

'What matters to you?' day

6 June 2018



Achieving better
outcomes for
people



Building
positive
relationships



Having more
meaningful
conversations



Supporting
shared
decision making



Personalising
approaches
to care

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Published May 2019

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Foreword

This is the third year that Scotland has participated in 'What matters to you?' day. As you will see from this report, more than 600 teams from all over the country took part in our national day - celebrating the power, and joy, of meaningful human connection. We realise that we are part of something very special. Over the past three years or so, the language of 'What matters to you?' has become commonplace in health and care settings up and down the country, and is now starting to spread into many other settings.



The following report outlines some of our learning from 'What matters to you?' day 2018, however the numbers participating are only part of the story. We now see this movement growing beyond people registering on a website in order to take part in a single day of activity. We counted more than 30 countries across the world participating in the day on 6 June 2018 – in 2016 only Scotland and Norway took part.

In my travels around the country I have witnessed specific examples of culture change based on 'What matters to you?' – a consultant seeing a 'What matters to you?' poster and asking 'Surely you don't support that team?' as the first question on a ward round, a team building away day starting with a 'What matters to you?' exercise, and a Primary 1 class on their first day at school doing 'What matters to you?' posters to introduce themselves. All of these have a direct relationship to the concept underpinning this work to move to more personalised care.

This movement is also supporting people working in the public sector to enthusiastically connect, or perhaps reconnect, with core values that inspired them to work in public service. Conversations focused on what really matters are helping us to get it right for people who use services and improve quality of life. The evidence tells us that people working in the care sector get the most fulfilment from the part of their work that involves contact with the people they serve – the patients, families, clients, communities. These conversations about what really matters are helping us to connect, listen, understand and improve.

We hope you will find this report helpful and encouraging, and we look forward to many more 'What matters to you?' conversations improving and reshaping the important work we do.

**Jason Leitch, National Clinical Director for Healthcare Quality and Strategy,
Scottish Government**

Introduction

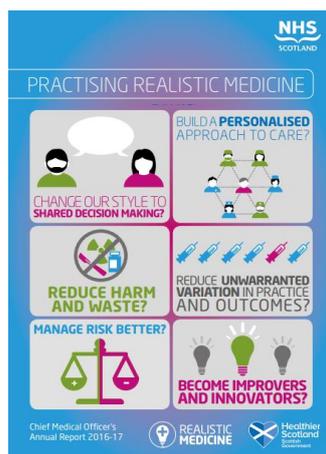
'What matters to you?' day aims to encourage and support more meaningful conversations between people who provide health and social care and the people who receive care and support, as well as their families and carers.

This initiative encourages professionals to move their conversation focus from 'What's the matter **with** you?' to 'What matters **to** you?' in order to more effectively support the development of high quality compassionate support, care or treatment focused around what people really need and want.

Scotland has co-ordinated and hosted the annual 'What matters to you?' day since 2016. This is now in its third year. Many of the countries who engaged with Scotland over the three years have gone on to co-ordinate their own local campaigns...embedding this campaign at an international level!

The value of this approach has been recognised and widely adopted in Scotland. This has been supported by the Chief Medical Officer's annual report 'Realising Realistic Medicine'¹ that proposed 'What matters to you?' conversations within consultations was a fundamental approach to shared decision making. The subsequent year's Chief Medical Officer's annual report, 'Practising Realistic Medicine'², re-emphasised this important question, saying: *'Through shared decision making we must get better at determining what matters most to patients. Practising Realistic Medicine requires care that is coproduced in partnership with the people receiving it – person-centred, holistic care. We need to readdress the balance.'* The key messages in this report can be seen in Figure 1 below.

Figure 1: Practising Realistic Medicine - key messages



¹ Realising Realistic Medicine: Chief Medical Officer for Scotland annual report 2015-2016: <https://www.gov.scot/binaries/content/documents/govscot/publications/progress-report/2017/02/chief-medical-officer-scotland-annual-report-2015-16-realising-realistic-9781786526731/documents/00514513-pdf/00514513-pdf/govscot%3Adocument>

² Practising Realistic Medicine: Chief Medical Officer for Scotland annual report, 2016-17: <https://www.gov.scot/binaries/content/documents/govscot/publications/progress-report/2018/04/practising-realistic-medicine/documents/00534374-pdf/00534374-pdf/govscot%3Adocument>

The powerful connecting force of the 'What matters to you?' approach is beginning to be recognised in different contexts and it is noticeable that this is also being adopted by the health and social care workforce, where managers and teams are using the 'What matters to you?' conversation as a core component of supporting wellbeing in the workplace.

