‘The Birthday Baking Rota’ - *changing culture with CAKE and celebrations!*

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Discover:

Undervalued. Burnt Out. Exhausted. The 2019 NHS Staff Survey showed that less than half of NHS staff (48%) felt that their organisation values their work. This has been further negatively impacted by the pandemic & ongoing aftermath. Feeling valued at work has consistently been linked to improved motivation, engagement and enhanced performance; as evidence by the ‘ABC of Core Needs at Work’, from the Kings Fund[1]. This also has a **positive impact** on the wellbeing of staff, and is imperative to boosting **team morale** and staff retention.

Dream:

To implement a celebratory initiative to promote two main aims, across a range of different departments and NHS Trusts:

- **Individual** - every member of the staff (across the multidisciplinary team) to feel valued and celebrated, through authentic and personalised recognition of achievements and celebrations.
- **Team** - to enhance morale and boost team spirit through creating opportunities for the team to collectively appreciate and celebrate a variety of achievements.

Design:

- A celebratory **Birthday Baking Rota** spreadsheet was designed:

Name:	Birthday:	Day in work closest to birthday:	Preferences / dietary requirements:	Baker - to bring in cake:

The rota then expanded to celebrate diversity and promote inclusion of all team members, including the addition of the following to the spreadsheet:

- religious / cultural celebrations (from a range of backgrounds)
- personal achievements - workplace (passing exams, publishing papers)
- personal achievements - outside of the workplace (engagements, baby showers)

A shared break time would then be facilitated, to provide staff with an opportunity to share and **celebrate each other**, promote **team-building** and of course, enjoy the **cake!**

Destiny:

This initiative has already been introduced across four different NHS Trusts. Anonymised questionnaires have highlighted consistently positive qualitative feedback; particularly in regards to **morale, wellbeing and team-building,** stating that other departments and trusts could benefit from this initiative.

For example: *“This has been by far the best job I have had in terms of well-being and job satisfaction and it’s things like this initiative that make the department such a nice place to work. Keep up the amazing work!!!”*

The vision is for this celebratory initiative to be expanded into more departments and Trusts across the NHS. Consideration of corporate sponsorship to assist with the funding of this initiative would also benefit expansion. Ultimately, celebrating staff and their achievements serves to positively impact their individual wellbeing, overall team morale and staff retention, to contribute to a **brighter future** for the NHS.

1 – West M, Bailey S, Williams E, ‘The courage of compassion – supporting nurses and midwives to deliver high-quality care’, The King’s Fund, Summary, September 2020.