

# **‘What Matters to You?’ 2023 Annual Report**

# Contents

Section	Title	Page Number
1.	Executive Summary	2
2.	Introduction	2
3.	What Matters to You Planning Group	3
4.	What matters to you: Case studies	3
5.	What matters to you: Resources	6
6.	What matters to you: Mini Seminars	7
7.	What matters to you: Local Activity	8
8.	What matters to you: Music quiz	18
9.	What matters to you day: Corporate visits	18
10.	Social media statistics	19
11.	Evaluation	20
12.	Summary and Recommendations	21

# 1. Executive Summary

What matters to you conversations are encouraged every day between those who provide care, and the people and families who receive it. The underlying principle; ask, listen, and do what matters, is intended to ensure the people delivering care understand what matters to the people receiving care. These conversations can support decisions about a person's health and care. When we engage with people about their health and care decisions, it can greatly improve outcomes.

This report summarises the activity within NHS Greater Glasgow and Clyde (NHSGGC) leading up to What Matter's to you day (WMTY), on the day itself, Tuesday 6 June 2023, and the days following.

NHSGGC WMTY Planning Group provided leadership to support and coordinate celebrations and activity across the board. The aim for this year was to demonstrate '*Small conversations every day, create the biggest change in every way*'. Once again this year there was a wealth of fantastic examples of celebrations to mark WMTY Day across NHSGGC services with examples of these shared in the report.

This included five case studies which celebrated meaningful WMTY conversations between staff, patients and carers. The case studies highlighted how WMTY conversations can help to identify what is important to people, create a meaningful partnership with them, and enable them to be involved in decisions about their health and care.

A series of WMTY mini-seminars were held on Microsoft Teams during the week of WMTY Day; these featured a range of speakers external to NHSGGC and from within NHSGGC.

Social media engagement on NHSGGC's Facebook and Twitter channels generated 52,282 impressions, 15,813 video views and 1,466 engagements helping maintain our national and international profile, shining a light on what matters most and demonstrating our continued commitment in NHSGG to person centred care, in line with the Boards Quality Ambitions.

Distribution of WMTY resources was managed proactively to support promotion and celebration of WMTY Day across NHSGGC across all areas including clinical and care home teams.

To build on the momentum of WMTY Day and continue to raise awareness of the importance of WMTY conversations, the following recommendations will be progressed for WMTY Day 2024;

- Continue to raise awareness of events throughout the board prior to WMTY day
- Engage clinical staff in WMTY celebrations and events
- Review how resources are coordinated and distributed

## 2. Introduction

WMTY is an international person-centred care movement and is an opportunity for NHSGGC to build on its national and international profile, shining a light on what matters most and demonstrating continued commitment to person centred care, in line with the Boards Quality Ambitions.

WMTY day aims to encourage meaningful conversations between people who provide health and social care and the people, families and carers who receive care. When staff have a

conversation about what really matters to the people they care for, it helps align care with patient preferences, build trusting relationships between patients / residents, families and their health care providers and advance person and family-centred care. The underlying principle of a WMTY conversation – ask, listen and do what matters – is intended to shift power to the person who knows best about the help or support they need. Additionally, asking staff WMTY is a foundational element of the IHI Framework for Improving “Joy in Work”.

The Overarching aim for WMTY Day 2023 in NHSGGC was to promote the importance of having meaningful WMTY conversations every day with the following strapline used for all internal and external communications – **‘Small conversations every day create the biggest change in every way #WMTY23’**.

### 3. What Matters to You Planning Group

Building on the success of WMTY Day 2022, the WMTY Planning Group once again, led the planning and coordination of key activities which were offered for WMTY Day 2023.

The group strived to embed meaningful conversations into everyday practice by:

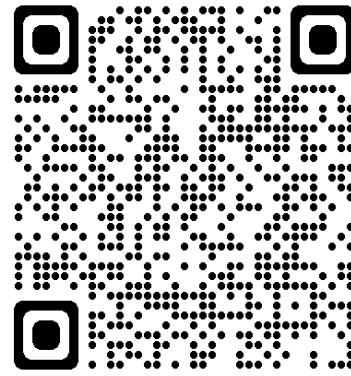
- Continued awareness raising of the importance of WMTY conversations with the development of a WMTY communication campaign via the Core Brief and NHSGGC social media platforms
- Facilitate links between local services and corporate support functions, to ensure good examples of WMTY conversations are highlighted and shared
- Development and filming of WMTY conversation case studies
- Procurement, coordination and distribution of resources in advance of WMTY Day
- Planning, coordination and facilitation of WMTY mini-seminar sessions
- Evaluation of what worked well and what could be improved in future

### 4. What Matters to You: Case Studies

Five WMTY conversation case studies were filmed, each showcasing different examples of WMTY conversations which had taken place with staff, patients, families and carers, throughout NHSGGC. These case studies were shared across NHSGCC social media platforms, in the days leading up to WMTY Day 2023, to demonstrate a range of WMTY conversations between those providing care with people and families receiving care and support and the impact these conversations can have to make a difference for staff, patients and families. The case studies highlight how these conversations can help to identify what is important to people and create a meaningful partnership with them, allowing them to be involved in decisions about their health and care which can greatly improve their wellbeing and outcomes.

In the first case study we hear from Emma, an in-patient on the Diabetes ward at the Queen Elizabeth University Hospital (QEUH) in February 2023. Emma shared her experience of a WMTY conversation with a staff member, how her care was tailored to her needs and wishes as a result of this. Emma stated that by asking what mattered to her, she felt listened to and empowered, highlighting just how important it is to have what matters to people at the heart of person-centred care. Flexible, person-centred visiting had a large impact on Emma’s time in hospital and her recovery.

