



TalkHealthAndCare

**Workforce Engagement
Exercise**

Communications Toolkit



2. Introduction

The health and care system is nothing without its workforce – the millions of people who turn up every day to improve the lives of complete strangers.

And it's only when the whole workforce has the chance to fulfil their potential can the health and care system operate at its best. But the health and social care workforce, who work incredibly hard and under huge pressure, often feel undervalued – and that needs to change.

Everyone should have access to the training and development they need, everyone should work in an environment where they feel safe and supported, and everyone should have a voice, and feel their opinions are listened to and acted upon.

So the voice of health and social care staff needs to be heard at the heart of government.

To make this happen the Government is launching the largest engagement exercise in the NHS's history, TalkHealthAndCare, so everyone who gives their lives to this amazing vocation can share with their views.

Raise awareness amongst health and social care staff
of the engagement exercise

Encourage staff to share their views and join the
national conversation

Listen to staff and build their feedback into the long
term plan



4. Campaign Overview

Name:

- Talk Health And Care

Hashtag:

- #TalkHealthandCare

Timings:

- Launches Midday on Monday 10th September

Website

- <https://dhscworkforce.crowdicity.com>

Approach:

- This campaign is about starting a real conversation with the workforce through the engagement portal, and using the real experience of staff to inform the long term plan for the NHS
- We'll be focusing heavily on sector facing activity: round tables, visits and social content to encourage everyone to join the discussion



5. Your Support

There are a number of things you can do to support the campaign:

- **Join the conversation! If you'd like to contribute a blog or content for the portal please contact the DHSC press office.**
- Have a look at our attached video for some inspiration, and share it on your social media channels
- Embed our video on your website alongside our campaign narrative and links to the portal
- Cascade the video and narrative to your membership / partners / networks through your internal channels and encourage them to share the content and join the conversation
- Share the video and campaign narrative with your employees and encourage them to share it via their social media channels too
- If you are an employer and you know your staff have contributed to the portal – shout about it and let us know via social media
- A static poster is available upon request - display it in staff rooms and communal areas

We are using the hashtag #Talkhealthandcare in our posts – please use these too when posting about this announcement

Please signpost your followers to where they can join the conversation:

<https://dhscworkforce.crowdicity.com>

The portal goes live on Monday 10th September – please don't share any campaign materials externally until this date.

A number of campaign assets are available for you to use. You can download the campaign assets below.



5. Campaign Narrative

Copy from the campaign narrative can be used to create newsletters, articles web stories to get the message out to health and care staff.

Millions of health and care staff – including paramedics, doctors, nurses, community health staff, porters, IT workers, district nurses, carers and managers - will be part of the biggest NHS conversation in history.

As part of his drive to bring the NHS into the 21st century, Secretary of State Matt Hancock has launched a new digital platform called '*Talk Health and Care*', which staff can use quickly and easily to post ideas, questions and challenges for Government.

It will be available on phones and tablets, evolving and updating to reflect the views and ideas of staff in real-time. It will also be supported by a swathe of other events, forums, and webinars for staff across the country.

'*TalkHealthandCare*' will theme the two-way conversation with staff over the coming weeks and months around five key Challenges that face the health and care sector:

Challenge 1: Staff are equipped to do their job: getting the basics right;

Challenge 2: Staff feel safe and secure: working without fear of bullying, discrimination or violence;

Challenge 3: Staff feel included and valued: belonging to an organisation that respects and values everyone's contribution;

Challenge 4: Staff are developed: having access to the training, development and support staff need;

Challenge 5: Staff feel empowered: achieving their full potential



6. Campaign Assets - The Platform



Department
of Health &
Social Care

Talk Health and Care

Home

There are 5 main areas or 'challenges' where we think we can make things better in the health and social care sector.

We want to listen to your ideas and experiences about each of these areas, so we can gain a deeper understanding of what staff would like to change now.

[View challenges](#)

Challenge 1: Feeling empowered and achieving... 0

Challenge 2: Working...



Activity

Newbies

Latest

Random

Most discussed

<https://dhscworkforce.crowdicity.com>

6. Campaign Assets – The Video



You can [download this video](#) and share it on your feeds



7. FAQs

What is this new platform you've launched?

The Talk Health and Care platform is a new tool for the department to engage with the 3 million people who work in the NHS and Adult Social Care in England. The platform gives the department a unique opportunity to start a conversation with the workforce and ask what matters to them.

What are you trying to achieve?

The Secretary of State has named workforce as one of his early priorities. He wants to make sure that the expertise and views of the 3 million people who work in the NHS and Adult Social Care in England are heard. The launch of the Talk Health and Care platform is the start of an ongoing conversation with the workforce. We want to ensure people are involved in making the decisions that affect them and empowered to deliver the best care possible.

What are the problems you are trying to solve?

We know that getting workforce engagement right can be a huge undertaking. To help us organise the information we get from frontline staff we will set five challenges, each on a different theme, over the first weeks of the exercise. The challenges are:

Challenge 1: Empowered and achieving their full potential

Challenge 2: Getting the basics right;

Challenge 3: Working without fear of bullying, discrimination or violence

Challenge 4: Belonging to an organisation that respects and values everyone's contribution

Challenge 5: Having access to the training, development and support staff need

Who is your audience?

Everybody who works in a health or care setting – including in primary care and the community – whether they are a porter, clinical leader, manager or carer.



7. FAQs

Haven't you done this many, many times already?

No. Although we already know a lot about what the health and care workforce thinks is important, we have not embarked on a project that will see so many staff involved in a conversation with government. This is not another consultation exercise, it is the start of an ongoing conversation.

How will this inform the NHS LTP and the Social Care Green Paper?

The NHS Long Term Plan and the Social Care Green Paper will both set out a roadmap for the future of services in the NHS and across Adult Social Care. These services will be delivered by the 3 million people who work across health and care and the workforce will need to be engaged in delivering the vision both plans describe. We are working closely with teams across the NHS and Adult Social Care to ensure that what we learn from the platform in the first weeks and months informs development of the Long Term Plan and Green Paper.