



Bridgewater
Community Healthcare
NHS Foundation Trust

Virtual Engagement -

Staff Recognition via the virtual world

Introductions



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Contents

- NHS community health services
- Bridgewater Community Healthcare
- 8 golden rules of communication and engagement
- Why does it matter?
- Introducing 'virtual' engagement
- Continuing the engagement
- The importance of evaluation
- Question and answer session

NHS community services

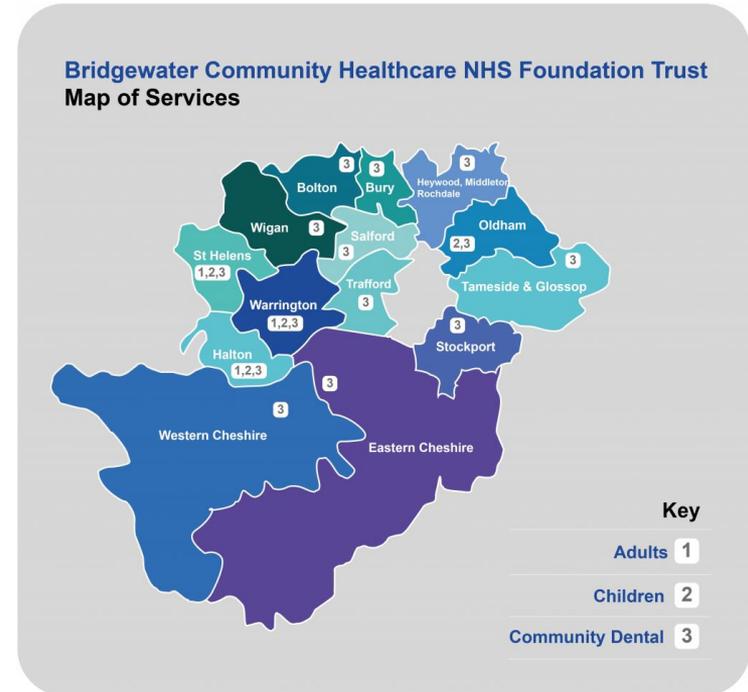
“Since the outbreak of the Covid-19 pandemic, community health providers have stepped up and shown their value, flexibility and resilience in the face of unprecedented challenges!”

NHS Providers (2021).

- We play a key role in the health and care system
- We keep people well at home and in community settings close to home
- 100 million patient contacts per year
- One fifth of the NHS workforce
- £10 billion spend of the NHS budget

Bridgewater Community Healthcare

- Established as a community trust in April 2011
- Geographically dispersed across the North West
- Key provider of community and specialist services
- Approximately 1800 staff



8 golden rules

Rule 1: It's about results and outcomes, not activity

- Every conversation should begin with *'What do we want people to do?'* If nothing changes as a result of your work, then why are you doing it?

Rule 2: It's about the organisation

- Whatever we want people to do it should be rooted in the needs of the organisation. If we can't show linkage back, it's probably not adding any real value.

Rule 3: We don't drive with our eyes shut

- A professional that doesn't know their audience well and what they're thinking and might react will be of little use to anyone.

8 golden rules

Rule 4: People have two ears and one mouth – so should organisations

- People feel more connected and committed in work when they feel they are in conversation. Communication and engagement that is a one-way broadcast isn't just rude, it's ineffective.

Rule 5: Come with data, leave with respect

- Senior managers love facts and spreadsheets! If you want to make good communication and engagement decisions, we need to try and meet them half way and enjoy them too!

Rule 6: Line managers matter

- They may not be the solution to our problems, but they hold the key to lots of answers.

8 golden rules

Rule 7: There is no silver bullet

- We're always told some kind of technology or idea will totally transform staff communication and engagement. It won't and is yet to be proven.

Rule 8: What we do matters

- Our job roles in communication and engagement puts us in a privileged position. We get a chance to change things at work in small and large ways.

Why does it matter?



Introducing 'virtual' engagement

- Communication teams have used digital engagement technology for many years:
 - Intranet
 - Email
 - Social media
- Although some staff remain reluctant to use digital engagement, the pandemic pretty much forced its usage.
- Say hello to the wonderful world of 'Microsoft Teams'...