**Figure 1: WMTY conversation between Emma and Diabetes ward, QEUH**



This case study was shared on NHSGGC social media platforms and attracted the attention of both Shaun Maher, Strategic Advisor for Person Centred Care and Improvement, Scottish Government and Jason Leitch, National Clinical Director, Scottish Government. Shaun Maher retweeted the case study by saying, “Two important take home messages for healthcare staff:

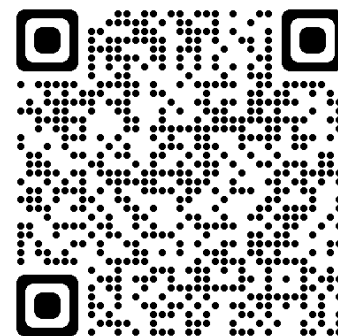
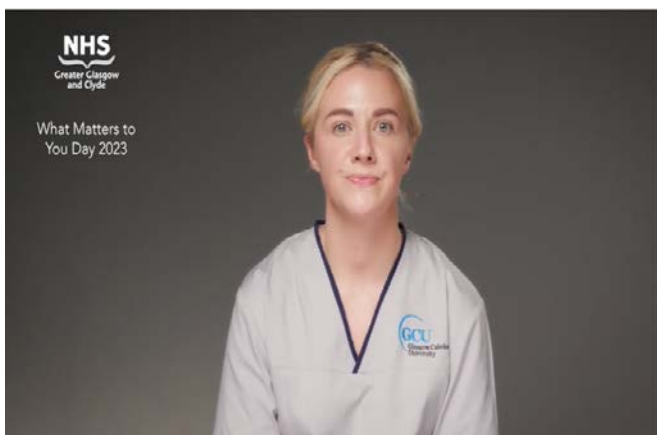
1. Contextualise the WMTY question so it makes sense to the person.
2. Flexible person-centred “visiting” is a must-do!”

The case study was retweeted to over 98.8k people.

In the second case study Kirsty, a student nurse in the final year of her studies, shared her experience of a WMTY conversation she had whilst on placement. This conversation helped her to tailor the patient’s care to better support her needs and help her achieve her goals. Kirsty shared how this conversation shaped her understanding of WMTY conversations and the benefits of asking each patient what matters to them, as well as providing her own thoughts on how to initiate WMTY conversations into daily practice.



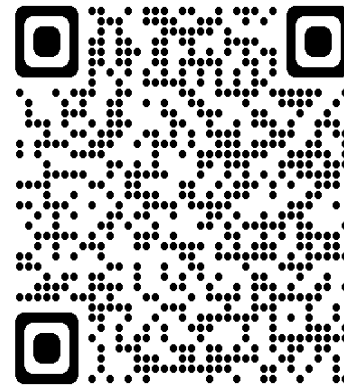
**Figure 2: WMTY conversation between Kirsty and an inpatient of NHSGGC**



We then heard from Jan, who supported her husband as his full-time carer, with his recovery from a stroke, and Jenny Watt, Anticipatory Care Programme Manager within NHSGCC. In sharing their experiences, Jan and Jenny highlighted how important it is to have WMTY conversations with not only the people being cared for, but also the people caring for them.

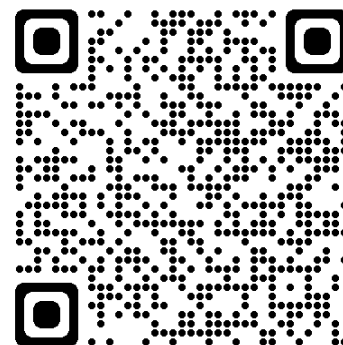


**Figure 3: The importance of WMTY conversations by Jan and Jenny**



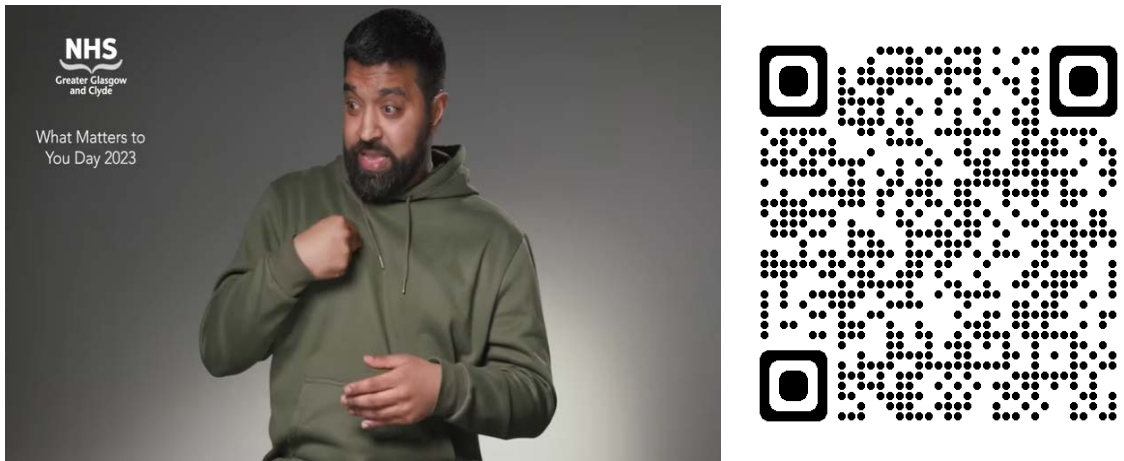
In Kathleen's story, a patient at the Royal Alexandra Hospital (RAH), diagnosed with Guillain-Barre syndrome 13 days before her wedding, we hear of her experience of a WMTY conversation, how the staff caring for her took her needs and wishes into account when creating her treatment plan and just how powerful a WMTY conversation can be. The team at the RAH share with us how they rallied behind her, championed her and empowered her to overcome the barriers she was facing and supported her to meet her goal of walking down the aisle on her wedding day.

