility and ensure wellbeing and work life balance is achieved for working parents.</p>			
<b>Marriage and Civil Partnership</b>	<b>Positive effect</b>	<b>Negative effect</b>	<b>Neutral</b>
			✓
<p>Explanation:</p> <p>There is a neutral impact for this characteristic group</p>			
Other groups at risk of poorer health outcomes:			
<b>Carers</b>	<b>Positive effect</b>	<b>Negative effect</b>	<b>Neutral</b>
	✓		
<p>Explanation:</p> <p>There is a key focus on placing the voice of all staff at the heart of everything we do within the strategy, and this will have a direct and positive impact on working carers.</p> <p>Our Working Carers staff network will be a key reference group for consultation and implementation of the strategy.</p>			
<b>Socio-economic deprivation</b>	<b>Positive effect</b>	<b>Negative effect</b>	<b>Neutral</b>
	✓		
Explanation:			

This strategy, along with the Inclusion and Health Inequalities Strategy directly attend to the inequalities that exist associated with socio-economic deprivation through the ambitions outlined in the Looking after our People ambition.

This strategy identifies the impact of both health and socio-economic disadvantage and attends to this disparity by ensuring access to health and wellbeing alongside financial support schemes being made available to staff.

In addition, there is a high risk of intersectionality in these areas, where people with protected characteristics may reside in areas of socio-economic disadvantage.

This issue is addressed by ensuring all managers and staff have access to equality, diversity and inclusion training and is supported also through the measures listed in the Quality Strategy 2022-27.

Other groups e.g. Asylum Seekers, Homeless, Sex Workers, Military Veterans, Rural communities – please state	Positive effect	Negative effect	Neutral
	✓		

Explanation:

The strategy presents a commitment to ensuring we are responding to the needs of all people who live in our communities. This may include asylum seekers, homeless people, military veterans etc.

We will achieve this by ensuring that the workforce has a good understanding of the issues relating to certain minority groups and approach their care with compassion.

Through the period of delivery of this strategy, we will ensure we establish strong links with voluntary and community groups so that we can be responsive quickly to changing needs in our communities.

#### Equality Legal Duties – compliance

Has WCHC given due regard and given consideration for the following:

<b>Eliminating unlawful discrimination, harassment, and victimisation</b> <i>Unlawful discrimination takes place when people are treated 'less favourably' as a result of having a protected characteristic</i>	Yes
<b>Advancing equality of opportunity between people who share a protected characteristic and those who do not</b> <i>Making sure that people are treated fairly and given equal access to opportunities and resources</i>	Yes
<b>Fostering good relations between people who share a protected characteristic and those who do not</b> <i>Creating a cohesive and inclusive environment for all by tackling prejudice and promoting understanding of difference</i>	Yes

<b>Are there any potential Human Rights concerns</b> If yes – please seek advice from the E&I team to discuss carrying out specific human rights assessment		No			
<b>Compliance to the NHS Contract</b> In relation to Service Conditions (SC13) which includes Accessible Information Standard (AIS) – see staffzone for further info on AIS		Yes			
<b>Supporting narrative to support the above responses:</b>					
<b>The Draft Quality Strategy 2022 – 27 is fully compliant with all the above equality legal duties.</b>					
<b>Equality Related Risk Assessment Section</b>					
If you have identified an equality risk, please use the table below to work out the risk score. If you have a score of 9 and above you should escalate to risk management procedures.					
	Level of risk				
Level of consequence	RARE: 1	UNLIKELY: 2	POSSIBLE: 3	LIKELY: 4	VERY LIKELY:5
1. Negligible	1	2	3	4	5
2.Minor	2	4	6	8	10
3.Moderate	3	6	9	12	15
4.Major	4	8	12	16	20
4.Catastrophic	5	10	15	20	25
If you have identified an equality risk: What is the consequence? What is the likelihood? Risk score = consequence x likelihood			Risk Score =		
Any narrative relating to risk score:					
<b>Equality Action Plan with target dates</b>					
Please include any related recommendations arising from this assessment. <u>A target date is required for all actions</u>					
Action required	Lead person	Target date	Further comments		
Date for this assessment to be shared with governance processes: <b>02/03/2022</b> (All assessments should have governance oversight)					
<b>Final Section: Approval from Equality and Inclusion Team</b>					
Date received by E&I Team for assurance check: 31/05/2022					
Person completing the assessment template: Paula Simpson, Chief Nurse					
Date and E&I Team member completing assurance check: Neil Perris 31/05/2022					
<b>What next?</b>					
1. Regularly review the action plan and update EHIIRA accordingly					