Introducing 'virtual' engagement

The ask...

- The Executive Team wanted a way to thank staff for their heroic work throughout the pandemic as well as a way of marking our 10 year anniversary of being a community trust.
- Fatigue and low morale have all been casualties for the NHS throughout the pandemic.
- The media spotlight (rightly so) focused on acute care. Although our community teams understood why this was the focus, it was important we also showcased their commitment to the pandemic fight.
- We are one NHS after all.



Introducing ‘virtual’ engagement

The solution...

- A heavily promoted ‘virtual’ event for staff using the platform of Microsoft Teams.
- A special one hour pre-recorded spectacle thanking colleagues for their amazing contribution over the pandemic.
- An animation revisiting the 10 year history of Bridgewater.
- Personalised staff stories about why our important community services role matters in the wider NHS system.
- Launching of a new ‘virtual’ platform for post event engagement.



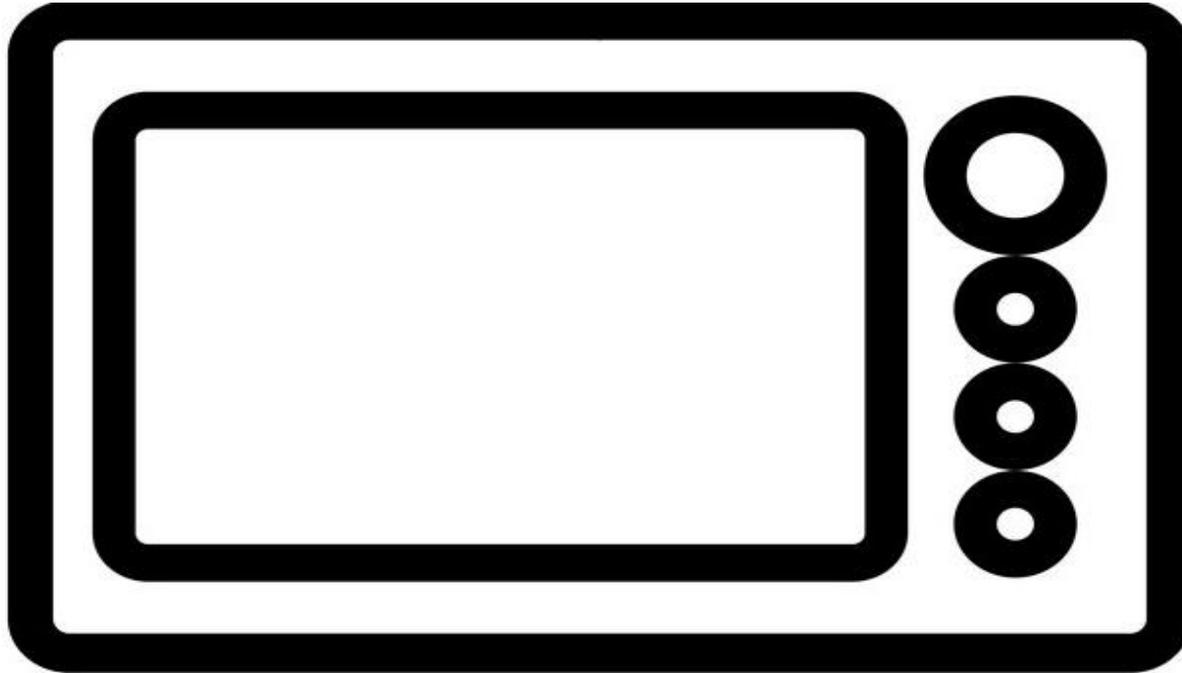
Introducing 'virtual' engagement

The one hour thank you event

- Staff were involved in the creation of this event throughout.
- Any film footage and interviews were done adhering to full Covid-19 guidance.
- Other footage was created remotely either using MS Teams or phone footage.
- A true example of having to adapt and think outside the box.