**Figure 4: The power of a WMTY conversation by Kathleen**



Tauseeb's experience as the parent of a child receiving treatment at the Royal Hospital for Children, was the final WMTY case study we shared. Tauseeb is profoundly deaf and his experience of a WMTY conversation happened when his son was diagnosed with cancer. The team spoke with Tauseeb to determine his exact needs and wishes and the decision was made that meetings would take place in person, with a BSL interpreter present. Tauseeb shared with us the impact this had, how the team ensured they could fully communicate with him, and inform him of his son's treatment plans while enabling him to ask any questions, effectively removing any communication barriers he had previously faced.

**Figure 5: Using a WMTY conversation to help remove communication barriers by Tauseeb**



These case studies were shared on Twitter, Facebook and are available on the NHSGCC Person Centred Health and Care team webpage. The case studies were seen by a combined total of 52,282 people across the two platforms considerably helping to share examples of positive experiences and the benefits of WMTY conversations being part of our routine practice in NHSGCC and the difference this can have to quality and outcomes of care.

## 5. What Matters to you: Resources

To encourage local awareness raising, locally funded resource packs containing a selection of WMTY branded merchandise were distributed across NHSGCC in the days leading up to WMTY23. The aim of these resources was to support local teams to raise awareness of and interest in a WMTY approach and to encourage people to come and engage with staff promoting WMTY conversations, and record what mattered to them on the statement sheets.

All WMTY resources were personalised with the WMTY branding. Items included the following;

- Aluminium water bottles
- A3 poster
- A4 guides
- Tote bags
- Notebooks
- Coasters
- Post-it Notes
- A4 pledges
- Pens
- Stickers

**Figure 6: Selection of funded and homemade WMTY resources**



These resources were further supplemented in some sector/directorates with locally sourced merchandise.

Many staff also provided homemade WMTY cakes!

A resource request form was available for ordering items, this was sent out in the core brief as well as being provided through the WMTY planning group. The form contained a section to provide details of specific local activity being planned and how the resources would be used. A total of 68 resource requests were made across the board, an increase from 53 requests made in 2022, covering acute, HSCP community sites and Mental Health wards. Table 1, reports the number of requests made by each sector for resources. A total of 44 small boxes and 24 large boxes were despatched via NHSGGC internal transport.

**Table 1 Resource requests**

Area	Number of requests
Pharmacy	4
Primary Care and Community	11
Mental Health	9
Women and Children	9
HSCP/Care Homes	2
North	10
South	12
Clyde	5
Regional	5

## 6. What Matters to You: Mini Seminars

A series of mini seminars were held over lunch time from the 5 – 9 June 2023. The programme of events was shared through the Core Brief and the Person Centred Health and Care (PCHC) webpage. Following WMTY week the recordings of each session were uploaded to the PCHC webpage and can be viewed [here](#).

On the first day we had two presenters, Maureen McDowall, Engagement Officer from Healthcare Improvement Scotland, who spoke about Person Centred Care and how WMTY contributes to this.

In addition, we had Jenny Watt, Anticipatory Care Programme Manager, presented Involving and Supporting Carers in WMTY conversations.



On day two Elaine O'Donnell, Palliative Care Practice Development Facilitator and Sharon Lambie, Clinical Nurse Specialist in Palliative Care discussed how WMTY conversations can be pivotal in end-of-life care in their Keep Being You at End of Life presentation.

Furthermore, Jude Marshall, Clinical Lead for Realistic Medicine, NHSGGC, discussed how what matters to you can help us achieve Value Based Health and Care.

Christine Steel, AHP Dementia Consultant, demonstrated how using the 'Getting to Know Me' document can support person centred care and contribute to WMTY conversations.

Jenny Watt joined us again to give a presentation on Anticipatory Care Planning and discussed how WMTY conversations are pivotal to ensure a personalised approach is achieved.

To conclude the series of seminars Jen Rodgers, Deputy Nurse Director, Corporate and Community, with Shaun Maher, Strategic Advisor for Person Centred Care and Improvement, Scottish Government, gave a poignant presentation on why WMTY conversations really matter.

## Attendance Summary

The mini seminars were attended by 157 people including NHSGGC staff, care home staff, students and external healthcare staff, including a GP from Wales.

**Table 2: WMTY mini seminar attendance numbers**

Name of Seminar	Number of attendees
What Matter's to You? – An overview	30
Understanding and Supporting Unpaid Carers	17
Keep Being You at End of Life	20
How WMTY can help us achieve value-based health and care	25
Getting to Know You	14
Anticipatory Care Planning – helping everyone know what is important	25
Why conversations about what matters, really matter	26
<b>Total number of attendees</b>	<b>157</b>

Following the mini seminars, evaluation questionnaires were distributed to attendees to allow them to share their thoughts and feedback on their experience of joining the mini seminars. Comments included;

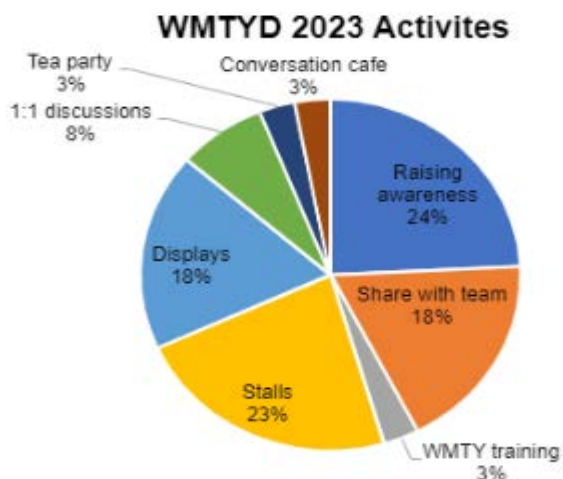
- Accessibility to the seminars in all sectors, with reference to GP IT facilities in primary care possibly being the cause of people not being able to log in to the sessions
- Including staff WMTY examples in the mini seminar series for next year
- Providing the ability for more clinical staff to be involved with the seminars
- Encouraging more active participation of WMTY Day Planning Group members in the coordination and content of the WMTY mini seminar programme

## 7. What Matters to You: Local Activity

Within NHSGGC there was an abundance of activity across the board, with many events being shared across social media.