The Institute of Healthcare Improvement's Joy in Work framework³ introduces the 'What matters to you?' approach as a way to *'...engage in a participative process where leaders ask colleagues at all levels of the organization, 'What matters to you?' — enabling them to better understand the barriers to joy in work, and co-create meaningful, high-leverage strategies to address these issues...'*

What we did

Working group

The 'What matters to you?' day working group has led co-ordination and promotion of this event in Scotland since 2016. This group includes members of the public, representatives from Healthcare Improvement Scotland, Scottish Government, NHS boards, and representation from third sector organisations, including the Health and Social Care Alliance Scotland (the ALLIANCE), CEMVO Scotland and See Me Scotland (see Appendix 1).

Based on feedback from previous years, members of the Scottish 'What matters to you?' working group began thinking about how to improve the reach of 'What matters to you?' day to the general public. As the day had been targeted in the past for action by health and social care staff, this new focus was to include engagement empowerment of the people who use these services and supports to participate fully in the two-way interaction and allow them to both initiate as well as respond to a 'What matters to you?' conversation about their care or support.

Resources

In order to enable individuals and teams to take part in 'What matters to you?' day, the working group developed resources that could be used in local campaign approaches. These were distributed across Scotland, at no cost to the recipients. The resources included badges, pens, posters, post-its and stickers (see Appendix 2 for a full list of resources and costs). These resources were also available online for download and were used and adapted by people participating both in Scotland and across a range of other countries.

³ IHI Framework for Improving Joy in Work, 2017:
<http://www.ihl.org/resources/Pages/IHIWhitePapers/Framework-Improving-Joy-in-Work.aspx>

Some additional resources were provided as online materials only, these included a guidance document, feedback postcard, pull-up banner template and public information leaflets. Making these downloadable resources that allow people to adapt them for their local areas or settings.

To support people from as many backgrounds as possible to learn more about the day and to participate, public information leaflets were developed that were translated into a short film clip using British Sign Language as well as the four most commonly used languages across Scotland: Arabic, Chinese, Urdu and Polish. These are available to view and download online.⁴

Communication

To support participation in 'What matters to you?' day 2018, a range of communication methods were used to let people know when it was and how they could get involved. These methods included the following.

Email

Direct email communication with a wide range of health, social care and third sector networks across Scotland, including:

- health and social care partnership chief officers
- NHS board chief executives
- NHS board executive nurse directors
- public involvement and engagement leads
- local authorities, and
- third sector organisations.

All participants who registered to take part in 2017 were also contacted directly by email to give them early notification of 'What matters to you?' day 2018 along with information about how to get involved again.

Social media

Based on the level of activity on Twitter during the 2016 and 2017 campaigns, there was a continued focus on promoting 'What matters to you?' day 2018 using this social network. The hashtag #WMTY18 was used to promote and share 'What matters to you?' day, along with the dedicated Twitter account @WMTYScot.

The 'What matters to you?' day Facebook account, www.facebook.com/whatmatters2you, was also used to reach a wider public audience, as this was shown to be effective in previous campaigns.

⁴ What Matters to You? day online resources: <https://www.whatmatterstoyou.scot/>

Website

The 'What matters to you?' website, www.whatmatterstoyou.scot, supported those taking part in a range of ways and featured:

- blogs from colleagues across health and social care about why the 'What matters to you?' approach was important and how they were planning to take part
- downloadable campaign resources, and
- a contact form to allow people to register and request resources.

'What matters to you?' day visits

Members of the working group visited participants across Scotland on 'What matters to you?' day and to provide support and capture learning. The areas visited included intensive care units, mental health units, acute wards, learning disability charities, primary care services, and universities. During these visits, the group members observed local activities and spoke to those involved. Good practice from these opportunities were shared using the previously mentioned methods.

Conferences

The learning and activities from 'What matters to you?' day 2017 were shared at conferences during 2017 and 2018, including the Institute for Healthcare Improvement (IHI) forum in January 2018, British Medical Journal (BMJ) International Forum in March 2018, and NHSScotland national conference in June 2018.