2. Save a finalised copy for your records and share with your Divisional SAFE meeting and the E&I Team and upload to SAFE
3. Follow any internal advice from the E&I Team – if provided

## Communications, Marketing and Engagement Activity Update Report for Quarter 4 - 2021/22

<b>Meeting</b>	Board of Directors		
<b>Date</b>	15/06/2022	<b>Agenda item</b>	
<b>Lead Director</b>	Alison Hughes, Director of Corporate Affairs		
<b>Author(s)</b>	Fiona Fleming, Head of Communications and Marketing		
<b>Action required</b> (please tick the appropriate box)			
<b>To Approve</b> <input type="checkbox"/>	<b>To Discuss</b> <input type="checkbox"/>	<b>To Assure</b> <input checked="" type="checkbox"/>	
<b>Purpose</b>			
<p>The purpose of this paper is to provide the Board of Directors with assurance on the implementation of communications, marketing and engagement priorities as set out in the strategy 2018-21.</p>			
<b>Executive Summary</b>			
<p>Q4 (January – March 2022) presented a diverse range of campaigns and a great opportunity for the team to support and respond to the changing needs of staff, patients and service users, explore new ways of engaging with the workforce, raise the profile of the Trust and maintain the necessary communications relating to Covid-19.</p> <p>The report details Q4 activity against the communications goals:</p> <ul style="list-style-type: none"> <li>Brand Management</li> <li>External Communications</li> <li>Internal Communications</li> <li>System Support</li> <li>Crisis Management and Sustainability</li> </ul> <p>These goals are aligned to the Trust's strategic themes.</p>			
<b>Risks and opportunities:</b>			
<p>No risks identified in this report.</p> <p>The risk in failing to have effective communication and engagement across the workforce and with the local population is mitigated by the numerous campaigns and priorities delivered.</p> <p>New ways of engaging and communicating have been realised through Covid-19 and have provided learning for the future.</p>			
<b>Quality/inclusion considerations:</b>			
<p>Quality Impact Assessment completed and attached <input type="checkbox"/> No</p> <p>Equality Impact Assessment completed and attached <input type="checkbox"/> No</p> <p>All communications and engagement activity aims to positively impact on Trust staff and those who access our services.</p>			
<b>Financial/resource implications:</b>			
<p>There are no financial/resources implications for consideration within the report.</p>			
<b>Trust Strategic Objectives</b>			
<p>Please select the top three Trust Strategic Objectives that this report relates to, from the drop down boxes below.</p>			

Our Populations - outstanding, safe care every time	Our People - improving staff engagement	Our People - advancing staff wellbeing
<b>Board of Directors is asked to consider the following action</b>		
To be assured that the communications, marketing and engagement activity evidenced in this report for Q4 meets the aims of the Trust.		
<b>Report history</b>		
<b>Submitted to</b>	<b>Date</b>	<b>Brief summary of outcome</b>
No previous reporting history.	N/A	N/A