Chart 1 demonstrates the variation of local activities planned for WMTY23.

### Chart 1 Local activity planned



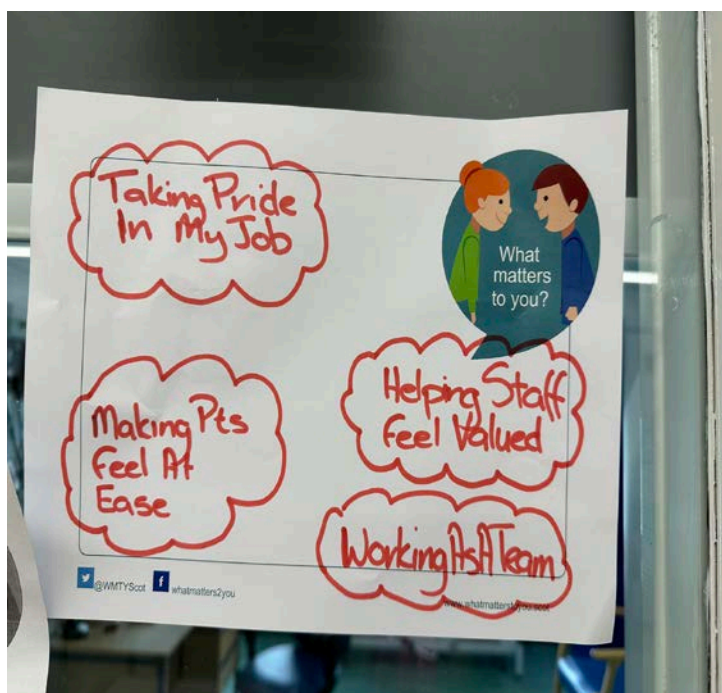
Cakes and sweet treats were shared, WMTY pledges were completed and displayed alongside WMTY feedback trees and educational posters and there was even a 'True or False' WMTY quiz in Burns and Plastics at Glasgow Royal Infirmary. We had WMTY conversation cafes, WMTY stalls and even a WMTY vintage bus. Some examples of events in NHSGGC are highlighted as follows:

### Clyde Sector

#### Inverclyde Royal Hospital

The Chief Nurse for Clyde tweeted images of several events taking place within Inverclyde Royal Hospital throughout WMTY Day, in figures 7 and 8 we see staff completing WMTY pledges.

**Figures 7 and 8: Staff at Inverclyde Royal Hospital and a completed WMTY pledge**





## Larkfield Unit

Staff within the Larkfield Unit at IRH held caring WMTY conversations with colleagues, patients and their families over tea and cake. Figure 9 shows WMTY pledges being proudly displayed around the room following each conversation.

**Figures 9 & 10: Staff at Larkfield Unit and some WMTY resources**

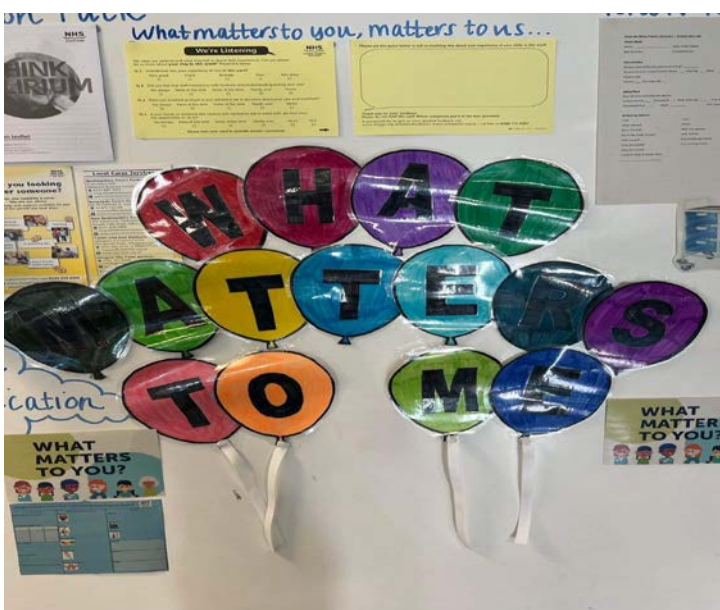


## North Sector

### Glasgow Royal Infirmary

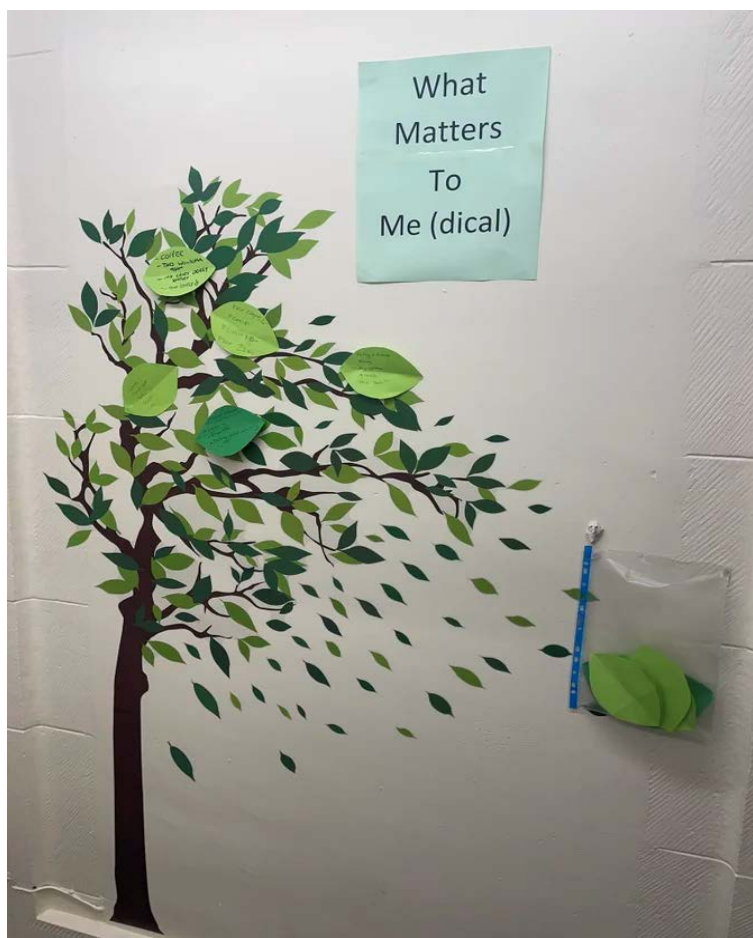
The Intensive Care Unit Quality Improvement Team used the WMTY principles of 'ask what matters, listen to what matters and do what matters', to support them in gaining more feedback from staff and patients to build on their what matters to you culture.

