

Promoting Equality and Diversity in the NHS



Communication and Engagement Programme

May 2010

Our Client

Our client is a large NHS Trust operating in the City of London. It serves one of England's most diverse communities, with over 700,000 patients each year.

Equality and diversity receives a lot of attention in the NHS. Our client recognised that investing in this area would enable it to deliver a better service, increase staff morale and productivity, and to improve patient satisfaction.

The Trust is committed to eliminating discrimination across all its operations. It recently introduced its Single Equality Scheme aimed at promoting awareness of the six strands of equality and diversity – gender, age, belief, disability, race and sexual orientation.

As well as meeting its legal obligations in this area, the Trust aimed to position itself as a leader in eliminating discrimination by raising awareness for each of the six strands across the NHS.

The Challenge

The Trust was keen to further raise the awareness of equality and diversity across its 8,000 staff.

One of the Trust's key aims was to further encourage and support a work culture free from prejudice or discrimination – reaffirming its position as a leading NHS Trust. To achieve this, it was necessary to effectively communicate its values to staff and encourage them to challenge their thoughts and attitudes.

Communication Programme

SkillSet worked with the Trust's Assistant HR Director and Portfolio Directors to develop a communication and engagement programme. The aim of the programme was to raise the awareness and embed its equality and diversity values into everyday practice.

To support the Trust's aims, SkillSet developed and delivered a range of communication initiatives. These included intranet and email announcements, poster boards and table talkers. The initiatives delivered were designed to encourage staff to challenge negative behaviours and create a welcoming environment for patients.

Summary

SkillSet helped the Trust to make positive steps towards changing the attitudes and mindsets of staff in line with the objective of increasing levels of acceptance and tolerance.

About SkillSet

SkillSet is a specialist provider of learning services to multi-national blue chip clients, SMEs and public sector organisations. We deliver application training and people development programmes to clients across a broad range of industry sectors, including the oil and gas, pharmaceutical, financial services, retail and healthcare markets.

We work with organisations with varying requirements and have a successful track record of delivery. Our clients include BP, Tesco, UBS, Lloyds Banking Group and a range of NHS Trusts.