



# Healthy Campus Case Study



**HEA** | HIGHER EDUCATION AUTHORITY  
AN tÚDARÁS um ARD-OIDEACHAS

# Hello my Name is

**Name of institution and initiative lead**  
RCSI Dublin  
CoMPPAS (Centre of Mastery: Personal, Professional & Academic Success) Department – Student Welfare, alongside Inspire

**Date and timeframe**  
October 2023 to February 2024 and ongoing.

**What was the reach?**  
We targeted all staff, as a starting point via the Workvivo social media platform and had an onsite launch date in the Stephen’s Green campus and on the Beaumont Hospital site on 14th February 24. 170 staff and students engaged in the initiative. Students displayed interest in the campaign on the day with a number of students registering on the day.

**Aims and Objectives**  
Campus Culture – Healthy Campus Initiative:  
This campaign promotes the first steps in compassionate care encouraging a simple introduction as a means to connection and trust within the health care professional & patient relationship.  
The tool used for the purpose of this was the ‘Hello my Name is’ name badge with the clear and visible name of the staff/student which they want to be known as.  
This breaks down barriers in communication allowing staff to be more visible to each other and students, therefore role modelling this to health care professionals /students going out into hospitals and communities.

**Aligned frameworks, policies, or strategies**  
This aligns with the ‘Hello my Name is’ campaign and framework and has been endorsed by and supported by this charity after communications with them prior to rolling this out in RCSI. This is now a global strategy supported by over 25 countries.

**Project Collaborators**  
External; ‘Hello my Name is’ Campaign – Chris Pointon – Director of the charity provided us with a promotion video for the launch of the campaign on work vivo.  
Internal; Collaborated with Yvette Moffatt and Amanda Daly in RCSI Inspire around promoting and launching the campaign.  
External; Inspire collaborated with the Irish Hospice Foundation to fundraise for their services encouraging staff who signed up for name badges to donate to this worthy cause.

**Key Learning Points**  
The simplicity of the campaign and the story behind this appealed to many staff and students. An onsite launch increased the interest and registrations as well as promoting connections on the day and sharing of stories. Name badges need to be given with the information and background story of the campaign, to ensure the ethos is brought with it. Going forward we may need to consider blank, pin name badges, with labelling machines to ensure sustainability and long-life use and reuse, in line with Health Campus.

Healthy Campus Process	Whole Campus Approach	Topic	Population Group
Create	Campus Culture & Communications	Mental Health & Wellbeing	Students
		Wellbeing on the Curriculum	Staff
			Wider community