Participation

Between 1 March and 30 July 2018, a total of 612 individuals and teams from across Scotland registered to take part in 'What matters to you?' day 2018 activities. Although registrations through the website have reduced by 12% this year, there was evidence of wider unregistered involvement collected from Twitter, Facebook and conversations with care teams around the country.

Although registrations on the official website have not continually increased, it is assumed that this is simply because teams and organisations have taken ownership of their own initiative or initiatives and don't feel they have to formally register with the national campaign.

Four new countries joined the initiative for the first time this year: Bahrain, Luxembourg, South Africa and Spain. This increased the total number of countries engaging with 'What matters to you?' day, since it began in 2016, to 33. These countries can be seen on the map in Figure 2 and the numbers of registrations from each country are listed in Figure 3.

Although Canada, Denmark, Brazil and Belgium now co-ordinate their own national activities, they still acknowledge the Scottish initiative.

Figure 2: Participating countries

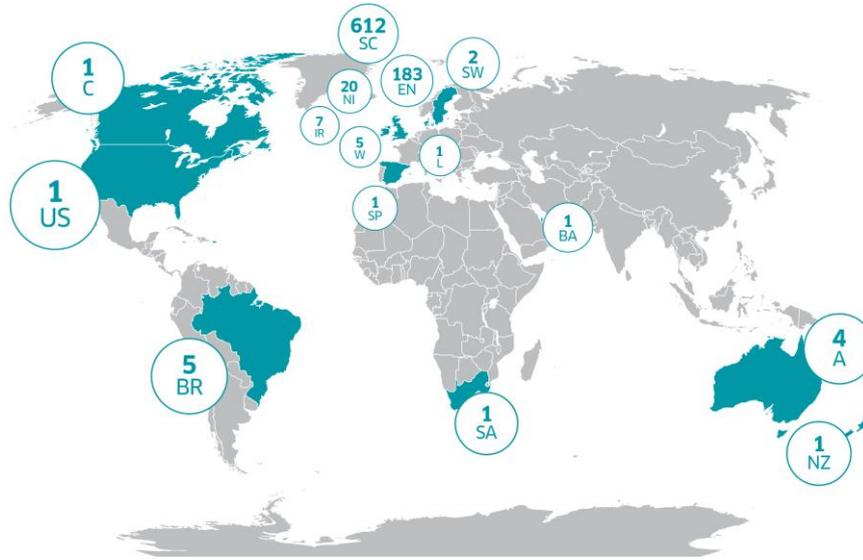


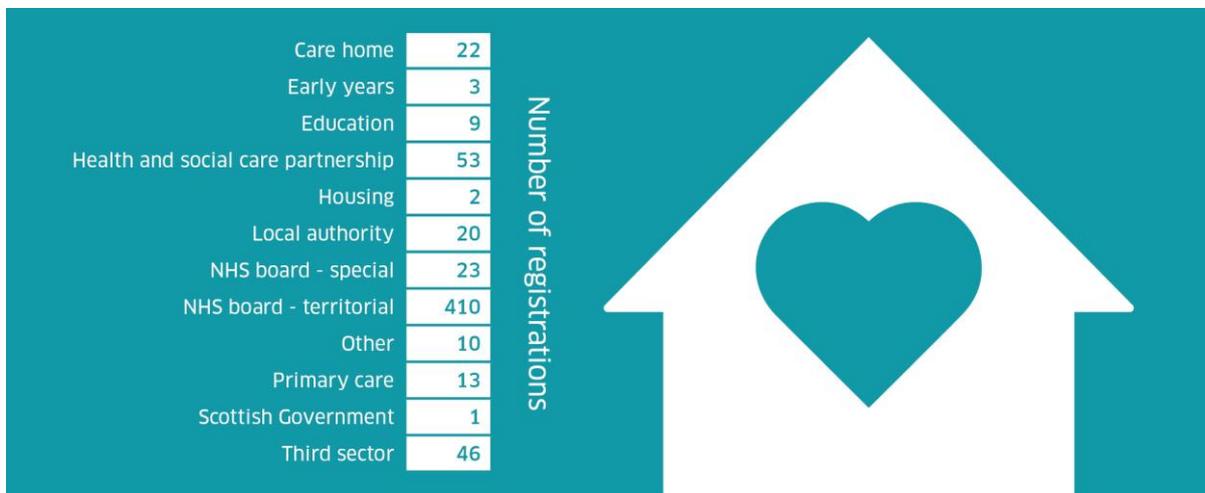
Figure 3: Number of registrations in participating countries