# Communications & Marketing Board Report Q4

**Date: 15 June 2022**

**Name:** Alison Hughes, Director of Corporate Affairs

## Overview of Quarter 4 (January - March)

### Business as usual

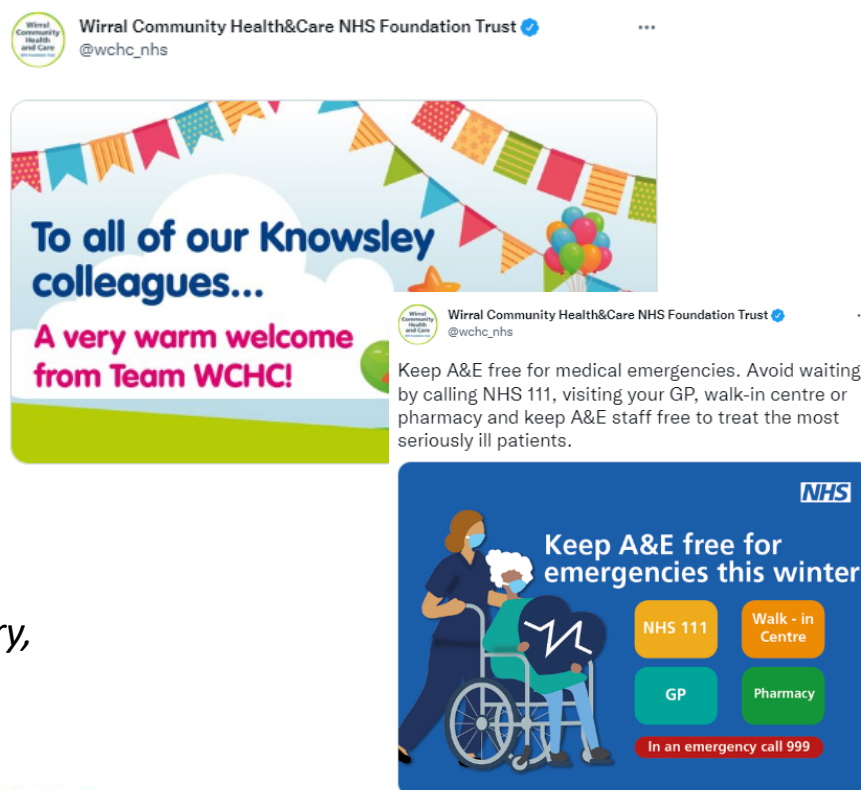
- 26 Editions of The Update
- 2 Special Editions: Social Work Week and Information Governance
- 1 Membership Update
- 130 Shout-outs published
- 14 CEO blogs / 6 CEO and director vlogs
- 55 screensavers



## Digital Summary

### Quarter 4

- StaffZone - page views = 171,409
- Website - page views = 152,161
- Twitter account @wirralct  
Total followers = 3,721 (*increase of 102*)
- Tweet impressions = 35.1k (*12.7k January, 9.1k February, 13.3k March*)



## Wirral Globe Columns

- Marine Lake Health and Wellbeing Centre
- Social Value Award
- Inclusive Health care for all – launch of Signalise and LGBTQ+ public survey
- Launch of Knowsley 0-25 service
- National Apprenticeship Week

### Honour for Wirral Community Health and Care NHS Foundation Trust

25th March

By Craig Manning  
Chief Reporter  
@craigmanning

Share [f](#) [t](#) [in](#)



Karen Howell, chief executive of Wirral Community Health and Care NHS Foundation Trust with Social Value Quality Mark, level 1.

### Construction of new medical centre begins on site



### Work starts on new West Kirby health and wellbeing centre

8th March

By Craig Manning  
Chief Reporter  
@craigmanning

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Work starts on new West Kirby health and wellbeing centre

### Wirral Globe Health Column: 'Inclusive healthcare for all'

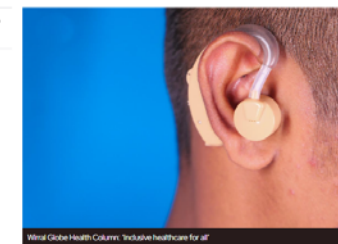
7th March

By Paula Simpson, Wirral Community NHS Trust

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New 0-25 Health and Wellbeing Service for Knowsley



Wirral Globe Health Column: 'Inclusive healthcare for all'

### Wirral Globe health column: "Build the future"

10th February

By Karen Howell

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Anna, trainee nurse apprentice

## Project highlights - Quarter 4

0-25 Service Knowsley - go live and mobilisation	0-19+ Service in St Helens	School Age Vaccination Programme	Social Value - Quality Mark, Level One - PR
Marine Lake Health and Wellbeing Centre	Allied Health Professionals- internal hub & virtual event	Staff Influenza Campaign	Covid-19 Communications
Signalise - new provider of British Sign Language interpretation	LGBTQ+ History Month/ Rainbow Badge Assessment and Surveys	Freedom to Speak Up (FTSU) - new Trust Guardian	NHS People Pulse Survey
Social Work Week	Safeguarding	Commencement of Strategy Designs	Recruitment
Wirral System Communications continue	Community Integrated Care Centre (CICC)	Staff Recognition Scheme	Awareness Days various

