

Creating a Personal, Fair and Diverse NHS



#pfd

What are we trying to achieve?



A vibrant network of champions, who are committed to taking some action, no matter how small, to help create a more Personal, Fair and Diverse NHS.



Supports the NHS Constitution

The NHS Constitution establishes the principles and values of the NHS in England.

The Personal, Fair and Diverse campaign helps bring the core values of the Constitution to life.



**THE NHS
CONSTITUTION**
the NHS belongs to us all

**Personal
Fair
Diverse
CHAMPION**



How does it do that?

PFD is a Social Movement



- Empowers people at every level
- Encourages people to act
- Sharing of good practice
- Everyone welcome to join
- Embeds PFD into organisations
- Brings people together



How did the great social movement leaders change the world?

Strategy
what?

Narrative
why?

Shared understanding leads to
Action



Source:

Marshall Ganz, "Leading Change: Leadership, Organization, and Social Movements", Chapter 19 in Handbook of Leadership Theory and Practice, edited by Nohria and Khurana; HBS Press, 2010 (pp. 527-



The way organisations 'do diversity' has to change

What they have been doing has had limited success.



Traditional approaches have raised general awareness amongst employers and employees.



But they have also raised anxiety, highlighted differences and generally led to cultures where people are unsure, or afraid, to honestly talk about difference.

Source:

<http://www.enei.org.uk/news.php/341/unconscious-bias-inhibits-employee-productivity>



Where we are now...