| Country | Number of registrations | |
|---------|-------------------------|-----|
| A | Australia | 4 |
| BA | Bahrain | 1 |
| BR | Brazil | 5 |
| C | Canada | 1 |
| E | England | 183 |
| IR | Ireland | 7 |
| L | Luxembourg | 1 |
| NZ | New Zealand | 1 |

| Country | Number of registrations | |
|---------|-------------------------|-----|
| NI | Northern Ireland | 20 |
| SC | Scotland | 612 |
| SA | South Africa | 1 |
| SP | Spain | 1 |
| SW | Sweden | 2 |
| US | USA | 18 |
| W | Wales | 5 |

During 2018, a wide range of organisations participated across Scotland. The types of organisations participating can be seen in Figure 4 below.

Figure 4: Distribution of Scottish registrations by organisation type



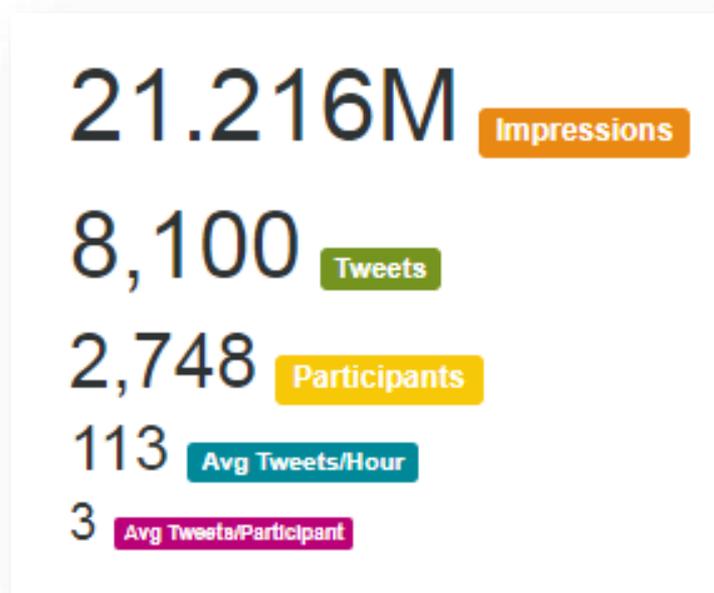
Participation through social media

Twitter

Twitter continues to host significant international activity across the world, with people sharing photos, activities, successes and feedback using @WMTYScot and #WMTY18.

Between 1 March and 30 June 2018 over 25 million impressions were made on Twitter using #WMTY18. The Twitter statistics for the days surrounding 'What matters to you?' day can be seen in Figure 5 below.

Figure 5: #WMTY18 Twitter activity between 5 and 7 June 2018



Facebook

The Facebook page (www.facebook.com/whatmatters2you) saw more success in its second year with an additional 222 followers and gained:

- 497 likes
- 732 views
- a reach of 28,524, and
- engagement with posts 2,112 times.

Website

The website draws interest both before and after 6 June, and we saw that between 1 March and 30 June 2017, the 'What matters to you?' website (www.whatmatterstoyou.scot) was viewed 42,205 times by 13,632 people and the documents were downloaded on 930 occasions.

Feedback

All registered participants were asked to share their feedback about their 'What matters to you' day activities using either:

- email
- a short online survey
- online feedback form, or
- Twitter.

This resulted in 74 email responses and 59 completed online surveys. There was a significant amount of Twitter activity, much of which included feedback about activities on the day.

Content of feedback included information about activities that participants arranged and took part in as well as the impact of 'What matters to you?' conversations. Format of the feedback received took many forms, including:

- collated information gathered from people's conversations
- drawings
- follow-up actions and action plans
- photos
- selfies
- service user, family, carer and staff quotes, and
- videos.

The amendments made to the feedback methods this year supported participants to more effectively describe the impact of the conversations rather than simply the activities that were organised.

Twelve case studies were developed based on the feedback provided that outlined the impact of holding 'What matters to you?' conversations as well as positive changes that were made to practice or support for people. These case studies were shared on the 'What matters to you?' website, email and social media⁵.

⁵ What Matters to You? day case studies: <https://bit.ly/2U4ps7u>

Outcomes and impact

This section presents a small selection of case studies illustrating the different ways people took part and the outcomes and impacts of 'What matters to you?' day 2018. More case studies can be found on our website at: www.whatmatterstoyou.scot/home/matters-day-2018-summary.