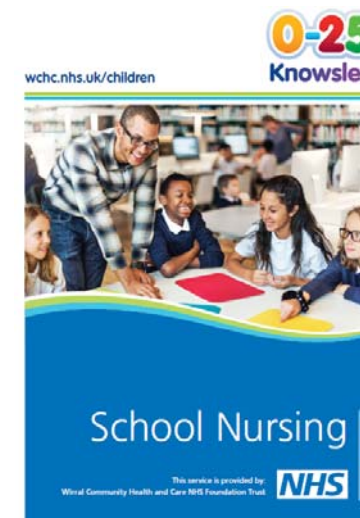
## 0-25 Service Knowsley - go live and mobilisation

- Working closely with new service leads, commissioners, and members of the programme board
- Distribution of operational guide to all colleagues
- Weekly mobilisation bulletins throughout February
- Comprehensive communications, marketing, and engagement plan
- Design and development of toolkit to support staff to promote the new service:
  - MS Teams backdrop
  - Email signature
  - PowerPoint slide deck
  - Letterhead and referral form template



## 0-25 Service Knowsley - go live and mobilisation

- Public facing materials and engagement
  - Development of localised content on the dedicated children's website
  - Launch of two Facebook pages
  - Service leaflets: health visiting and school nursing
  - Press release - joint piece (WCHC and Knowsley Borough Council)
  - Social media messages and tailored advertisements
- Recruitment campaign



Looking for your next career  
move in Children and Young  
People's Services?

We're recruiting for **Band 5** posts within  
our 0-19+ Health and Wellbeing Services  
in Knowsley.

Team WCHC

**NHS**  
Wirral Community  
Health and Care  
NHS Foundation Trust

**0-19+**  
With you all the way

## 0-19+ Service St Helens

- Launch of the Enhancing Families Programme (EFP)
- Special Educational Need and Disabilities focus - electronic update for partners, introducing the service's designated mental health nurse
- Development of service materials to showcase at the NSPCC launch event
- Copywriting and design for service leaflets - health visiting and school nursing
- Stakeholder event management - scoping and drafting and distribution of invitation
- Oral Health Day - social media campaign



### Enhanced Families Programme



**Like our new Facebook page**

Health Visiting Hub St Helens @HVHubSH



## School Age Vaccination Programme - Wirral & Cheshire East

- Partnership working with local education teams
- Regular school communications and update
  - consent process
  - importance of all children wearing a face covering when receiving their Covid-19 vaccination
  - tips to share with children on the day of their vaccination
  - local vaccination hubs offering the Covid-19 vaccination for 12-15-year-olds
  - signposting to national resources
- Social media campaigns
- Promotion of local drop-in vaccinations clinics across Wirral and Cheshire East