Introducing 'virtual' engagement



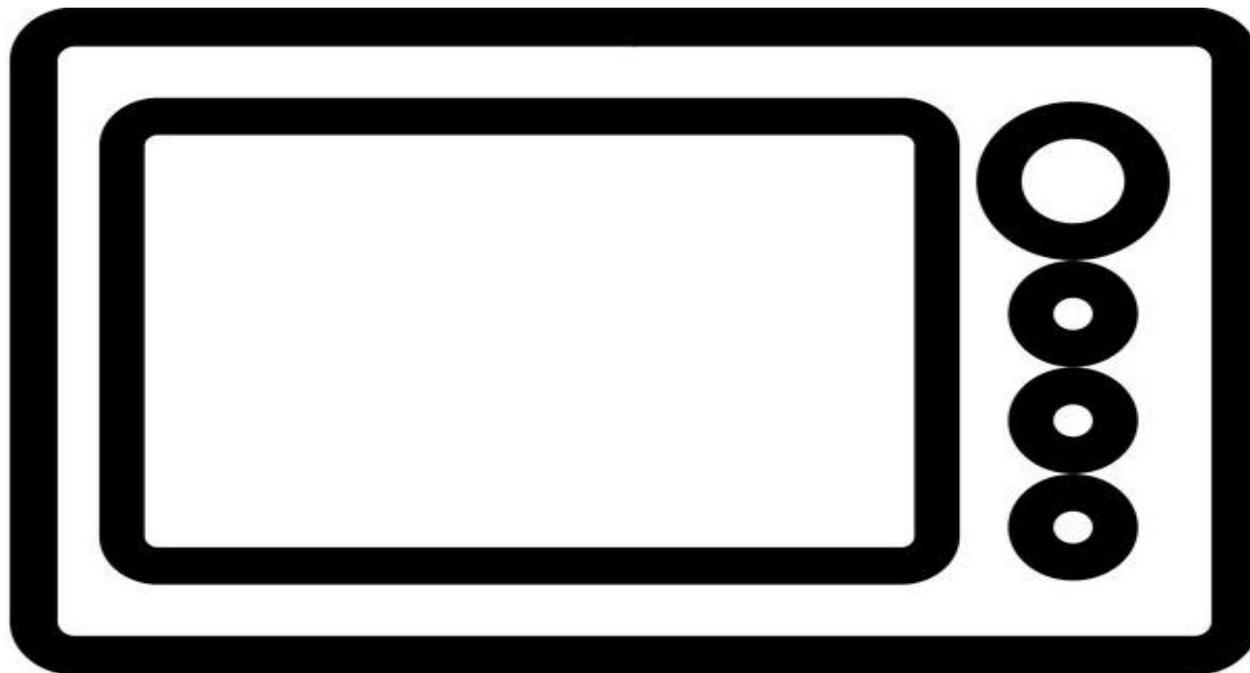
Introducing 'virtual' engagement

Introducing our 'virtual' Executive Team

- Executive visibility and engagement remained hugely important throughout the pandemic.
- Face-to-face, MS Teams, social media, blogs, email... and now animation!
- Animation seems to really resonate well with our staff with great feedback.
- We used animation to help mix up our event and to keep it fresh.



Introducing 'virtual' engagement



Introducing 'virtual' engagement



Personal staff stories



Thank you messages from teams



Feel good video montage to end

Continuing the engagement

The #TeamBridgewater 'virtual platform'

- Not all staff could attend the thank you event due to work or leave commitments.
- Colleagues are currently experiencing a unique piece of communications and engagement called the '#TeamBridgewater Virtual Platform'.
- This piece of virtual reality is a fantastic insight about the organisation past and present.
- Like the thank you event, staff were involved in the creation of this throughout.
- The virtual platform remains internal for now, but there are plans to release the site externally in a few weeks to assist with patient engagement, recruitment and training.

