



Getting ready for Speak Up Month 2022

Katherine Bradshaw

National Lead for Communications & Engagement

July 2022



**National
Guardian**

Freedom to Speak Up

What is Speak Up Month?

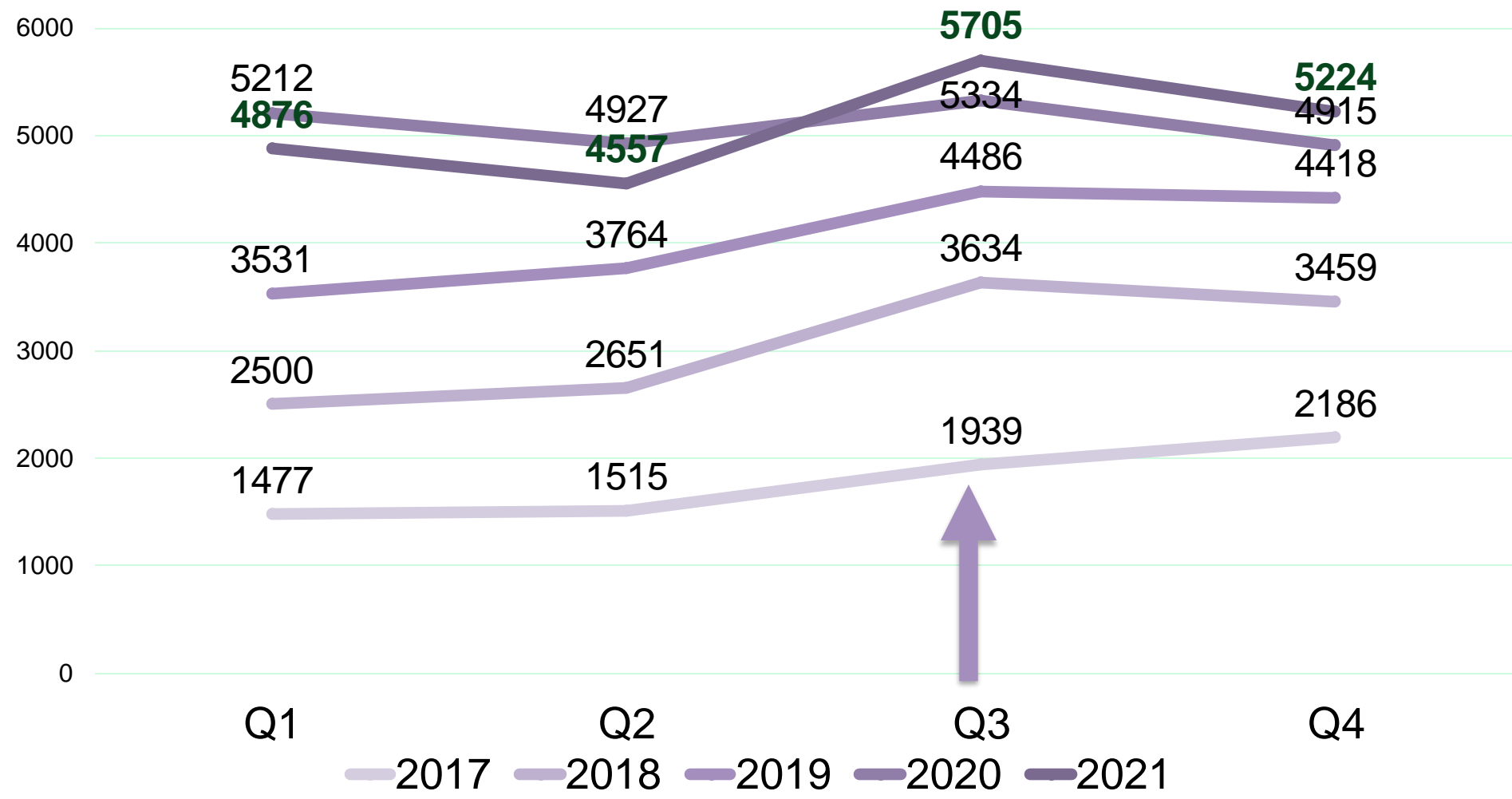
- October is a month for raising awareness and celebrating Freedom to Speak Up
- An opportunity for organisations to raise awareness of Freedom to Speak Up
- An opportunity for the NGO to engage with stakeholders and raise awareness of the part they play in Freedom to Speak Up
- This October will be the fifth Speak Up Month, and Jayne's first Speak Up Month as National Guardian – a chance to set her agenda for the coming year