**Figures 11 & 12: WMTY display and staff from ICU QI team at WMTY display**



The Medical AHP team at Glasgow Royal Infirmary celebrated WMTY day by discovering what matters to them. The team made their own 'What Matters to Me(dical) tree' to encourage staff to have more WMTY conversations with patients. They provided leaves for staff to fill out with what matters to them, to add to the branches of the tree.

**Figure 13: WMTY Me(dical) tree**



## South Sector

### **Gartnavel General Hospital**

A WMTY video montage was shared on TikTok and Twitter by staff from the Older People and Stroke services. This included staff displaying their completed WMTY pledges, a WMTY stall with cake and games, a WMTY board and lots of smiling faces. This can be viewed [here](#).

### **Queen Elizabeth University Hospital**

Adults Theatres tweeted about the reflection they had from meaningful conversations held with patients and colleagues, figure 14 demonstrates the resources they used.

Neuro Rehabilitation Unit (NRU) tweeted about the great conversations generated on WMTY day from the teams at NRU, QEUH. This can be seen in figure 15.

Institute of Neurological Science (INS) Critical Care had a fantastic day showcasing the wonderful conversations between staff and patients for WMTY Day. The team highlighted safe staffing levels, team work and feeling supported as priorities to them. In figure 16 we see some INS staff with WMTY pledges.



Figure 14: INS Critical Care staff



Figure 15: NRU staff & WMTY pledges



Figure 16: WMTY resources QEUH Adult theatres

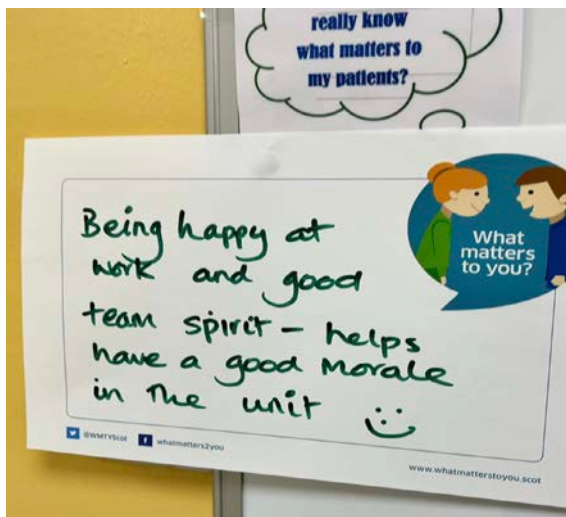


## Regional Services Directorate

### Beatson West of Scotland Cancer Centre

Beatson patients and colleagues had lots of engaging conversations at a WMTY stall. An example of a WMTY pledge and the WMTY stall can be seen in figures 17 and 18.

Figure 17 & 18: WMTY Pledge and staff from the Beatson West of Scotland Cancer Centre



## Burns and Plastics, Glasgow Royal Infirmary

In celebration of WMTY Day, staff from Burns and Plastics at GRI held an event for staff in their seminar room, where staff could come and practice WMTY conversations with each other, complete WMTY pledges and take part in a WMTY true or false quiz and have some refreshments with colleagues in a relaxed, happy environment. Figures 19, 20 and 21 are of some staff who attended and of the true and false quiz.

**Figures 19, 20 & 21: Staff from Burns & Plastics, GRI & WMTY pledges**



## Women & Children's Directorate

### Inverclyde and Royal Alexandra Hospitals (RAH) Gynaecology Services

Throughout the day staff were having WMTY conversations with each other and completing pledges. Within ward 32 of the RAH the Senior Charge Midwives/Senior Charge Nurses supplied brunch for staff and had a room set up for back massages, essential oils and colouring books.

**Figures 22 & 23: Staff from Gynaecology outpatients department, RAH**





## Royal Hospital for Children (RHC)

RHC and Glasgow Children's Hospital Charity (GCHC) came together to celebrate WMTY Day across the hospital. A WMTY stall was hosted in the atrium run by volunteers. Funding was provided by the GCHC for every patient to receive a plain t-shirt. The play assistants in RHC then supported children to decorate their t-shirts or create posters to display What Matters to them.

**Figures 24 & 25: WMTY display, Royal Hospital for Children & Patient, RHC**



## Mental Health

### Leverndale Hospital

At Leverndale Hospital in the morning, a small group of 3 senior staff visited the hospital wards speaking to staff, providing resources, and capturing WMTY conversations. In the afternoon, a stall and gazebo were set up in the grounds of the hospital to facilitate a conversation café for staff and patients to come together and discuss WMTY and generate connections. This is the 6<sup>th</sup> event Leverndale Hospital staff have hosted for WMTY day.

**Figures 26, 27 & 28: WMTY café, banner and Leverndale staff**



## Stobhill Hospital Mental Health Services

Appin Ward held a WMTY tea party and conducted a group WMTY conversation with staff and patients. In addition to this, WMTY pledges were completed at the tea party, it was acknowledged that while some residents were comfortable sharing WMTY in a group, others would prefer to tell the nurses privately. WMTY bubbles were provided for them to complete in their rooms to allow them to share privately what is important to them.

