**HEA Healthy Campus**  **Case Study**

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| **HEALTHY CAMPUS CASE STUDY** | |
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| **Name of Institution/ Organisation** | RCSI Dublin |
| **Who led the initiative?** | CoMPPAS (Centre of Mastery: Personal, Professional & Academic Success) Department – Student Welfare, alongside Inspire |
| **Date and timeframe of the initiative** | October 23 to February 2024 and ongoing. |
| **What was the reach of the initiative?** | 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. |
| **Initiative title** | ‘Hello My Name is’ Campaign – Name Badge Initiative |
| **Aims / 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. |
| **The rationale for the action, including any identified health needs** | Experience of health care can be difficult for patients, often feeling vulnerable in their situation.   * Connection through introduction can support and aid this relationship and is recognised in the RCSI Health Campus initiative. This campaign has been rolled out successfully in 25 countries including Ireland. * The HSE launched this in 2017 with great responses from the public. This is a necessary core communication for all health care students therefore the campaign can assist them in valuing the importance of this with one important step. * It also supports them in connecting with staff with the campus, accessing their own support, important for their wellbeing and in line with the Healthy Campus initiative regarding mental health and wellbeing. |
| **Identify all frameworks, policies, or strategies this initiative aligns to**  **(internal, local or national)** | 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. |
| **Summary** | I brought this initiative to RCSI, due to my experience of working in Primary Care and Disability Community services within the HSE as a Social Worker. I have been championing the campaign since 2017 by wearing my name badge to home visits and community centres.  Research has shown that patients and service users ask us to be clear when we give them information about their health. They also want us to show care and compassion when we talk and write to them. When we explain things clearly and with care and compassion, people have more confidence and trust in us and are more likely to take our advice and follow medical guidance. They are happy to ask us questions about our advice so that they can take better care of their health. The same can go for students on in a university setting from a wellbeing perspective.  “Research has shown that there are fewer errors and better treatment outcomes when there is good communication between patients and their health-care providers, and when patients are fully informed and educated about their treatment and medication.” (World Health Organization: 2012)  “39% of Irish people ask that healthcare professionals use more understandable language and less medical jargon” (National Adult Literacy Agency: Ipsos MRBI survey, 2015)  My community experience was that the simple of this name badge and introduction was received well by service users, who may be anxious and unsure of who they are meeting with during an initial contact. More connection leads to more cooperation, as outlined by Marte Meo Ireland.  I showcased this idea to my Head of service and connected with RCSI inspire, who saw the value in this campaign. The idea was that by staff embracing the campaign, they will connect better to each other, to students, and therefore role model this vital communication piece, to increase wellbeing and a healthy campus culture. |
| **Did you collaborate with internal and/or external stakeholders to deliver?** | 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. |
| **How was the initiative organised?** | Initial meeting with Inspire to discuss idea & planning – October 23  Discussed with Heads of Service regarding plan and roll out, financial implications.  Follow up meetings regarding timeframes, delegation of tasks, contact with all stakeholders, supplier quotes, and launch dates.  Ongoing informal communication at closer time to launch.  Graphics, and Workvivo post decided on in February 24 – launch of video and information on Workvivo, and campaign in St Stephens Green and Beaumont sites on 14th February 2024.  Sharepoint forms used for registration.  Quotes confirmed, order made, and badges distributed to staff and students. |
| **What resources did you need?** | CoMPPAS and Inspire split the finances for the cost of the name badges – approx. €1400 for 170 personalised name badges. |
| **Has it been evaluated? How successful has it been?** | Our hope was to achieve 100 registrations for name badges – we received 170 registrations; this was a very positive result for the 1st launch of the campaign. This campaign was extremely inclusive, promoting connections with all departments, academic staff, non-academic staff, students, porters, security, and cleaning staff – some of which are contractors. This is valued in the Healthy Campus Initiative. Some of those who registered shared stories around the value of connection and embraced the ethos of the campaign. We have yet to evaluate the overall success of this campaign, general feedback has been positive and further staff have requested the badges. One learning point is to have pin badges rather than magnetic, as these are more inclusive and stay on lanyards – some issues with the magnetic badges. |
| **Any future plans, including the sustainability of the initiative?** | It is hoped that these badges will be included in induction packs for new starters. We are considering student name badges also but need to evaluate our initial campaign prior to doing this. |
| **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 Framework Categories (please tick all that apply)**

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| **Healthy Campus Process** | **Whole Campus Approach** | **Topic** | **Population Group** |
| Commit | Leadership, Strategy & Governance | Alcohol | Students |
| Coordinate | Campus Environment (Facilities & Services) | Substance Misuse | Staff |
| Consult | Campus Culture & Communications | Healthy Eating / Food | Wider community |
| Create | Personal & Professional Development | Mental Health & Wellbeing | Other |
| Celebrate & Continue |  | Sexual Health & Wellbeing |  |
|  |  | Tobacco Free Campus |  |
|  |  | Physical Activity / Active Transport |  |
|  |  | Wellbeing on the Curriculum (can also fall under ‘Personal & Professional Development) |  |
|  |  | Health & Sustainability |  |
|  |  | Other |  |

**Contact Details**

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| **Links** | Please see video attached; and flyer from Workvivo, photos of badges, and launch; Video to large to send by email.  https://www.hellomynameis.org.uk/ |