Raising awareness



Making a difference

Speaking Up Data



Raising awareness

- #FTSU hashtags mentioned – **3,659** times
- #SpeakUpListenUpFollowUp mentioned – **3,719** times
- Increased NGO Twitter followers by 4% to **4,144**
- Increased NGO LinkedIn followers by 10% to **610**
- YouTube channel received 1.5 thousand views
- 13,000 visitors to the NGO website
- 100 signups to the NGO newsletter





**National
Guardian**

Freedom to Speak Up

National Freedom to Speak Up Month

Feedback from Bolton NHS
Foundation Trust



**National
Guardian**

Freedom to Speak Up

Who can help?....

- Senior Leaders
- Comms Team
- FTSU Champions
- Use of Social Media

Line Speaking Up to your Values



National Guardian

Freedom to Speak Up



Be BOLD



Be HONEST



Be KIND



Be INCLUSIVE



Be POSITIVE

... for a better Bolton

... for a better Bolton

... for a better Bolton

... for a better Bolton

... for a better Bolton

Staff Pledges



Wear Green Day

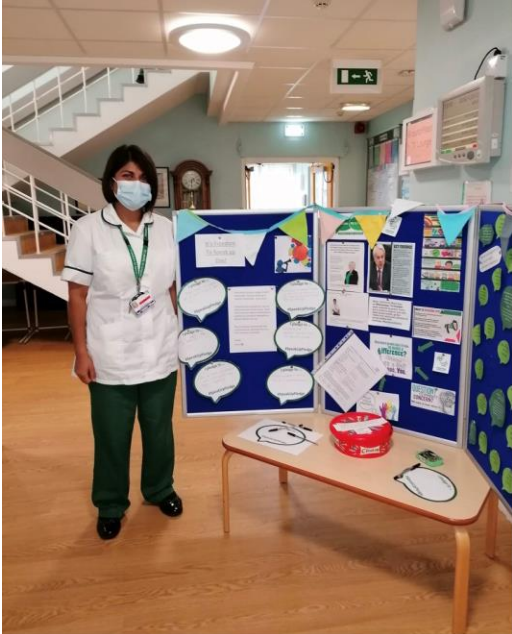
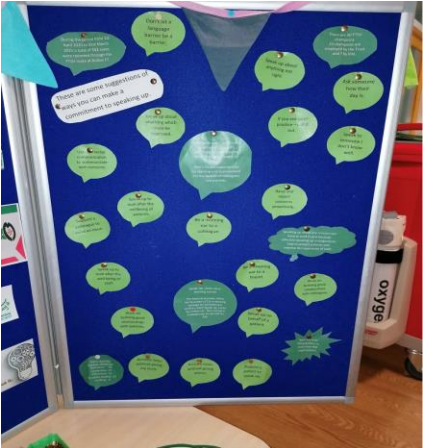
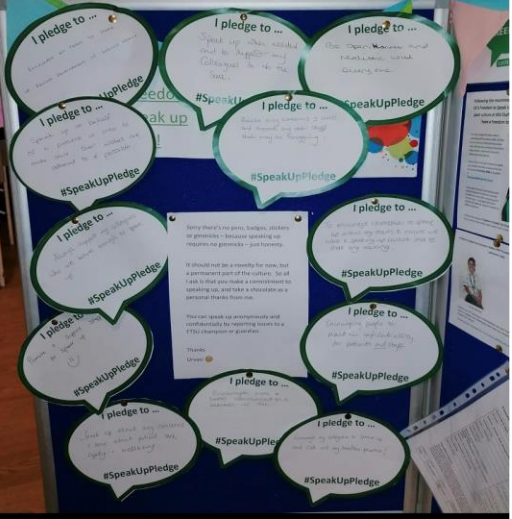


National Guardian

Freedom to Speak Up



Visual Displays (with food is a bonus!!)