NHS Lothian

by Patrick Cooney

Whilst carrying out respiratory reviews within one of NHS Lothian's pharmacies, I've been attempting to use a more rounded house of care approach for each of my consultations and work with the patient as much as possible.

During a recent consultation, when trying to figure out what mattered to a patient, I discovered that although his inhaler usage was a concern, the primary issue that was troubling him was caring for his wife.

Instead of immediately delving into his respiratory issues, we looked into how we could help his wife and what other support I could offer that would make things easier for them.

By the end of the consultation, the patient was more relaxed and I had arranged a district nurse visit for his wife to assess her properly. We then booked a future appointment to revisit his respiratory issues and see how else we could support him.

Podiatry Service by Fife Health and Social Care Partnership

The Podiatry Service within Fife Health and Social Care Partnership asked their patients what was important and what mattered to them. Many responses centred around people wanting to be able to keep doing the activities that mattered to them but felt that doing so was dependent on their foot health. Clinicians have worked, and continue to work, collaboratively with people to achieve the desired outcome.

One example of the significant outcomes from 'What matters to you?' conversations is outlined below.

- One gentleman shared that he wanted help to be able to wear the shoes he wanted to his son's funeral. The staff worked with this gentleman to address the issues that were preventing him and he was able to attend his son's funeral in the way that he wished to.

As part of our core values, we aim to routinely discover what is important to each individual and how podiatry intervention alongside their own assets can help them reach their goal or maintain their desired lifestyle and activity.

Mainstay Trust Ltd

by Scott Ritchie

Mainstay Trust Ltd is a Glasgow-based charity offering a range of support services to people with a learning or physical disability living in Glasgow.



We based our 'What matters to you?' day around service user involvement and participation.

We held a meeting with the people we support before the day to find out what things they would like to achieve. The group decided that they would like to learn more life skills so we agreed that on 6 June 2018, for 'What matters to you?' day, we would put on courses about 'health and safety fire evacuation in the hub' and 'food hygiene'. These courses were very well received. We also had suggestion boxes for people to express their views about things they would like to see happen in the future.

We had information stalls, and people attended from Glasgow Eagles Sports Opportunities and Kelvingrove Tennis Club as we were teaching the people we support about the 'Keys to Life'. This focused on the promotion of healthy living, choice and control – moving people towards realising their own potential with the correct level of support. It also included active citizenship where people with learning disabilities are supported to participate in all aspects of community and society.

We were able to use 'What matters to you?' day as a platform to show more people that they are able to express their views. This has enabled a variety of different activities, chosen by the people we support, such as:

- a charity football match between staff and the people we support, now known as 'Mainstay Madrid'
- a sponsored walk at Bellahouston Park, and
- a day trip to Strathclyde Park.

Both the people we support and staff now know more about what's on in Glasgow due to our 'What's on' station that has been set up which was a product of 'What matters to you?' conversations.

We also gathered feedback forms from our staff and will take these to our next management meeting and put people's suggestions into achievable outcomes to help make the staff teams feel more valued and listened to.

It has opened up more doors and opportunities for the people we support by asking the question 'What matters to you?'. This can be someone trying a new activity, course, experience or for some of the more complex people we support it can be a change as subtle as having the confidence to mix with other individuals to improve their confidence and self-esteem and meeting other people can help develop peer groups and social inclusion.

The day was a fantastic success with many people we support meeting new people, trying new things, learning about what's on in Glasgow and gaining new life skills. This was constructed in a person-centred way with the views of the people we support at the heart of what we were doing on the day. As a person-centred provider we always promote being an active listener and each person's views are respected and promoted as we aim to deliver on our mission statement of helping people achieve the best possible day – 'plan your day with Mainstay'.

Royston Court Care Home (Royston Court is a 60-bed residential care home in Edinburgh) by Carol Culbert

We took part in 'What matters to you?' day on 6 June 2018. Care staff supported service users to express themselves using different approaches:

- sitting chatting to individuals about what is important to them
- completing the 'Getting to know me' document, and
- art activities.

Across the various units within the care home, many service users were interested in talking about what matters to them, either as a group or with their key workers. The feedback has been recorded in care plans and the care team will be looking at ways to support the individual to achieve a positive outcome. Many of the service users explained meaningful activities and entertainment is important to them, such as dominos, puzzles and quizzes, which can be arranged on a regular basis for them. Some examples have been provided below about what we have done to address what the service users said mattered to them.

