

It's Kind to Remind

Stakeholder toolkit



It's Kind to Remind Each Other to Keep Safe
May 2021



"It's Kind to Remind Each Other to Keep Safe"

- The Scottish Government is supporting a national campaign for use in NHS Boards to encourage staff to speak up and remind their colleagues to keep each other safe by adhering to infection prevention and control (IPC) measures.
- This is a specific campaign for Healthcare Workers focusing on non-patient facing areas, which have been identified as areas of higher transmission risk (staff rooms, canteens, corridors, etc.).
- It has been recognised that staff may drop their guard when tired and when with trusted colleagues on IPC measures such as physical distancing, wearing masks, hand hygiene, and ventilation.
- The communications will comprise of a film, scenario based posters and reminder materials (floor stickers, coffee cups, pens).



The Key Message

The unifying message running through the film, posters and campaign reminder materials is:

"It's Kind to Remind Each Other to Keep Safe"

Each campaign asset is scenario based and demonstrate IPC measures to follow such as physical distancing, wearing masks, hand hygiene and ensuring rooms are ventilated, when in areas of higher transmission risk (such as staff rooms, canteens, changing rooms, corridors, entering/exiting rooms).

All share same tag line:

"Hope is in sight, but we all still need to prevent transmission between staff, and work to keep each other safe and strong as a team".

How Can You Support?

We know that locally you have been putting messages out to staff. Thank you.

We hope that this national messaging helps you in your continued efforts, and provides a refreshed approach. We would be grateful for your continued support by sharing the film, scenario posters and campaign reminder materials through your communication channels. There are several ways you can do this:

- Share the **film** on your intranet, core brief, closed social media groups
- Use the **digital assets** in your email signature, intranet banners, closed social media groups
- **Print the posters** and put these up in your **non-patient facing areas** (different sizes available, including pull-up banners)
- Create **reminder materials** using the branding (pens, floor stickers, coffee cups)
- All of the campaign assets within the toolkit and Dropbox are **available for your use**
- These can also be amended to include your own **NHS Board logo**
- If there is anything else that you feel would be valuable in communicating these key messages please get in touch with lesley.shepherd@gov.scot

[Download campaign assets here](#)

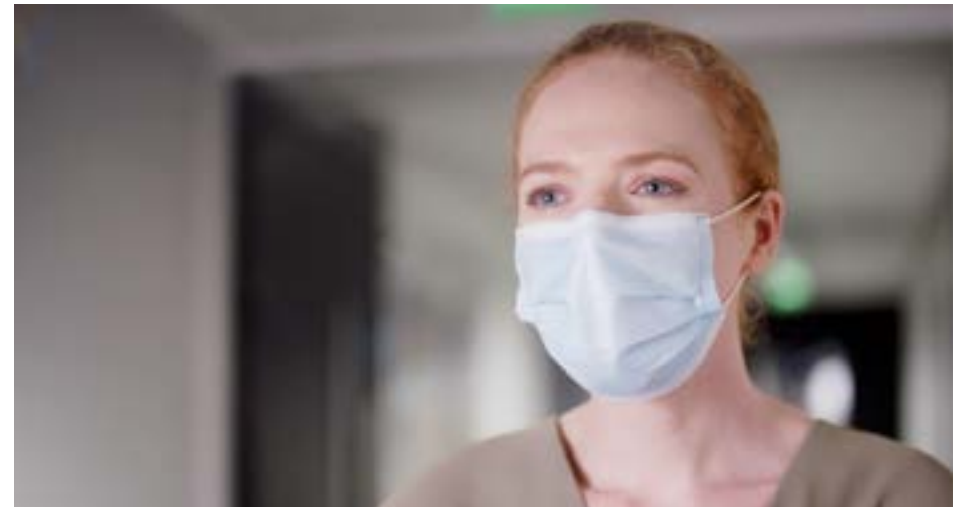


Please note the campaign assets are for internal use only, so should not be displayed or shared on any external channels.

The Narrative

In this film, we show three staff members (a nurse, a porter and a doctor) sharing their own message. The narrative reflects on reality of how hard this year has been for NHS staff and how hard everyone has been working, but emphasises the caring nature of NHS staff and the requirement that we all need to do our bit to keep our colleagues safe when we are at work. It is also reflective of the current state of the pandemic with hope in sight through the roll out of the vaccination programme and low community prevalence. We hope that this provides a timely reminder that we still have a responsibility to prevent avoidable transmission between staff.

