

# What matters to you?



Ask what matters  
Listen to what matters  
Do what matters

'What matters to you?' day  
Monday 6 June 2016

#WMTY16

www.whatmatterstoyou.scot

## Conversation Cafes

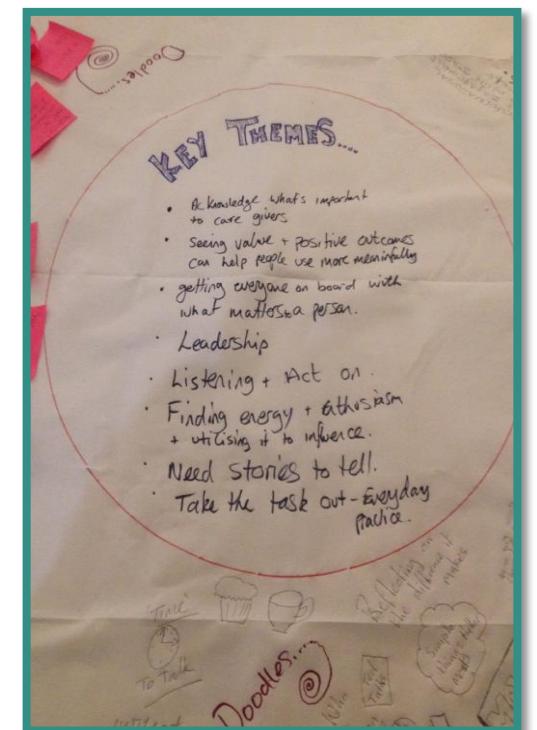
Two conversation cafes were run in partnership with the Scottish Government and Healthcare Improvement Scotland's person-centred health and care team on 30 and 31 August 2016.

These sessions were arranged to provide a different and meaningful way to engage with and capture feedback from people who had either been involved with or heard of the 'What matters to you?' initiative which took place on 6 June 2016. Attendees were also asked to shape how the day should be coordinated next year.

Discussions were themed and the key emerging themes were:

- planning
- involving staff
- involving people
- leadership
- learning from impact, and
- feedback.

Specific details on these themes can be found on the following pages.



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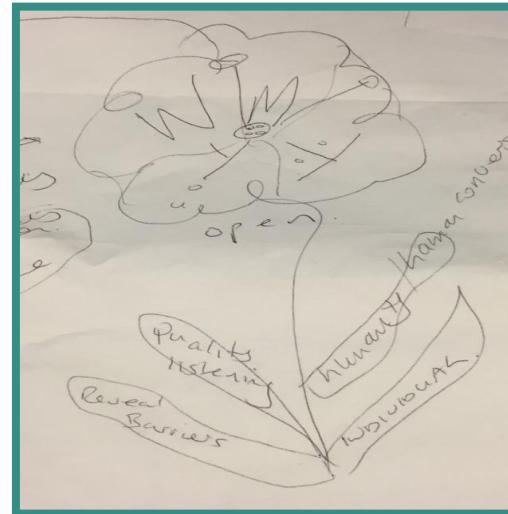
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## Conversations about 'What matters to you? day' key points:



### Involving staff

- Professionals and all levels of staff, both clinical and non-clinical should get involved
- Ask staff what matters to them too



### Planning

- Publicise well ahead of 6 June using a range of methods:
  - WebEx
  - Email
  - Planning groups
  - Ideas day
- Provide more resources for 2017, ensuring that they are all easy read
- Think about people's awareness of 'What matters to you?' day next year so that being asked is not a surprise

### Involving people

- Ensure that people using all types of (care or support) services get information and can be involved
- Engage with hard to reach groups
- Make sure everyone involved in 2016 can be involved in 2017



### Leadership

- Empowerment from leadership is key
- Chief executives/chairs/senior clinicians to share what matters to them through Twitter or videos
- Include as an agenda item on Chief Executives meeting and NHS board annual reviews

### Linking 'what matters to you?' day with other organisations and initiatives

- Self-Directed Support Scotland, particularly Bletter week
- Carers week
- Carbon trust
- Poverty network
- Housing and safer communities
- Safer schools
- Realistic medicines Chief Medical Officer's policy
- Scottish Medicines Consortium
- Health and Social Care Alliance Scotland (the ALLIANCE)

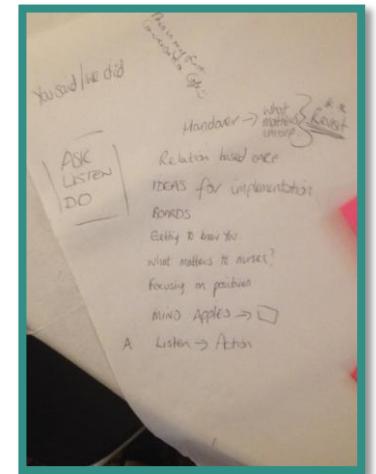
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## Conversations about taking part in 'What matters to you? day' key points:



### The 'What matters to you?' conversation

- Think about communication barriers
- Think about the language used to ask 'What matters to you?':
  - Use your own language
  - Make sure it is accessible, avoiding clinical terms
- Make sure that people feeling 'safe' in sharing without 'consequence'
- Consider how to improve the interpersonal skills of staff
- Think about non-verbal communication
- Make sure the conversation is equal, open and supportive
- Make it part of daily care practice, not just a one-off question
- Ensure that the person is genuinely listened to and understood

### Share examples

- Share examples from 2016 activities, such as:
  - Best practice
  - Case studies
  - Patient stories
  - Questions to ask during the conversations
  - How to work 'What matters to you?' into team strategy or policy
- Provide the opportunity to discuss and hear other people's stories
- Do not be prescriptive about examples, allow people to be creative and think outside the box

### Providing feedback about activities

- A range of ways to provide feedback should be available. Suggestions included:
  - Postcards
  - Facebook
  - images
  - one page summaries
  - Survey monkey
  - Storify
  - case studies
  - picture boards
  - Story boards
  - selfies
  - elevator pitch
- Hold more conversation cafes (immediately after 6 June and then a few months after to allow changes to have been made and take effect)
- Eurovision style live feed on the day
- Message on 'What matters to you?' board and then photograph it
- Provide guidance/templates on what sort of feedback is desired for people to use if they wish

### Follow up on conversations

- Respond to the conversation with actions and results
- Think about how people act on what they have been told
- Do not give false hope
- Share answers to questions with the care team

### Impact on care experience

- Go back to people and ask how being asked what matters to them has changed things
- Focus on positives
- Measure the outcomes for everyone involved
- Share positive links and quotes