

Lancashire Health and Wellbeing Board

Meeting to be held on 16 July 2015

Hello, my name is

Contact for further information:

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Executive Summary

Delivering services that are personable and compassionate should be an underpinning principle for how we work with the people of Lancashire. Most practitioners work in this way but there are many times when the demands of work mean that that simple introductions between patient and professional are missed and this can then set the tone for the remainder of the interaction.

#hello, my name is, is a campaign to remind health and care practitioners of the importance of how we engage with people and a commitment that every interaction starts on a personal and interactive footing.

Recommendation/s

The Health and Wellbeing Board is recommended to:

- Endorse the campaign #hello, my name is
- Individual organisations consider how they will promote the campaign internally

Background

The '#hello my name is' campaign was started by Dr Kate Granger in the UK. In 2013, Kate was diagnosed with cancer and suddenly found herself as the one in the hospital bed, not next it. What she observed as a patient shocked her, especially the number of healthcare professionals who failed to introduce themselves before performing any care. Dismayed that we had forgotten such a basic, yet crucial step, in developing relationships with our patients, she wrote a blog article simply called #Hellomynameis and launched one of the most prolific social media campaigns we have seen in healthcare to date.

So far over 90 NHS organisations and hundreds of thousands of workers have committed to the campaign and to begin every interaction with every patient simply by introducing themselves, what their role is and how they will be supporting them.

Further details about the campaign, its progress and supporters can be found at <http://www.hellomynameis.org.uk>

List of background papers – none