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NHS Foundation Trust

0-19 Health and Wellbeing Service

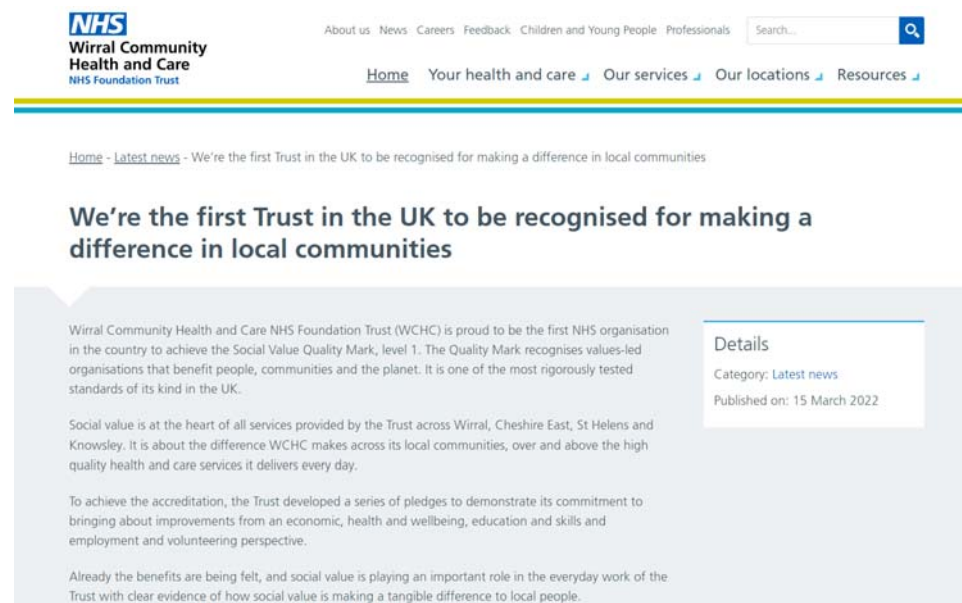
### School Age Vaccination Clinic

**Here at Victoria Central Health Centre**  
1st floor wing A  
Every Tuesday, 3.30pm - 6.00pm  
To book an appointment call **0151 514 2510**

**0-19**  
With you all the way

[WirralCouncil](#) | [Facebook](#) | [Twitter](#) | [@wchc\\_nhs](#)

## Social Value Quality Mark, Level One - PR



## Marine Lake Health and Wellbeing Centre

- Co-ordination and facilitation of a small stakeholder event on the grounds of the new site
- Key stakeholders: local Councillor Jeff Green, neighbours and local residents, local press, Eric Wright Group and representatives from Team WCHC
- Event management, stakeholder engagement, media liaison, development of press release, social media management and photography




## Allied Health Professionals - internal hub and virtual event

- Development and launch of new AHP Hub on StaffZone
- Promotion of virtual event for all Allied Health Professionals thinking of returning to practice across Cheshire & Merseyside
- Internal communications: The Update, Team WCHC Facebook group, StaffZone, screensaver

StaffZone > Services and support > Allied Health Professionals (AHPs) Hub

### Allied Health Professionals (AHPs) Hub

Here you will find everything you need to know about our AHP workforce, including publications and resources



This is the hub for all things relating to Allied Health Professions (AHPs). Here you will find everything you need to know about our AHP workforce, including publications and resources specifically for AHPs.

Cheshire and Merseyside  
AHP Faculty

### AHPs Return to Practice Event



Wednesday 30<sup>th</sup>  
March 2022

2:30pm – 4:00pm

Microsoft Teams

Register via Eventbrite  
(click here or scan barcode)



SCAN ME

#iamreadytoreturn

Imagery courtesy of Health Education England

## Staff Influenza Programme

- 'Flu February' to encourage staff to get vaccinated before the programme ended.
- As part of this, we utilised Valentine's Day with the slogan '*Show some love, get your flu vaccine.*'
- Vaccine uptake amongst frontline (reportable) staff was 71%

Show some ❤️!  
Get your flu vaccine

Arrange your flu vaccine for a time and place to suit you:

Wirral contact  
sandra.murphy123@nhs.net

St Helens contact  
bsimm@nhs.net  
07864 830 406

Cheshire East contact  
wcnt.immunisation@nhs.net  
0300 123 4607

Knowsley contact  
bsimm@nhs.net  
07864 830 406



VACCINATIONS SAVE LIVES!

Give a local charity a  
**BOOST**  
this winter!

## Covid-19 communications

### Covid-19 continued to be a key campaign:

- Vaccines, testing, isolation, boosters, risk assessments, Omicron variant
- Updated guidance via The Update each week, dedicated special edition of The Update and Manager's Briefing
- Adapting national information
- Easy to understand and accessible information



## Signalise - new provider of British Sign Language interpretation

- New interpretation support service for patients and service users who are d/Deaf
- Staff communications: screensavers, The Update articles, Team WCHC Facebook group and StaffZone
- Clear and concise information and guidance
- Externally promotion: social media, engagement with partnership agencies



# LGBTQ+ History Month / Rainbow Badge Assessment & Surveys

## Internal campaign

- Promotion and celebration of LGBT+ History Month
- Launch of assessment surveys as part of WCHC Rainbow Badge Accreditation
- Internal communications: promotion of staff survey to gain insight on staff views about LGBTQ+ inclusivity in patient/service user care
- Communication channels: screensavers, articles in The Update, staff Facebook group
- Survey responses: 210