Think outside of the Box!!!



**National
Guardian**

Freedom to Speak Up





**National
Guardian**

Freedom to Speak Up

Above all- Make it FUN with a SERIOUS
MESSAGE



*Green gives
the calm we
need in this
world full of
chaos.*

- Shilpa Ahuja

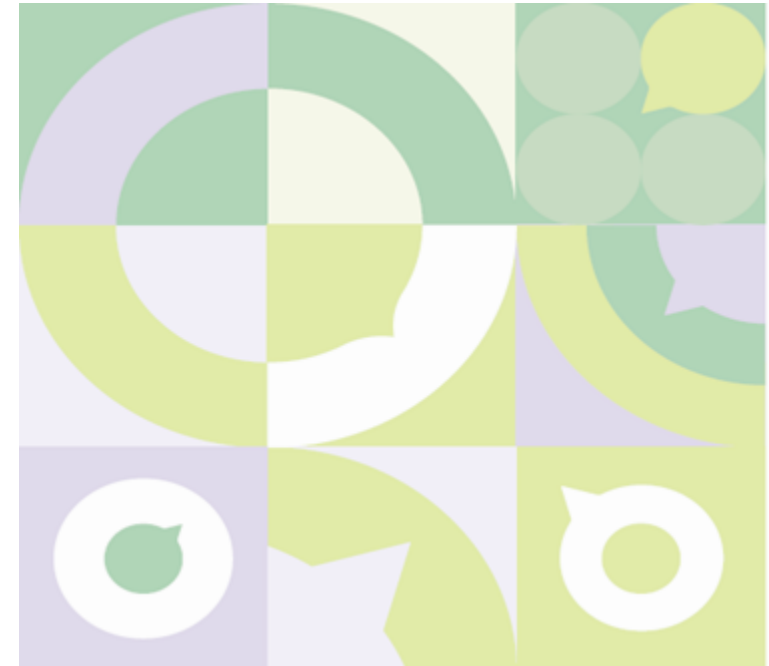
Aims

- **To support Freedom to Speak Up Guardians** as they raise awareness of Freedom to Speak Up within their organisations, encouraging workers to speak up as a result
- **To raise awareness of speaking up** as a social movement, connecting with other sectors and nations and showcasing system support for Freedom to Speak Up
- **To increase the visibility** of the guardian network and the National Guardian's Office
- **To highlight key themes** and the impact which speaking up can bring for patient safety, inclusion and worker wellbeing

#FTSUforEveryone

- This year the theme - #FTSUforEveryone – brings together all professions, worker groups, and sectors (both in healthcare and beyond).
- Each week will be given over to a different theme:
 - #SpeakUpforSafety
 - #SpeakUpforCivility
 - #FSpeakUpforInclusion

The final week – #FTSUforEveryone brings together all strands and sectors



NGO comms plan

- Hold virtual events
- Share original content throughout October – podcast, blogs, videos
- 100 Voices what happens when you speak up
- Spotlight on guardians
- Connecting with Black History Month, Patient Safety teams, Civility Saves Lives
- Share resources for Guardians and share what you are doing in your organisations

#FTSUforEveryone



Some ideas



Wear something green
Wednesdays



Stuck in a lift with
Featuring different
guardians



100 voices stories for
each theme



Taking Speak Up
Month into the
mainstream ...

How do we change the narrative?

Availability – Sign posting
contact details, stands,
booths, meet and greets,
confidential mailbox

Opportunity
– do I have
time and
resources

Capability-
do I know
how?