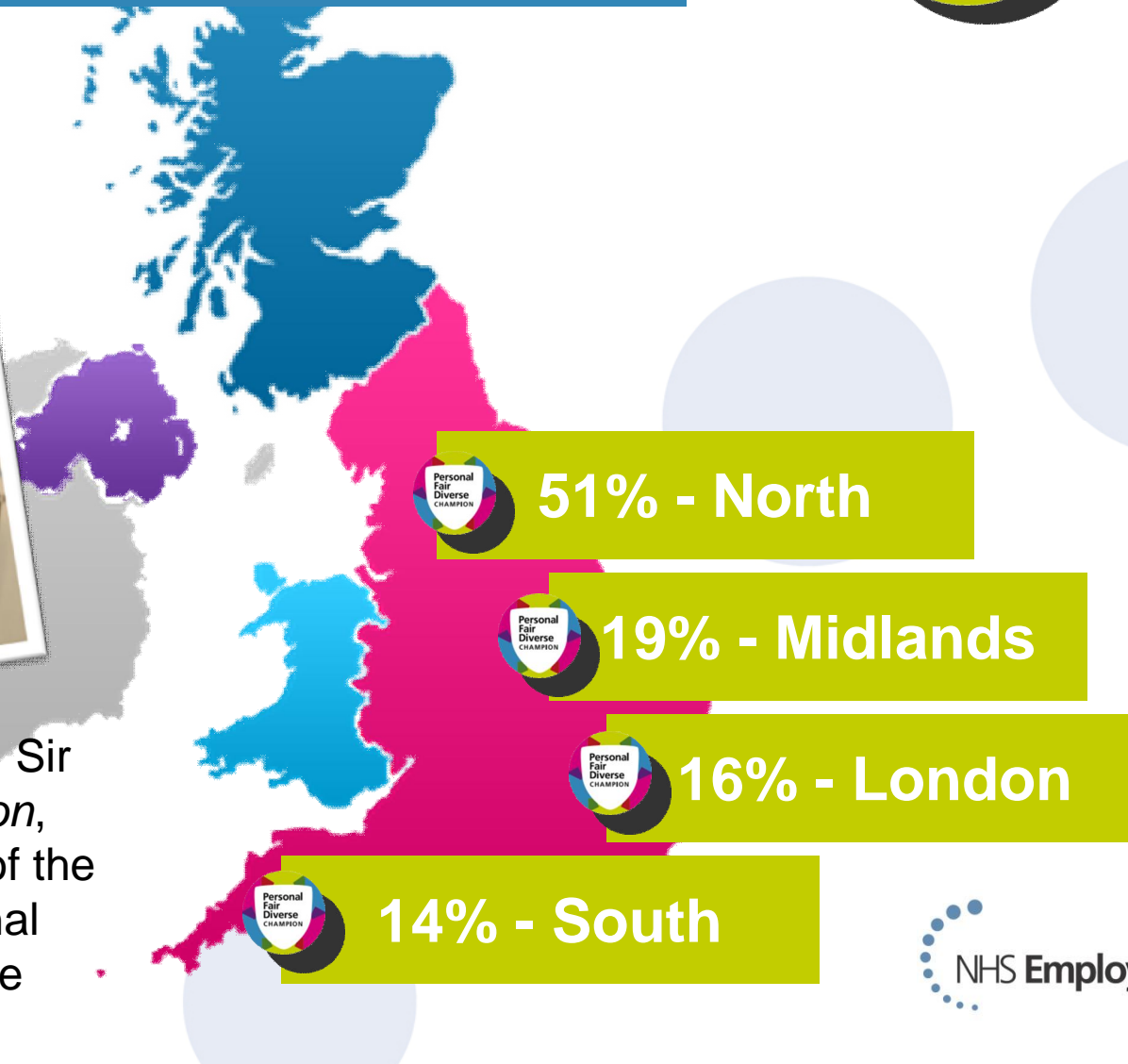


- Launched in November 2011
- Around 3,500 Champions spread across the country
- Currently have 9 NHS CEOs signed up as campaign ambassadors – set to grow to 12 in February 2013
- Received over 1,000 examples of how staff have championed fairness and diversity
- Growing interest from other sectors

3,500 Champions across England



PFD Champion: Sir
David Nicholson,
Chief Executive of the
English National
Health Service



So, what might champions be doing?



- Speaking up when something doesn't seem right
- Respecting differences
- Joining their trust's Equality & Diversity network
- Finding out more about diversity, and how patients from different cultures may be disadvantaged



Examples of what champions are doing...

“I modify the assessments and interventions I engage in with people according to their differing cognitive abilities.”

“As a paramedic I visited mosques, churches and a synagogue to learn about how best to enter such buildings in an emergency.”

**Personal
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“I set up network groups for staff relating to diversity, LGBT and disability. By raising the profile of diversity, departments are starting to identify new ways of improving the service to patients.”

“I have been visiting local BME community groups to engage with them regarding their health and well-being.”

PFD - strengthened by nine Ambassador Trusts



University Hospital of South Manchester NHS Foundation Trust

Derby Hospitals NHS Foundation Trust

Birmingham Women's NHS Foundation Trust

Nottingham University Hospitals NHS Trust

Derbyshire Healthcare NHS Foundation Trust

South London and Maudsley NHS Foundation Trust

South Essex Partnership NHS Foundation Trust

South Devon Healthcare NHS Foundation Trust

Sussex Partnership NHS Foundation Trust



How are they helping to embed the PFD vision in the NHS?

Some of these trusts had great E&D credentials and were chosen because of the innovative way they approached things.

These ambassador trusts have now signed up to:

- Generate more urgency for national improvement
- Create a campaign coalition
- Recruit more champions locally
- Share their PFD Journey - through either a conference, live event, online video or a meeting
- Engage with their neighbouring health economy

Sussex Partnership – the ‘Deep Dive’ trust

Committed to deliver the same as an ambassador trust, with the added exception of doing more PFD activity externally.

Sussex Partnership puts NHS
in Stonewall index top four



Sussex Partnership were specially chosen for their achievement of being the first NHS Foundation Trust to make the top ten in the Stonewall Equality Index – coming in at fourth place.

Award winning

2012 enei - Team of the Year

Award presented in July 2012 for the 'excellent efforts' involved with delivering the PFD campaign.



Picture:

Award accepted by the NHS Employers team on behalf of everyone linked with PFD Campaign.



What's next for PFD?

- **Continue** with the strong champion growth in 2013
- **Share** case studies and create reputable publications
- Continue to **explore** how PFD can benefit the communities we serve
- **Drive** PFD in other large public sector organisations



The role of NHS Employers

NHS Employers will continue to support the PFD network through the sharing of ideas and best practice.

We're also best placed to be a national voice, spark debate and come up with other creative ways to address some of the most pressing equality issues in the NHS.

The role of NHS Employers

Some of the other things we're doing:

- **Growing** the PFD campaign across the public sector, including the Fire and Rescue Service
- **Co-ordinate** another NHS-wide Equality week, (May 13th)
- **Supporting** the Equality Act 2010
- **Collating** info for the Public Sector Equality Duty Review
- **Celebrate** the outstanding contribution of a number of leading BME individuals – part of the [BME Trailblazers series](#)



The logo features a white rounded rectangle with the text "Personal Fair Diverse" in bold black font. This rectangle is centered over a semi-circular background composed of several colorful triangles in shades of yellow, red, green, blue, and purple. The entire graphic is set against a solid black background.

Personal Fair Diverse

Be a part of the movement - sign up today

If you haven't already done so, you can sign up to be a champion online by visiting the PFD web section on www.nhsemployers.org

You can also join in with the #PFD conversation on Twitter, just follow @PFDChamps to get involved.

Should I sign up?

Are you passionate about an NHS with patients at its heart?

Do you care about working in an NHS which is fair and accessible to all?

Do you believe that diverse workplaces make organisations better?

Are you prepared to carry out one action to help create a Personal, Fair and Diverse NHS?

What do I have to commit to as a champion?



- It's all about doing whatever you can, in your day-to-day job, to create a more fair and inclusive environment at work
- There are no requirements
- It's not time consuming
- You're more than likely doing this already!



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