 **LGBT+ HISTORY MONTH**

**HELP US BUILD A MORE  
INCLUSIVE FUTURE.**



**TAKE PART IN OUR  
LGBT+ SURVEY**

**...AND HELP US BUILD A MORE  
INCLUSIVE CULTURE**



# LGBTQ+ History Month/ Rainbow Badge Assessment and Surveys

## External campaign

- Promotion of a survey to help gain insight into the experiences of patients and service users and whether they felt our services were inclusive
- Communication channels: partner bulletins, social media, public website and the Partnership Forum
- Survey responses: 50

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Wirral Community  
Health and Care  
NHS Foundation Trust

## HELP US BUILD A MORE INCLUSIVE CULTURE

During your visit today we would like to invite you to take part in a short survey about LGBTQ+ inclusivity.

LGBT+ stands for lesbian, gay, bisexual and transgender with the plus representing other sexual orientations and gender identities.

This survey is open to everybody irrespective of gender identity or sexual orientation, and will help improve the experiences of LGBTQ+ people who work for, visit or receive care from our organisation. It takes a few minutes to complete and will make a difference to so many.

Your experiences help to ensure our Trust is an inclusive and welcoming environment. What you tell us will help steer our vision to ensure LGBTQ+ people feel visible, valued and represented.

Access the survey by scanning the QR code to your phone.



Thank you for your participation and valued feedback.

WCHC NHS UK | @wchc\_nhs

Inclusion  
Getting it right for everyone

## Freedom to Speak Up (FTSU) - new Trust Guardian

- Comprehensive internal communication plan to introduce the new Trust FTSU Guardian
- Newly designed posters were shared across all sites for display in staff areas
- Screensavers to introduce and familiarise a new face
- Series of FTSU Spotlight Update articles were shared, each focusing on how FTSU aligns to the Trust values



**National Guardian**  
Freedom to Speak Up

**NHS**  
Wirral Community  
Health and Care  
NHS Foundation Trust

**Together we can make a difference!**

Our Trust is committed to creating an open and honest culture so we continually learn and make improvements, keeping the people we care for and our staff safe.

Speak up to me, your line manager or one of our Champions\* to:

- raise a concern in confidence
- share ideas for improvement
- gain support
- make our Trust a better place to work

\*Visit StaffZone for the full list of Freedom to Speak up Champions and further details on reporting concerns.

**Alison Jones**  
Freedom to Speak Up Guardian  
Email: [wchc\\_guardian@nhs.net](mailto:wchc_guardian@nhs.net)

[wchc.nhs.uk](http://wchc.nhs.uk) | [nhsbuzz](https://www.facebook.com/nhsbuzz) | [@wchc\\_nhs](https://twitter.com/wchc_nhs)

## NHS People Pulse survey

- Pulse surveys promoted:
  - January - 147 responses
  - February - 182 responses
- People Pulse message is fully embedded throughout the organisation
- Key messages: how quick and easy it is to complete / an opportunity to check in and share anonymously how you are feeling
- Channels to promote the survey: screensavers, The Update, the staff Facebook group and WhatsApp broadcasts

A graphic for the NHS People Pulse survey. It features a large, stylized 'P' shape composed of concentric, semi-transparent teal and blue circles. To the right of the 'P' shape, the text 'New year... New Pulse Survey!' is written in a bold, teal font. Below this, a dark teal banner contains the text 'Your monthly opportunity to check in.' in white. Further down, the text 'Complete January's Pulse today!' is written in a bold, teal font. At the bottom, there is a QR code and the text 'Scan the QR code or visit: www.nhspeoplepulse.com'. To the right of the QR code is the NHS People Pulse logo, which consists of the NHS logo followed by the words 'People' and 'PULSE' in a stylized font.