**Figures 29, 30 & 31: Appin ward staff, WMTY tea party and WMTY pledges**



## Care Homes

### Care Home Collaborative

On What Matters to You Day 2023, 13 staff from the Care Home Collaborative (CHC) had over 100 conversations with care home staff, residents and families in 12 care homes across all 6 HSCP areas within NHSGGC. 58% of visits were to Independent Sector Care Homes, 25% were third sector and 17% were HSCP Residential Care Homes. 47% of conversations were with staff and residents with 6% family members.

The Care Home Collaborative is committed to working in partnership with Care Home teams to raise awareness of the WMTY approach and how this can improve outcomes for staff and residents. We aim to

- 1) Build capacity within CHC Team and Care Home Collaborative Work Streams and plan for 2024.
- 2) Continue to promote via Meaningful Activity Network with 4 WMTY sessions throughout the year
- 3) Design and Develop information for website including templates and guidance

The images and short stories, in Figure 32, demonstrate the variety of conversations and the diversity of what really matters to people who live in, work in and visit care homes. A small selection of these stories featured in the July edition of the Care Home Collaborative newsletter. The newsletter is sent out to all Care Homes across NHSGGC. This is also promoted through Twitter and Facebook and can be downloaded from the website.



Figure 32: Care Home Collaborative WMTY Day

**What Matters To You Day Tuesday 6th June 2023**

### Glasgow City HSCP

Caroline Elsegood, our Tissue Viability Specialist, visited Hawthorn House in Glasgow City where she chatted with Tommy a resident and ask what really matters to him. Caroline recalls feeling nervous about asking him this question as she was really unsure what his answer might be. However Tommy sat back in his chair and told Caroline that his family are most important to him because if they are all doing okay he is doing ok. Caroline's reflection after the conversation was that a routine chat turned into something more deep and meaningful giving an insight into a resident's feelings about what matters to him.



### East Dunbartonshire HSCP

Lilyburn Care Home Team prepared for WMTY Day by asking residents what comfort food and fluids matter to them and the key memories associated with it. The Chafs listened and organised a comfort foods afternoon tea session on the day. All of the named comfort foods were made and shared with residents over a lovely afternoon with staff, Care Home Dietitians and residents.

Lots of good discussions were had around why these foods bring them comfort and the memories it triggers. This was really valuable for the team to take the time and get to know these residents and the importance of "small conversations every day, make the biggest changes in every way".



### West Dunbartonshire HSCP

Our Palliative Care Nurse, Heather Tonner, visited Sharon, Manager at Clyde Court. Sharon was keen to support staff wellbeing and utilised WMTY Day 23 to celebrate staff and residents by treating them to some alternative therapies.

All residents in the care home were asked to take part and tell us "What Matters to Them" about being at Clyde Court. This allowed new ideas, opinions and thoughts to be gathered and shared. It allowed a focused look at resident and staff thoughts and ideas which the Manager quickly responded to. What a Team!



### Renfrewshire HSCP

Nightingale Care Home highlighted a resident who they are helping to write a recipe book, which reflects her family meals from Ghana. This has been done through various activities in the home where Gloria cooks a recipe for the residents to try. Gloria has some recipes collected and her family are looking out recipes from Gloria's grandma to include in her book.

The care home dietitians spent time with Gloria on WMTY day to review why these meals are important to her and learn more about Gloria's life as a mum and specialist nurse in Gartnavel General Hospital. Nightingale are supporting Gloria to have this book produced and published. Gillian Mackay, our Dietitian is already sampling the amazing recipes.



### Inverclyde HSCP

Meet Bethia, a resident at Newark Care Home and her daughter Carolann. What Matters to Bethia and Carolann is that she is safe and her bedroom reflects her preferences and personal items. She is supported to get dressed and remains stylish with matching jewellery. She remains part of the wider local community by shopping and getting her hair done in the local area.

Stephen, one of the younger residents was very amused by Margaret and Katy, Activity Co-ordinators attempts at build the Balloon Arch. He enjoyed the interactions and different conversations and a tippie of his choice!

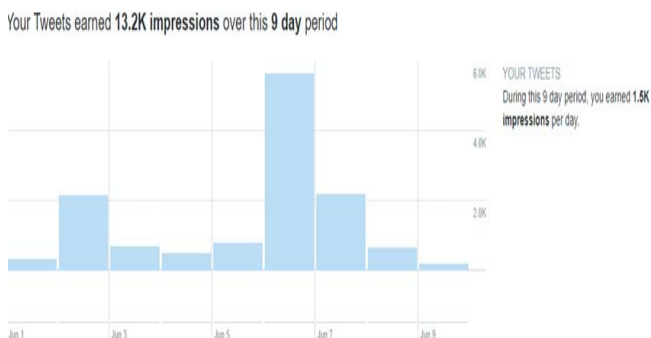



### East Renfrewshire HSCP

Lavinia Todd, Care Home Support Worker visited Janette, a resident at Burnfield Care Home and had a conversation about What Matters to her. Janette likes to draw and was previously an Art Teacher. Janette's mother was a designer and very artistic as is her daughter. Janette shared that her mother was visited by the Queen in her job as a designer many years ago, and she spoke directly to her. Janette had been in hospital recently and hadn't been bothering to sketch for some time, so when asked what matters to her, this was one of the things she mentioned. As a result the staff set up a table with her art pencils and crayons so she could sketch. Janette did a sketch of one of the staff members and allowed us to share it here. The staff noted that Janette's daughter would be so pleased that her mum was drawing again.



Chart 2: CHC twitter impressions



CHC social media campaign ran from 2<sup>nd</sup> – 9<sup>th</sup> June. With peak activity on 6<sup>th</sup> June, over 6k impressions. Chart 2 displays the total impressions.