[Film](#)



Scenario Based Posters

These posters are based on the identified areas where there is a higher risk of transmission and the behaviours which staff need to continue to follow from an IPC perspective.

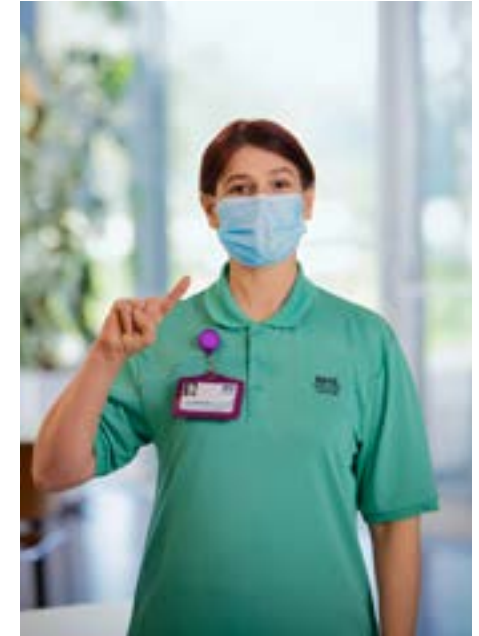
It covers the following locations:

- Canteen
- Entering/Leaving Areas
- Staff Rooms/Offices
- Corridors

And focuses on the following behaviours:

- Physical Distancing
- Ventilation
- Wearing of Masks
- Hand Hygiene

Posters:

