



# Compassionism

Staff Initiated Culture Change Programme to Embed Civility



Kettering General Hospital  
NHS Foundation Trust

## Our Inspiration

'Working at Kettering General Hospital (KGH), gives its staff a sense of belonging' and majority of its staff feel valued and respected. However, our staff survey results, formal and informal feedbacks from staff and service users highlighted that more needs to be done to make Compassion a common language of the organisation. Latest staff survey recorded 27% (White) & 30.7% (BME) staff experienced bullying, harassment, or abuse from other staff in the past year.

Workforce is the spine of any organisation. Similarly, in the KGH our workforce is our most valuable resource. Staff wellbeing and turnover is linked with civility an respect at workplace. A conducive, supportive & compassionate culture is the key to staff commitment and engagement with direct impact on quality and safety outcomes and efficiency.



## Awareness Campaign

- Highlighting the impact of incivility and transformative power of compassion and civility through various communication channels, Road Shows, Guest Speakers, and Marketing

## Diagnostics

- Formed a working Group of Compassion enthusiast from different staff groups across all disciplines. Identified key issues in different areas of work and possible triggers.

## Designing Solution

- Developed a staff-initiated culture change programme, with agility to match our needs.

## Where Compassionism Fits

There is an early window of opportunity to offer resolution of perceived incivility prior to escalation. This is where Compassionism sits. Compassionism is non punitive or retributive

If perceptions are addressed early with the support of a Peer Messenger, our data indicates that in 80-90% of cases escalation has been avoided.



## Discover Compassionism – The Highlights

### #TheBestOfMe: The Individual

1. Start every interaction with a 'Smile & Hello'/End with 'Thank You'
2. Self-reflection: Asking at the end of every interaction 'Was that the Best of Me?'

### #TheBestOfUs: The Team

3. Calling it out with Compassion – The 'Peer Messenger' Peer Messengers are trusted, objective approachable members of a department or team, calling it out with compassion and raising awareness of the impact of actions with kindness and respect. Supporting at times when we may not be able to speak up for ourselves,



## Potential Challenges...

**COVID Restrictions on Marketing Approach**

**Confusion with HR Process/ 'Freedom to Speak Up' Initiative overload – Keep interest/engagement alive**

**Recruitment of Peer Messengers**

Restricted pace of implementation - soft launch hosted initially, including attending departmental meeting, team briefings, social media, virtual Special Events, screensavers, and internal Comms

Include representatives from both areas as stakeholders and champions early in the process. Clear communication of where Compassionism 'fits'. Not an HR process Introduced 'Compassionism Heart Selfies' as interacting virtual sign up. Created interest and ownership. Unexpected benefit from this initiative was the spike in interest and flexibility of personalised Comms and interaction within teams

Giving Teams and Departments ownership of the process, and the option to select who they choose

## ...Solution

## The Dream...

- Compassionism embedded firmly in our culture
- Softening of tones
- All staff confident to 'Call it out with Compassion'
- Continued growth and support of our Peer Messenger Network
- Listening events with our Teams we will continue to evolve and be relevant to support out staffs needs
- Adding new chapters as we evolve
- Development of interactive virtual Peer Messengers
- Avoiding formal complaints and grievances
- Long term improvements reflected in NHS Staff Survey Results
- Attracting and retaining the 'very best' staff to KGH enabling the delivery of excellence in patient care.
- ALL Staff feel supported, valued and respected
- Extending Compassionism system wide
- Our dream is to make compassion our common language of choice

Start with Compassion...End with Respect