Continuing the engagement

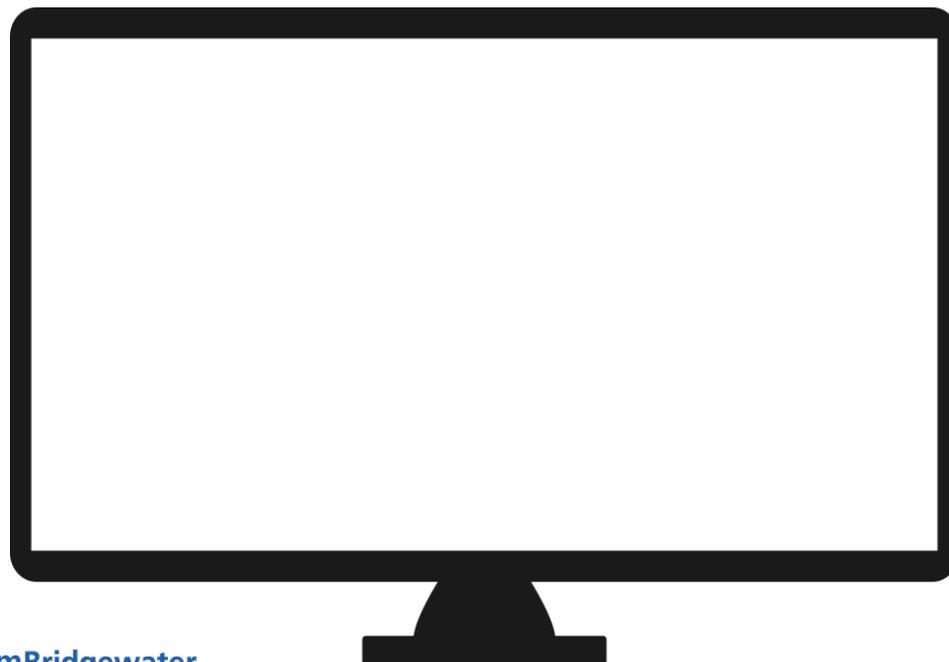
What is the #TeamBridgewater 'virtual platform'?

- It's a piece of web based virtual reality.
- It takes you on a journey throughout Bridgewater:
 - Its staff
 - Its teams
 - Its departments and boroughs
 - Its history
- Fully formatted for desktop, tablet and mobile viewing



Continuing the engagement

The #TeamBridgewater 'virtual platform'



Continuing the engagement

Next steps for the 'virtual platform'?

- The #TeamBridgewater virtual platform has been a unique tool of engagement for the Trust that we have never tried before.
- It proved to be a fun way for our staff and teams to engage with the us.
- Our plan is to continue with its success by launching it externally to help with recruitment and retention.



The importance of evaluation

- Every investment needs to show that its results are worth the resources involved*.
- Research and evaluation is hugely important.
- A pulse survey was sent to staff using our various communication channels to ask three simple questions:
 1. Did the thank you events make the individual feel valued as a member of #TeamBridgewater?
 2. Did they give a better understanding of the importance of community services to the NHS?
 3. Would staff recommend Bridgewater as a place to work?

The importance of evaluation

83%

of staff said that the thank you events made them
feel valued as a member of #TeamBridgewater

THANK YOU  #TeamBridgewater

The importance of evaluation

86%

of staff said that the thank you events gave a better understanding of the importance of community services in the NHS

THANK YOU  #TeamBridgewater

The importance of evaluation

93%

of staff said that they would recommend
Bridgewater as a place to work

THANK YOU  #TeamBridgewater

The importance of evaluation

“

A lot of work went into setting this
up for staff - thank you

- Feedback from a staff member about our thank you events

THANK YOU  #TeamBridgewater

The importance of evaluation

“

Brilliant, organised event!

- Feedback from a staff member about our thank you events

THANK YOU  #TeamBridgewater

The importance of evaluation

“

Perfectly pitched. It felt a very fitting way to say thank you and mark the 10 year milestone

- Feedback from a staff member about our thank you events

THANK YOU  #TeamBridgewater

The importance of evaluation

“

Loved the look and style

- Feedback from a staff member about our thank you events

THANK YOU  #TeamBridgewater

The importance of evaluation

“

Such a unique way to share the
10 years of Bridgewater

- Feedback from a staff member about our thank you events

THANK YOU  #TeamBridgewater

The importance of evaluation

“

I'm proud to be a part of
the Bridgewater family

- Feedback from a staff member about our thank you events

THANK YOU  #TeamBridgewater

To conclude

Rule 1: It's about results and outcomes, not activity

Rule 2: It's about the organisation

Rule 3: We don't drive with our eyes shut

Rule 4: People have two ears and one mouth – so should organisations

Rule 5: Come with data, leave with respect

Rule 6: Line managers matter

Rule 7: There is no silver bullet

Rule 8: What we do matters

Thank you



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