Figure 33: Glasgow City Newsletter

## Glasgow City Care Home Nursing Team

Prior to WMTY Day 23, the team celebrated care home activity by gathering stories about how care homes are incorporating WMTY approach into practice. This was then collated into a newsletter that was sent to all Care Homes within Glasgow City.

On WMTY Day the Vintage Vehicle Trust kindly donated one of their double decker vehicles to visit the Oaks Care Home in Baillieston. The team visited the home and invited the residents and staff on to the bus to enjoy some cakes/ biscuits and to chat with them about What Matters to You. This was a fantastic day enjoyed by all!


### "What Matters To You Day" Newsletter

June 6<sup>th</sup> is international "What Matters to You Day" (WMTY) and this year we want to highlight the great work that staff within care homes do to incorporate WMTY to enhance the life of their residents.

During our visits we see an abundance of examples of how it is used within your care homes and last month we asked all of you for some examples so that we could share all of your good work.

*"Small conversations every day create the biggest change in every way #WMTY23"*

**The Oaks Care Home**



We have an extensive list of different activities the residents participate in, e.g., keep-fit class, Art class, Disco buddies, GEX club night once a month but the French class we organised last year was the most successful.

Three of our residents, Lily, Kirsty and Ian attended these classes once a week in the home, then went on to complete a SQA National 2 level in modern languages, Ian didn't participate in this as he has a Degree in French and German, but he did help and encourage the girls every week.

They enjoyed a lovely afternoon tea at their graduation, received certificates and went out for a 2 course meal at a local restaurant of their choice.

We signed up for a further 12 week more advanced course as they enjoyed it so much.

*Allison Brackenridge - Administrator*



**Figures 34, 35 & 36: WMTY resources, staff member, Oaks Care Home, Baillieston and Vintage bus**



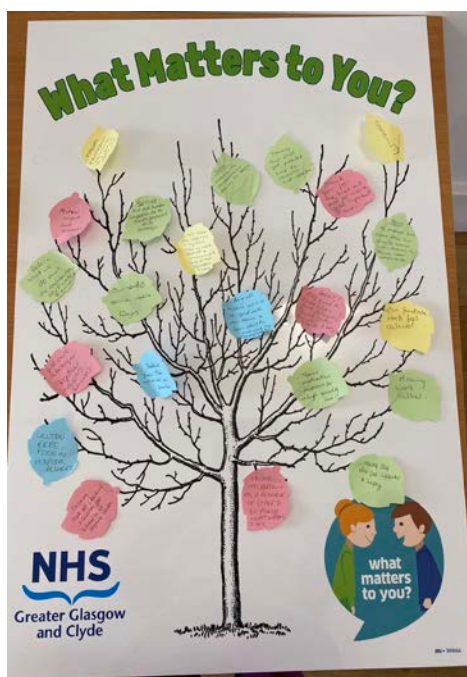
### Quality and Transformation Team

The Quality and Transformation team have also linked WMTY conversations into a survey about Person Centred Visiting and created a questionnaire for patients and visitors asking them to share what matters to them in relation to this. On Monday 5th June the A4 poster was placed in every Mental Health and Addictions ward board wide with staff encouraged to highlight it to patients/visitors. This was displayed for 8 weeks to collect data and our findings which will assist these services to further promote and embed Person Centred Visiting in the service.

### Inverclyde HSCP

Staff at Inverclyde HSCP were active at Greenock Health and Care Centre meeting public and staff at their WMTY stall having WMTY conversations. Staff also shared what matters to them by filling out leaves on a WMTY tree as well as reflecting on how they use WMTY in their daily conversations.

**Figure 37 & 38: Staff from Greenock Health Centre and WMTY feedback tree**



## 8. What Matters to You: Music Quiz

This year we created a WMTY music quiz for NHSGGC staff. The quiz contained 10 song titles with letters missing, all song titles featured the word 'matter(s)'.

We had a great response with 75 entries, of this there were 12 entries who scored the maximum of 20 points.

A random generator was used to select the 3 winners who each received an in demand WMTY 'goodie bag'.

The winners were;

- Kirsty McDiarmid, Administration Manager, Inverclyde Royal Hospital
- Kirsty Spence, Plastic Surgery outpatients, Glasgow Royal Infirmary
- Julie Bateman, Renal Unit, Inverclyde Royal Hospital



Figure 39: Kirsty Spence, GRI, WMTY quiz winner

## 9. What Matters to You: Corporate Visits

On WMTY Day 2023, the Executive Nurse Director, Angela Wallace, Deputy Nurse Director (Corporate and Community), Jennifer Rodgers and Deputy Nurse Director (Acute Services) Morag Gardner joined in local celebrations and visited different sites across NHSGGC to hear from local teams about their experiences and the importance of having meaningful WMTY conversations with patients, their families and with colleagues.

Angela Wallace, Executive Nurse Director, and Lorna Loudon, Chief Nurse, Clyde Sector, visited Inverclyde Royal Hospital (IRH) on WMTY Day and later tweeted, ***“Was fantastic to see the staff and hear about their work, so much passion, vision and drive. The one team ethos strong and person centre focus #joyatwork #greatwork for the people of Inverclyde.”***

**Figure 40: Angela Wallace, Executive Nurse Director & Lorna Loudon, Chief Nurse, Clyde Sector with staff from IRH**



Angela met with the MAU team, who tweeted: ***A lovely day meeting NHSGGC Executive Nurse Director @profawallace and our Chief Nurse @LornaLoudon and introducing them to our fab MAU team. Lots of discussion including ambulatory care pathways and WMTY.***

Morag Gardener, Deputy Nurse Director, Acute, visited the Royal Hospital for Children, who shared a [video](#) on social media demonstrating how they have been using virtual reality headsets to support children and young people with their rehab.



## Figures 41 & 42: WMTY resources & Graham Livingston with Jen Rodgers

Jen Rodgers, Deputy Nurse Director, Corporate and Community, visited the Kershaw Unit at Gartnavel Royal Hospital. A service offering diagnosis, management and treatment of drug and alcohol addictions. Staff at the unit have shared their opinions of the positive impact these visits have, as follows.