- One gentleman spoke about the importance of feeling safe and protecting his belongings – he now has a key to lock his bedroom door.
- Football, and in particular the Hibernian team was a popular subject! With the support of the Edinburgh Behavioural Support Service, Royston Court has approached Football Memories which is held at the Hibernian Stadium to arrange for some residents to attend the monthly group.
- One gentleman spoke about his wish to remain independent with his finances. Normally all resident monies are kept in the safe and managed by our administration staff. This gentleman has been given a locked drawer to keep his money in. If he wants to go shopping a staff member will support him, however on some days he asks staff to go shopping on his behalf. A financial audit form has been implemented to evidence/audit when he has given cash to staff and they go shopping on his behalf.

Looking forward

Service users and care staff agreed that 'What matters to you?' day provided lots of opportunities to not only talk about what is important, but also identifying things that will make a difference. As a result of important matters identified, the staff have requested we conduct the same initiative on a regular basis.

NHS Lanarkshire

Haematology ward, Monklands Hospital

by Margaret Kelly

We decided the 'What matters to you?' (WMTY) day of action was a project that we could approach together – to hear what the patients had to say about their stay in the haematology ward at Monklands Hospital. As a Service Manager for cancer and haematology, I felt it was an important and exciting opportunity to hear 'first hand' what mattered to our patients and staff.

The haematology ward admits patients from across Lanarkshire with blood disorders. Unfortunately, the diagnosis and treatment can very often mean a lengthy inpatient stay so it was really important not only to focus on what matters to the patients, but to also engage with the nursing team to adopt the WMTY process in an effort to bring this into daily practice. Haematology patients can often feel very lonely during their stay as their clinical condition can demand lengthy periods of isolation. We are aware of this and were prepared to hear how this can affect them. Their diagnosis and prognosis can be extremely difficult and challenging. Often anger and frustration can affect their progress.

We decided on the format of our approach and agreed we would:

- advise all staff (medical and nursing) about the WMTY day
- obtain resources, watch any videos and learn as much as possible before 6 June to ensure our efforts were optimised
- be brave – we were possibly about to hear negative comments about the ward
- think about 'breaking the rules' – it might be something that we would need to work hard to resolve for the patients' benefit, and
- understand that clinical barriers and boundaries might be a challenge.

On the day we:

- invited 'well' patients to have a chat with us together in a quiet area of the ward. We shared why it's important to hear if something was troubling them and give them an opportunity to give us the chance to change things to help in their care pathway.
- invited staff to share their own personal experiences and what mattered to them – by doing this we hoped to share how to have the discussion with patients and relatives.
- reflected on what the patients and staff said – taking actions as soon as possible to make changes appropriately.

So, what did we hear and what did we do? Here's one example.

What we heard...

Patients were yearning to get home.

What we did...

Agreed to start early discharge planning for two of the patients. Discussions then took place with the medical nursing and pharmacy teams to ensure that plans were progressed to facilitate the discharges on the agreed dates. Further discussions then took place with one of the patients about her prognosis and next steps. This was not a good prognosis and it was very upsetting for the patient. Early discharge was the right thing to do as she needed quality time with her family.

Key learning and next steps

Following each 'What matters to you?' day, it is important to consider how to maximise the impact in the following year so that more people can benefit from this important question. The following have been identified as key learning and development issues based on the learning from the 2018 'What matters to you?' day.

Participation and reach

Although the number of registrations reduced by 12% (n=80) compared to that of 2017, after reviewing the registrations, the 2018 team registrations appeared to have increased when compared with previous years.

As with previous 'What matters to you?' days, the majority of participants were from healthcare, although there was an increase of 21% in registrations from health and social care partnerships this year.

The international appeal of 'What matters to you?' day continued, with four new countries registering. Various other countries also co-ordinated the day within their own nations and continued to link in with the Scottish team – these registrations were not included in those outlined within this report.

Development for 'What matters to you?' day 2019

Continue to build engagement and involvement across all sectors.

Demonstrating impact

The learning taken from the impact feedback following 'What matters to you?' day 2017, was used to adapt the feedback methods for 2018. In doing so, this appears to have supported more outcome-focused feedback that demonstrated the impacts and changes made in 'support practice' and in the actions taken following 'What matters to you?' conversations.

