

'What matters to you?' day 2018

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Introduction

'What matters to you?' day is an international day of action and takes place on 6 June each year. The day aims to encourage and support more meaningful conversations between people who provide health and social care and the people, families and carers who receive care.



What we did

The 'What matters to you?' day working group is made up of representatives from, health, third sector organisations and members of the public. The group co-ordinates the day in Scotland and has built on the success of the previous two years' campaigns. Its role includes the following.

- **Promoting** the day with leaders and practitioners across Scotland using both traditional methods and social media (Twitter #WMTY18 and Facebook).
- Encouraging and supporting those providing care and support to hold **conversations** with service users and colleagues to help them find out what matters to them and **act on it**.
- Developing and providing free **resources** in both printed and downloadable formats. Participants can adapt these resources to meet their local needs.
- Incorporating, in 2018, a **public-facing campaign** and developing guidance for the public to assist them in sharing what matters to them with service providers.

Why

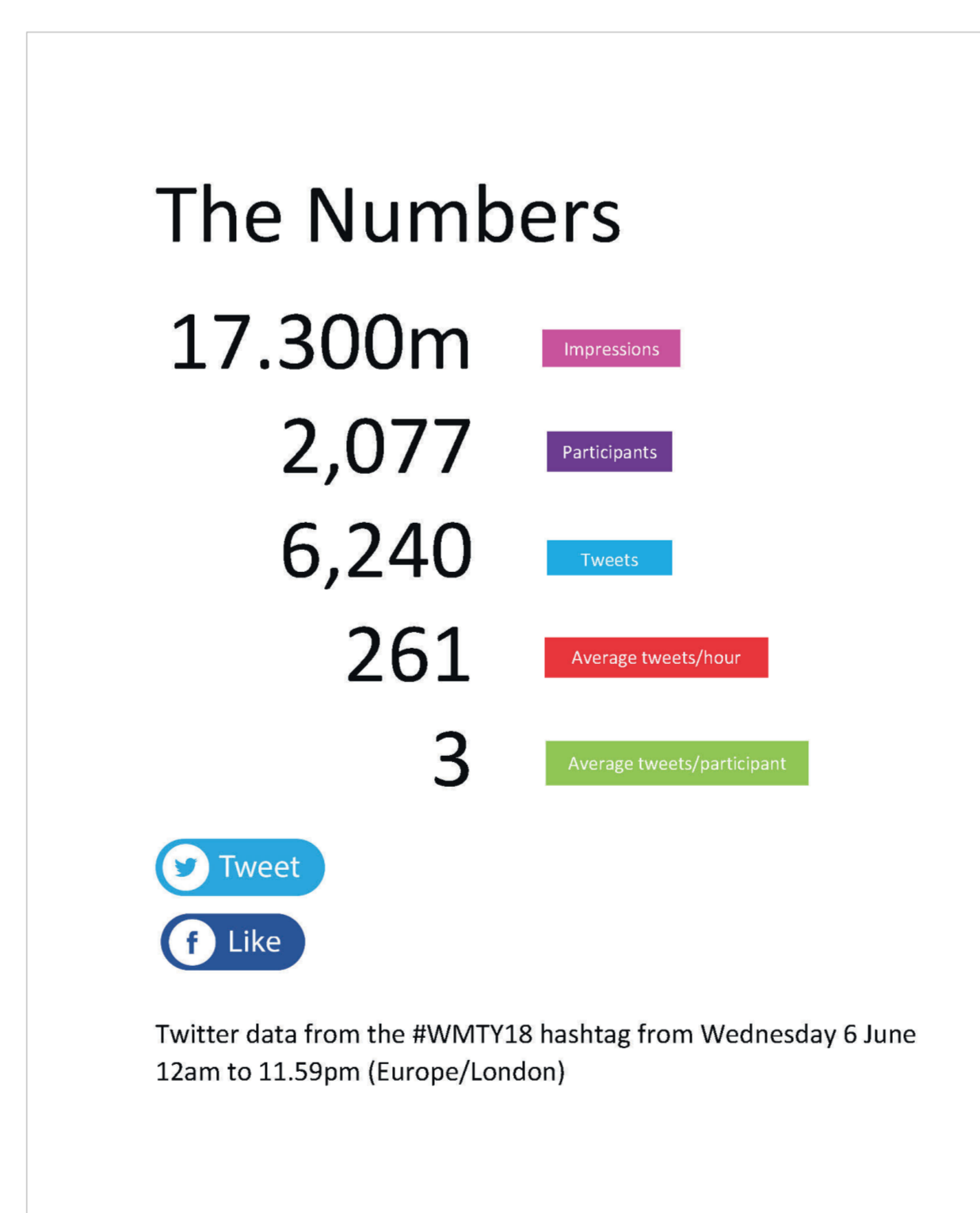
Relational elements of care are vital to NHSScotland's ambition to create a health and social care system that is person-centred, safe and effective. Yet, the prevailing culture and pace of activity in these settings often makes prioritising these important elements difficult.



Results

'What matters to you?' day encouraged 862 teams to register their participation across 15 countries, with 612 of these from within Scotland.

Participation in Scotland has grown by 16% since 2016 and now reaches thousands of people across a wide range of health, education, social care and private sector environments, and was shared by over 2,700 people this year on Twitter (@WMTYScot and #WMTY18).



The feedback received from staff told us how they used the 'What matters to you?' approach in their local areas, what difference this made to people and how they will build this into future conversations.

Learning

Positive outcomes for both people receiving care and support, and service providers of holding 'What matters to you?' conversations were achieved. These have been developed into a series of case studies and shared widely. These are also available on the campaign website¹.



Image of what matters to you day at Mainstay Trust, Glasgow

Conclusion

The reach and engagement with 'What matters to you?' conversations on the campaign day demonstrated that there is an increasing appetite across Scotland's public sector and the people who use our services to connect and work with people in a deeper, more meaningful way.

Future development will encourage daily 'What matters to you?' conversations in order to support improvements to deliver meaningful and responsive care for people using our services.



More information

@WMTYScot

www.whatmatterstoyou.scot

www.healthcareimprovementscotland.org

Reference:

1. Healthcare improvement Scotland. What Matters To You? Day case studies. 2018. Available from: <https://www.whatmatterstoyou.scot/home/matters-day-2018-summary/>