**New year...  
New Pulse Survey!**

**Your monthly opportunity  
to check in.**

**Complete January's Pulse today!**

Scan the QR code or visit:  
[www.nhspeoplepulse.com](http://www.nhspeoplepulse.com)

**NHS People  
PULSE**

## Social Work Week

- Celebrating Adult Social Care (ASC) colleagues
- We welcomed Simon Garner, Deputy Director Adult Social Care who introduced himself to Team WCHC via a welcome video and a virtual drop-in session
- Special edition of The Update shone a light on the key ASC messages
  - Personal reflections from social work colleagues - 'what being a social worker means to me'
  - Reflection from Karen Brownhill, Adult Social Care Education Lead on the importance of continuing professional development (CPD)



### Social Work and Me

**Simon Garner**  
Deputy Director for Adult Social Care



## Safeguarding

- We welcomed our inaugural Domestic Abuse Practitioner to the Trust, signposting staff to them for any concerns - personally or professionally
- The safeguarding 'live lounge' MS Teams sessions continued, covering topics such as the Domestic Abuse Act
- 'How About You' safeguarding campaign - reminder to all front-facing staff of the importance of keeping patients and service users at the centre of all decisions

**H**ave concerns about an adult?  
**O**ur priority is them!  
**W**hat do they want?

Remember to ask... **#HowAboutYou?**

**H O W** **#HowAboutYou?**

# Commencement of Strategy Designs



## Winter system communications continued

- System partnership approach
- Distribution of z-cards continued
- Social media posts / tweets scheduled across all relevant Trust platforms
- Website content
- Articles in The Update




## Community Integrated Care Centre (CICC)

- Design and development of a series of materials
  - Posters regarding outbreak guidelines
  - Quality Improvement engagement/team development
  - Learning materials for students

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Health and Care  
NHS Foundation Trust

Community Intermediate Care Centre



**Please see the nurse in charge before entering.**

Ward under increased Infection Prevention and Control (IPC) surveillance.

**Remember!**

- Please follow all IPC precautions

[wdhc.nhs.uk](#) | [@nhsbuzz](#) | [@wdhc\\_nhs](#)

**NHS**  
Wirral Community  
Health and Care  
NHS Foundation Trust

Speech and Language Therapy Service

### Recommendations for Oral Intake

Patient's name: .....

Fluids	
Diet	
Special Instructions	

Advice subject to contraindications regarding chest status and aspiration.

Therapist's name: ..... Therapist's signature: .....

Date: .....

If you have any questions regarding this information, please contact the Speech and Language Therapy team on 0151 604 7271 or email [wdhc.salt@nhs.net](mailto:wdhc.salt@nhs.net).

[wdhc.nhs.uk](#) | [@nhsbuzz](#) | [@wdhc\\_nhs](#)

January 2022 V1

## Staff Recognition Scheme

- Continuation of Shout Outs in The Update
- The Monthly Stand-out! A monthly opportunity to really expand on shout outs
- Team WCHC Staff Awards
- Regular communications: CEO vlog, The Update, screensavers, staff Facebook group, CEO blogs, Manager's Briefing, The Get Together



Your  
**ShoutOuts!**  
TeamWCHC

The Monthly  
**StandOut!**  
TeamWCHC

TeamWCHC  
**Awards**

## Promotion of Awareness Days / Weeks

Cervical Cancer Week (17-23 January)	Blue Monday (18 January)
National Apprenticeship Week (7-13 February)	Children's Mental Health Week (7-13 February)
National HIV Testing Week (7-15 February)	Chinese New Year (12 February)
Random Acts of Kindness Day (17 February)	Cardiac Rehab Week (13-19 February)
Overseas Worker's Day (3 March)	International Women's Day (8 March)
National no Smoking Day (9 March)	Swallowing Awareness Day (16 March) - part of NHS Nutrition and Hydration Week
St Patrick's Day (17 March)	International Day of Happiness (20 March)

## Priorities for Quarter 1

Staff Awards 2022	Design of the People Strategy
Launch of the Contact Hub in Cheshire East	Facilitation of 0-19+ stakeholder event in St Helens
Delivery of 0-25 communications and engagement plan	Development and launch of Bee Well Campaign
Trust wide recruitment project	Launch of Five Year Org Strategy & supporting strategies
Safe staffing	Appraisals 2022
Organisational Design Phase 2	JOY Project / Open Door
Monthly Manager's Briefings	External PR opportunities