Case studies continue to be a positive mechanism for sharing 'What matters to you?' day impact and has supported and instigated many developments of activities based on shared approaches in other areas. By regularly sharing these by email and through social media, more participants have been encouraged to share their own outcomes and 'What matters to you?' stories.

Development for 'What matters to you?' day 2019

Continue to adapt feedback mechanisms to support as many people as possible to identify and share the positive outcomes following 'What matters to you?' conversations.

Involvement of service users and the public

Previous 'What matters to you?' activities have mainly focused on health, care and support providers by encouraging them to ask and act on what matters to their service users. In order to support moving the focus to shared conversations, the development of translated resources supported this.

Development for 'What matters to you?' day 2019

Build on existing mechanisms to support the public to engage fully with 'What matters to you?' conversations.

Making every day a 'What matters to you?' day

Much of the feedback shared has outlined how participants are continuing to develop their approach or approaches to building the 'What matters to you?' principles into their daily practice. This will be an important factor in developing the 'What matters to you?' movement and effectively shaping the care and support for many more people around their needs and what matters to them.

Development for 'What matters to you?' day 2019

Work with local teams to consider how to develop, and share, local processes to support staff to routinely ask and act on what matters to people in their everyday practice.

Conclusion

The increased reach and engagement of 'What matters to you?' day 2018 demonstrates that people working within health, social care and other areas of the public sector continue to connect with the 'What matters to you?' principles and are working towards:

- building more positive relationships
- having more meaningful conversations
- supporting shared decision making
- personalising approaches to care, and
- achieving better outcomes for people.

Although the positive impact of this initiative on people cannot be truly measured, the engagement and enthusiasm with which people have worked to support meaningful conversations and improvement in the lives of others has been truly inspiring.

As the 'What matters to you?' movement goes forward into its fourth year, it is vital that momentum is maintained and links with other national priorities are strengthened. Embedding the 'What matters to you?' approach into everything we do is at the very heart of our person-centred ambition. The foundation principle of high quality care and support is that it always begins with [asking about what matters, listening to what matters, and perhaps most importantly, doing what matters.](#)

Appendix 1: 'What matters to you?' day 2018 working group members

| Group member | Role |
|-----------------------|--|
| Safia Ali | Race Equality Mainstreaming Officer CEMVO Scotland |
| Margaret Anderson | Public Partner |
| Claire Curtis | Associate Improvement Advisor, Person-centred Health and Care Healthcare Improvement Scotland |
| Victoria Edmond | Senior Communications Officer Healthcare Improvement Scotland |
| Gillian Fergusson | Programme Manager Healthcare Improvement Scotland |
| Diane Graham | Improvement Advisor, Person-centred Health and Care Healthcare Improvement Scotland |
| Gregory Hill-O'Connor | Our Voice Coordinator Health and Social Care Alliance Scotland (the ALLIANCE) |
| Elaine Hunter | Administration Officer, Person-centred Health and Care Healthcare Improvement Scotland |
| Shaun Maher | Strategic Advisor for Person Centred Care and Improvement Scottish Government |
| Geraldine Marsh | Associate Chief Nurse Older Peoples Services NHS Greater Glasgow and Clyde |
| Des McCart | Senior Programme Manager Healthcare Improvement Scotland |
| Margaret McDonald | Public Partner |
| Benjamin McElwee | Health and Social Care Policy and Practice Officer See Me Scotland |
| Mario Medina | Equality and Diversity Advisor Healthcare Improvement Scotland |
| Gavin Paterson | Partnership Engagement Officer North Ayrshire Health and Social Care Partnership |
| Jennifer Rodgers | Chief Nurse, Paediatrics and Neonates NHS Greater Glasgow and Clyde |
| Claire Scrim | Senior Project Officer, Person-centred Health and Care Healthcare Improvement Scotland |
| Susan Siegel | Public Partner |
| Tommy Whitelaw | Project Engagement Lead Health and Social Care Alliance Scotland |

Appendix 2: 'What matters to you?' day 2018 costs

| Item | Cost (including VAT) |
|------------------------------|----------------------|
| Resources | |
| Badges | £6,948.00 |
| Posters | £392.40 |
| Stickers | £2,368.80 |
| Design | In-house |
| Translation | £280.00 |
| Video | £20.00 |
| Postage | |
| Badges, posters and stickers | £2,368.55 |
| Envelopes | £63.00 |
| Overall total cost | £12,440.75 |

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