Understanding -
induction, information
sessions, training

Showcasing what happens
when someone speaks up –
and the positive change
which can happen as a
result

Motivation
– is it a
good idea?

Behaviour

Making speaking up business as usual

- Who are your 'hard to reach' colleagues?
- Who are your colleagues who may face barriers?
- How can you engage with them?
- Involve your colleagues
- Involve your managers
- Involve your leaders



"I pledge to actively promote the need to speak up as a helpful way to improve what we do"


**Lancashire Teaching
Hospitals**
NHS Foundation Trust



Jonathan Wood – Finance Director and Deputy Chief Executive
at Lancashire Teaching Hospitals NHS Foundation Trust

SPEAK UP LISTEN UP FOLLOW UP
MAKE YOUR #SPEAKUPPLEDGE



Different channels



Visual



Auditory



Kinesthetic

- Face-to-Face

Networks
Induction Meetings
Stands
'walk the floor'
Cake sales

- Workspace

Wear green!
Noticeboards
Plasma screens
Promo – Pens etc.
Raffle
Environment – lifts,
toilets, kitchen

- Electronic

Intranet
e-learning blogs
Social media -
Yammer
Video
Podcasts
screensavers

- Print

Posters
Newsletters
Fliers
Word searches
Payslips, Wallet
cards

Ideas for raising awareness

- Worker forums and presentations
- Leadership listening events – you said, we did
- Staff magazine and intranet articles
- Speak Up Pledges, Posters
- Stands in prominent position, trolley dashes, Speak Up booths
- Merchandise - branded pens, bags, business cards, etc.
- Competitions – notice boards, bakes, poems, songs
- Short films and animations
- Quizzes, word searches and selfie frames
- Light up buildings, wear green Wednesdays



No money or resources?

- NGO resources for you to use are being developed and will be available on the Guardian only password protected area of the website
 - Will include posters, twitter cards, comms toolkit



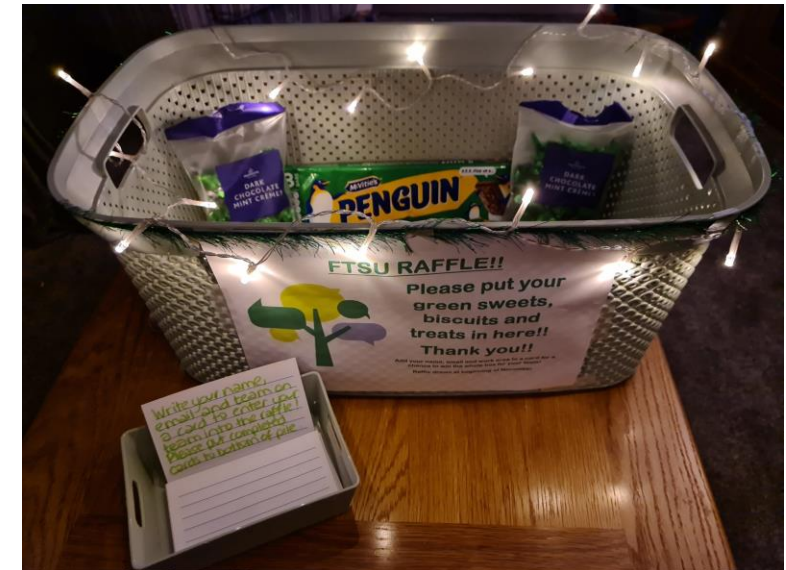
Competitions – cakes, poems, noticeboards



Social media – internal and external



Persuade others to wear green to raise awareness



Start a green raffle

What could you do?