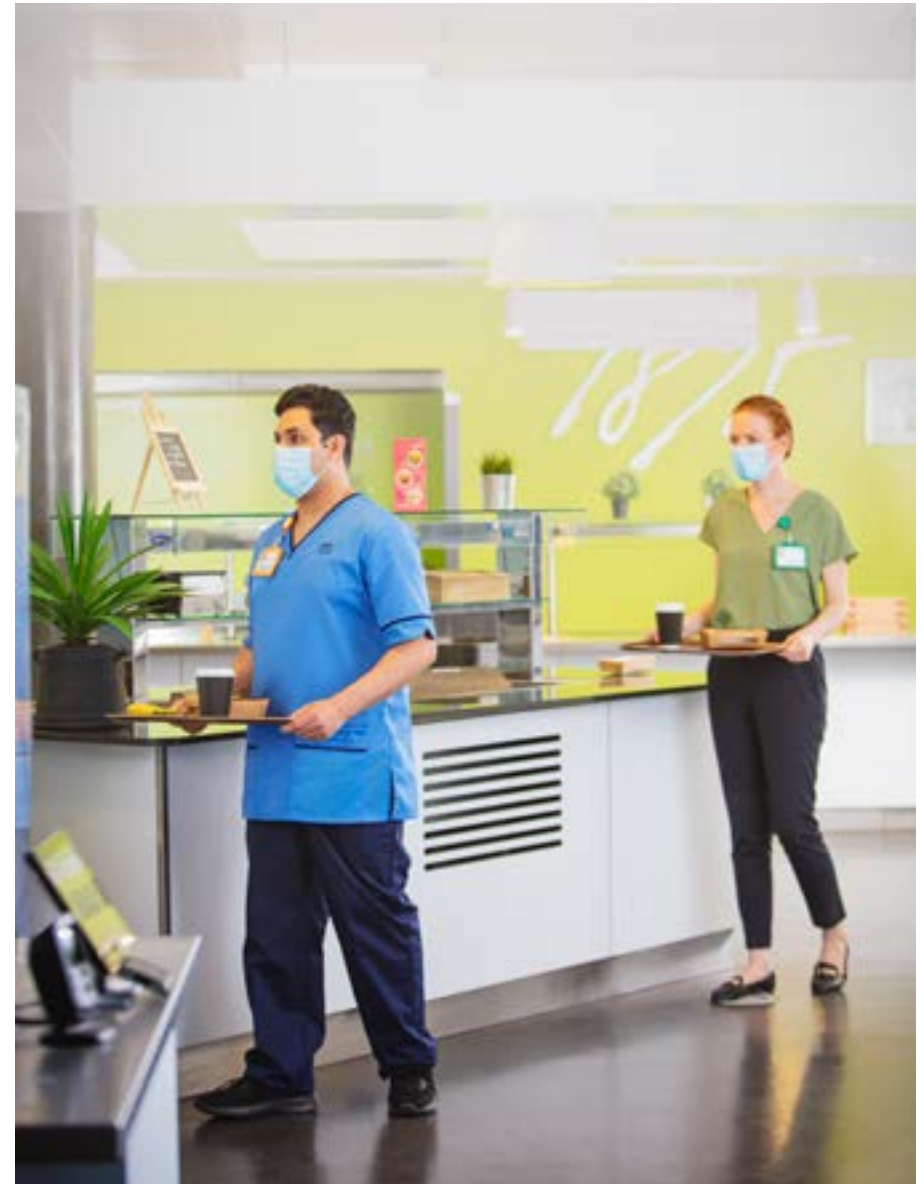


Campaign Reminder Materials

We recognise that there are already lots of posters in hospitals. These digital assets would need to be produced locally but provide an additional way for the key message to be shared, if you think they would be helpful for your local area.

Additional reminder assets are also available to share the key message:

- **Pen** – “It’s Kind to Remind Each Other to Stay Safe”
- **Floor Sticker** – “It’s Kind to Remind Each Other to Keep a Safe Distance”
- **Coffee Cup** – “It’s Kind to Remind Each Other to Keep Our Hands Clean”



Appendix

Every action counts

This video is part of a set of resources supporting staff in infection prevention and control (IPC) excellence.

Click the screenshot below to view the video on YouTube.



Courageous Conversation lines to control Covid-19.

Talking to colleagues about uncomfortable issues can be awkward but sometimes not having a courageous conversation can be riskier than actually having one!

Read on for useful hints and tips on how to have those crucial conversations.



Hints and tips: Crucial Conversation lines to control COVID-19

Talking to colleagues about uncomfortable issues is often avoided due to the perception that we might offend someone we work closely with. Awkward conversations can require courage. If you can overcome nerves it can help to create a better outcome for everyone.

Before beginning a courageous conversation, consider the following:

- Is this an urgent safety situation that requires you to act swiftly?
- What are the consequences if I do nothing?
- Am I willing to accept these consequences?
- If you are unable to speak up immediately, please find a way to flag your concerns as soon as possible

Keep in mind;

- WHY you want to have the conversation
- WHAT the issue is that you want to discuss
- HOW this issue is affecting you

Role modelling

Irrespective of your role in an organisation, it is likely that there will be times when you witness a colleague not complying with agreed best practice and this can be awkward to address. Nevertheless, it is important you do.

A quick helpful framework is Concern Uncomfortable Safe (CUS) model:

I am concerned (or can I clarify)
I am uncomfortable
This isn't safe (or I need you to Stop)

Sometimes not having a courageous conversation is riskier than having one!

EVERY ACTION COUNTS



Covid-19: How to keep yourself and others safe when there are concerns

Speaking up if you have a concern

- Prepare (think about why and how you want to raise your concern)
- Act (you can use the POIPS framework, see over)

Listening up if someone raises a concern with you

- Assume they are trying to help you
- Remember you may be scarier to others than you think
- Welcome fresh eyes, ears and perspectives on safety
- *Really* listen and respect their view – acknowledge these conversations are seldom 'easy'

Building a safer culture

- Whether speaking up or listening up: assume positive intent; distinguish between the person and their behaviour; and keep the conversation respectful, even if there is disagreement

EVERY
ACTION
COUNTS

Having a difficult conversation using the POIPS framework

1

Permission

Ask to speak to your colleague in a suitable place, allowing enough time

e.g. "Can we chat for five minutes in the office?"

2

Observation

Give a factual description of the concerning behaviour, ideally behaviour **you** have witnessed

e.g. "I noticed you were sitting right next to colleagues at coffee time without a mask on"

3

Impact

Describe the impact of their behaviour on others (patients/the team/you)

e.g. "I'm concerned that this puts us all at higher risk of catching and spreading Covid-19."

4

Pause (and ask)

What do they think? Assume they were unaware of this issue.

e.g. "It is so easy to forget – you probably weren't even aware of doing this?"

5

Solutions (or suggestions)

Clearly request how you want their behaviour to change, agree the actual plan together

e.g. "We all need to stick to the guidelines. Should we talk to the whole team about staying safe during our breaks?"

EVERY
ACTION
COUNTS

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**For more information about
this campaign please contact:**

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