The Use of an Appreciation and Valuing QR Code Poster to Improve Staff Wellbeing

Who

The initiative was developed and led by the Nursing and Care team (wellbeing committee) at Helen & Douglas House Children's Hospice. Staff involved volunteered to join the newly formed committee.

What

A QR code poster was designed and displayed in staff areas. When scanned, the QR code generates a pre-formatted email template that allows staff to send an anonymous appreciation message to a colleague. The email is simultaneously shared with the recipient's line manager, with a personal thank you from the Director of Nursing & Care, ensuring positive feedback is recognised at both individual and organisational levels.

This initiative was based on principles of civility, peer recognition, and appreciative enquiry. It aimed to:

- Create a simple, low-barrier way for staff to acknowledge great practice,
- Foster a culture of kindness and positivity,
- Provide tangible evidence of professional behaviours for staff appraisals and revalidation,
- To provide the recipient with a 'warm fuzzy feeling'.

Where

Implemented within the clinical team at Helen & Douglas House, a children's hospice providing palliative and end-of-life care for babies, children, and young people, and support for their families.

When

The pilot was launched in spring 2025, with an evaluation survey conducted four weeks after implementation.

Why

Hospice work is emotionally and physically demanding. Staff wellbeing is essential to sustaining compassionate and high-quality care.

- Evidence shows that peer-to-peer recognition reduces stress, burnout, and sickness.
- Feeling valued at work increases resilience, retention, and job satisfaction.
- A positive feedback culture enhances teamwork and morale.

Staff appreciation poster

Outcomes

Engagement

- 35 staff members received at least one message of appreciation.
- 20 staff responded to an evaluation survey via survey monkey (within 14 days).

Survey findings

- 61% reported receiving a message.
- 33% had not yet received one
- 100% of recipients of a message reported feeling valued when they received a message.
- 27% had sent a message; those who had not sent a message to a colleague mostly reported "forgetting."
- 78% agreed the initiative improved wellbeing; 11% agreed it improved wellbeing 'somewhat' and 11% said they were not sure.

Qualitative Feedback - Staff comments highlighted that receiving appreciation:

No negative comments were made – all staff agreed it should continue.

'Made my day.'

'It's the surprise when it lands in your email inbox. I like that my manager also gets to see it. It is useful for appraisal and NMC evidence too.'

'Loved it - definitely gave me warm fuzzy feeling.'

'It gave me such a little boost, and I did feel truly appreciated'

'Reminded me why I love working here.'

'I have loved listening to colleagues who have received feedback. They are proud and feel recognised.'

'Helped me feel noticed in a busy environment.'

Future possibilities

- Extend the initiative across the whole organisation.
- Explore integration with staff recognition schemes.
- Include reminders/prompts to encourage more staff to send messages.
- Collate anonymised data for inclusion in appraisals, revalidation, and organisational wellbeing reports.
- Share the model with other hospices as a best-practice example.

Share your feedback on our appreciation idea and pass on that 'warm fuzzy feeling'

Scan the QR code to share your thoughts

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hdh.org.uk Written by Sally Hayes, Director of Nursing and Care. Helen & Douglas House Children's Hospice - 2025

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