***“We were delighted to invite Deputy Nurse Director, Jen Rodgers and PCHC Programme Manager, Ann McLinton to the Kershaw Unit, Gartnavel Royal for What Matters to You Day on Tuesday 6th June 2023. This reflected a similar event which had taken place in Eriskay House, Stobhill Hospital on Monday 5th June 2023, both of which provided an opportunity to showcase the excellent person centred work carried out within the Alcohol and Drugs Recovery Service (ADRS) inpatient units. Over both days ward staff had set up a table with all of the WMTY leaflets, stickers, feedback sheets and information which helped to gather patients together in the main day room on the day. Together with some art supplies and refreshments, this attracted attention from everyone on the ward and really set the scene for the discussion and activities. People had the choice to either join the group discussion, or write out their own thoughts individually.”***

During the visit Anne Palumbo, Senior Occupational Therapist, was pleased that nearly all of the patients and staff sat together in a circle to begin to generate some interesting conversations about what mattered to them. Jen joined in listening, sharing and talking to the benefits of approaching things in a ‘what matters’ way. People took turns to write down their thoughts and noted many similarities with answers across the group.



## 10. Social Media Statistics

This year’s social media campaign aimed to build on previous year’s activity and to raise awareness of WMTY conversations; promote the importance of having a WMTY conversation every day, share best practice examples from different contexts of care across NHSGGC and to highlight the positive and substantial impact these conversations can have on patient outcomes and wellbeing.

Due to platform changes and changes to Twitter to ‘X’, it is not possible this year to extract performance statistics in the same way as previous years, as a result we are unable to determine if NHSGGC retained the position of best performing health board for WMTY23. However, there were high levels of engagement throughout the social media campaign and with the case studies in particular.

### Twitter and Facebook

Twitter was the most used social media platform to raise awareness of WMTY conversations within NHSGGC and to promote the celebrations for WMTY Day. The case studies were posted on both Twitter and Facebook, with the tables below providing details of interactions with the post and video views.



**Table 3: Twitter and Facebook statistics**

Video	Impressions	Video Views	Engagements
Emma	18,935	4,090	386
Kirsty	11,520	5,655	366
Jan & Jenny	4,785	2,374	107
Kathleen	8,608	3,493	361
Tauseeb	6,327	2,353	248

- An impression is how many people have seen the post on the social media platform
- Video views are the total the amount of people who have watched the video included in the post
- Engagement is the number of people who have interacted with the posts

### **What worked well?**

- Engagement was sought for people to share what matters to them and comment on why this matters, highlighting the purpose of the campaign.
- A high level of content on platforms throughout WMTY Day, particularly on Twitter. This enabled us to retweet and quote tweets throughout the day, promoting activity and raising further awareness throughout NHSGGC.
- Feedback on the case studies stated that people enjoyed seeing such varied examples of WMTY conversations and that they had a high impact on people's opinions on the importance these conversations
- Feedback suggested that the forward-planning and having communications circulating well in advanced of WMTY Day enabled more people to participate and built further interest in the events.
- The posts containing videos were the most engaged, it is worth capitalising on this and filming more videos throughout the year to raise awareness of WMTY conversations and build on the momentum of this.
- It is worth engaging with people on all of the available social media platforms to ensure we reach as wide an audience as possible.

### **What could be even better?**

- Ensuring we receive and share content from across the entirety of the health board, in terms of locations and services.
- To continue to build on the momentum from WMTY Day 2023, regular case studies could be shared more frequently throughout the year.
- Encourage NHSGGC staff to use the appropriate hashtags e.g. #WMTY23 #WMTYScot etc.

## **11. Evaluation**

To evaluate the coordination and planning of WMTY day, the Person Centred Health and Care team used Kotter's 8 step change model methodology to help us determine what went well and what could be even better, a white board was created to record this.

In addition the whiteboard was shared with members of the WMTY Planning Group, following WMTY day, and a similar discussion facilitated.

All feedback was collated together and is summarised as follows:

What went well:

- Case studies demonstrated the impact of WMTY conversations
- Resources organised and despatched in advance of WMTY day
- WMTY Music quiz
- Training and support provided to staff to have WMTY conversations
- Communications circulated in advance of WMTY day
- Mini seminars were varied and well attended

Even better if:

- Raise more awareness of events throughout the board prior to WMTY day
- More involvement from clinical staff
- More time available to plan and organise WMTY day events for 2024
- Simplify resource order form and review how resources are coordinated and distributed
- Build momentum over the full year

## 12. Summary and Recommendations

The Overarching aim for WMTY Day 2023 within NHSGGC was to promote the importance of having meaningful WMTY conversations every day with the following strapline used for all internal and external communications - **Small conversations every day create the biggest change in every way #WMTY23.**

It is evident from the local activity within this report, and on social media, there were many creative and innovative approaches to activities for WMTY Day 2023 to support us in achieving this aim.

To ensure NHSGGC continues to strive to build momentum of meaningful WMTY conversations across the board and to embed these conversations in routine practice, to ensure positive outcomes for the people we care for we will use the feedback received to improve our processes around WMTY conversations.

- We will continue to raise awareness of events throughout the board by creating a social media plan for the year ahead, encouraging examples of good WMTY conversations to be shared with the wider organisation; have quarterly spotlights, these will focus on good examples of WMTY conversations and practice; raise awareness of the Person Centred Health and Care team to ensure the wider organisation have a central point of contact for sharing examples of WMTY conversations

To ensure resources are available to all in advance of WMTY Day events and resource order form is clear and accessible to the organisation.

- We will review how resources are coordinated and distributed
- Review and simplify resource order form

To encourage more active participation of WMTY planning group members in the coordination and content of the WMTY mini seminars;

- Review group membership to ensure all areas are represented
- Encourage group members to actively participate and suggest content for the WMTY mini seminars