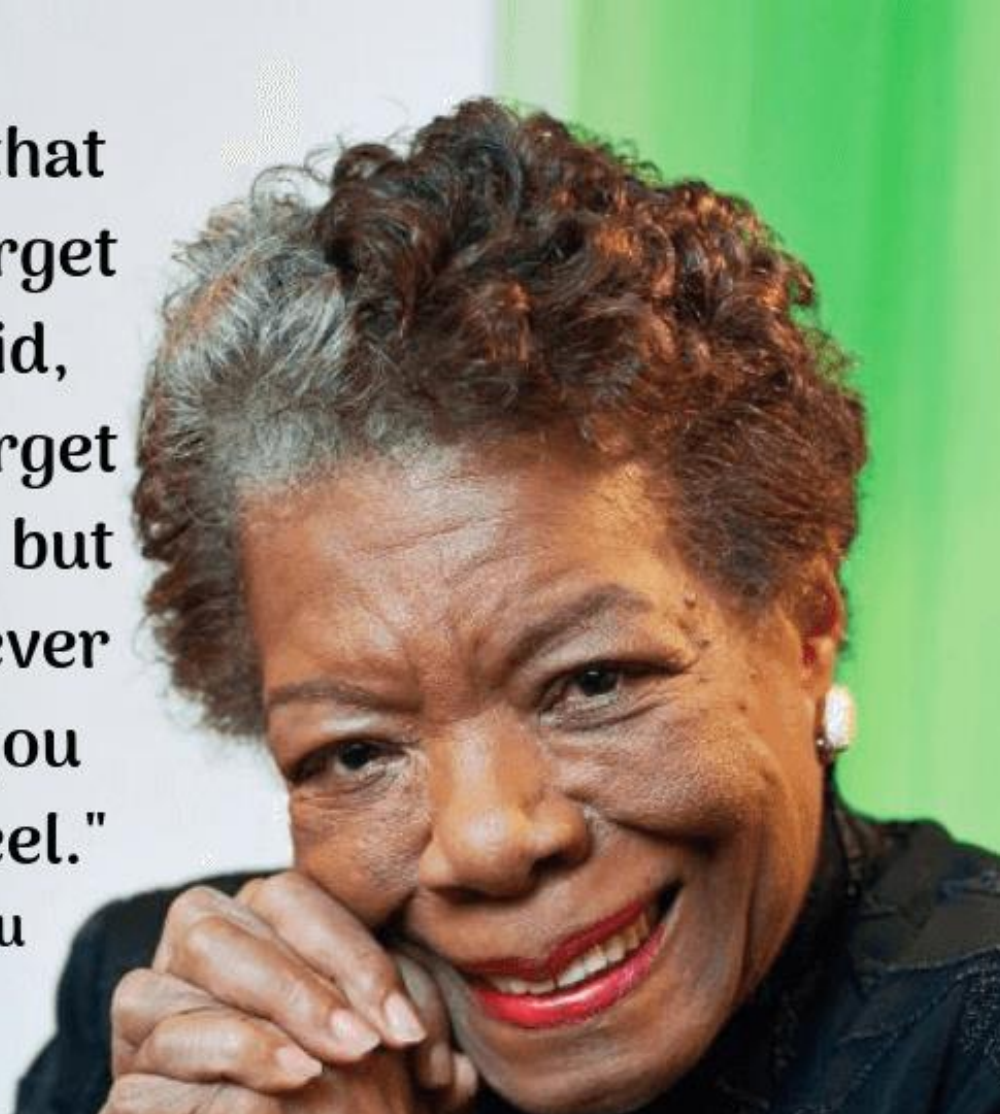
- Use the campaign to engage with different groups
- Gather stories from Workers, Managers and Leaders
- Share your stories with NGO for 100 Voices
- Speak to your Comms Team (if you have one)
- Get together with other guardians in your area/network
- If you'd like to share a blog, case study or video nationally contact the NGO Comms Team

#FTSUforEveryone



**"I've learned that
people will forget
what you said,
people will forget
what you did, but
people will never
forget how you
made them feel."**

~Maya Angelou



Contact the NGO Comms Team

Katherine

National Lead for Communications and Engagement

Katie

Stakeholder Engagement Manager

Maddie

Communications Officer



@NatGuardianFTSU



Company/national-guardian's-
office

comms@nationalguardianoffice.org.uk