

# 'What matters to you?' day

Report 2017



**Achieving better outcomes for people**



**Building positive relationships**



**Having more meaningful conversations**



**Supporting shared decision-making**



**Personalising approaches to care**



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# Contents

|   |    |
|---|----|
| Foreword.....   | 4  |
| Introduction .....  | 5  |
| What we did .....   | 7  |
| Participation .....   | 10 |
| Feedback .....  | 14 |
| Outcomes and impact .....   | 15 |
| Key learning and next steps .....                                       | 22 |
| Conclusion.....   | 25 |
| Appendix 1: 'What matters to you?' day 2017 working group members ..... | 26 |
| Appendix 2: 'What matters to you?' day 2017 costs.....                  | 27 |

## Foreword



There is nothing more powerful than taking a moment to connect on a personal level. We all know what that feels like, yet in health and social care we are not always as good at it as we think we are. We like to 'assess' people and classify them by social problems, heart rates, drug lists or disease. We know that this needs to change if we are to create a high quality, caring, safe, and effective health and social care system fit to face the challenges of the 21<sup>st</sup> century.

A more collaborative, people-focused approach is at the very heart of this transformation. A focus on strengths first rather than deficits. A focus on working with people and communities focused on the things that really matter to them. A focus on listening and understanding.

In order for this way of working to become the norm we need to re-balance the way we currently do our work, we need to look at the things we measure and the goals we set. We need to develop ways to listen and understand one another more deeply.

'What matters to you?' day has been a fantastic initiative that has helped us to achieve some of this and to reconnect with the core values that brought many of us into the caring professions. I genuinely believe this is one of the most exciting and interesting movements developing in the health and social care system today. The spread of the movement around the world over the last two years bears witness to this.

Listening to another human being, understanding what really matters to them and then helping them to work towards achieving those goals, is possibly the most rewarding aspect of our work. 'What matters to you?' day has not only helped people working in health and social care to reconnect with these values and experience joy in their work, but more importantly, it has helped many thousands of people being supported or cared for to live more meaningful, fulfilling lives – to feel human again.

'What matters to you?' conversations are a deceptively simple concept, some would argue overly simple, but they should nonetheless be the starting point of every health or social care interaction, helping us to set the compass in the right direction. I heartily commend this work and hope that the learning and the case studies shared in this report can help you to start work, if you have not already, or continue to develop a 'What matters to you?' focus and culture in your team or organisation.

A handwritten signature in black ink, appearing to read 'J. Leitch'. The signature is written in a cursive style and is positioned above a horizontal line that extends to the right.

**Jason Leitch, National Clinical Director for Healthcare Quality and Strategy, Scottish Government**

## Introduction

This is the second year that 'What matters to you?' day has been co-ordinated and supported across Scotland on 6 June, and involvement is going from strength to strength. Last year, 527 individuals and teams from Scotland took part, alongside a further 48 teams from 13 other countries around the world.

During 2016, most Scottish participants came from NHS settings. In 2017, there was an overall increase in participation, but also a 48% increase in teams participating from primary and social care.

The 'What matters to you?' day working group set itself the aim of increasing the number of countries participating to 30 in 2017. This was achieved and this expansion also saw every continent on the globe being represented. New countries participating in 2017 included Belgium and Holland from Europe, Qatar, Saudi Arabia and Israel in the Middle East, Singapore and India from the Far East as well as Ghana, Angola and Nigeria in Africa. Last year's participants from Europe, South America, North America and Australasia all joined again this year and increased their reach. It is estimated that more than 200,000 'What matters to you?' resources were distributed globally this year across the 30 participating countries.

Allowing people to freely download and adapt resources encouraged participation, including overseas and in non-English speaking countries. Openness and a non-directive approach to how the materials were used appears to have been one of the key factors that has contributed to the growth and spread of the movement. Another key success factor has been the ability to learn from and share local innovative practice with a larger network of interested people. Additionally, the movement was effectively supported by not relying on traditional, formal communication channels to connect with organisations. Although these channels were used, there was also a strong focus on social media; Twitter was the most successful social media channel. Whilst there was some success using the formal channels to support whole organisations to participate, most participants came through social media connections and contacts.

Of course, the purpose of the 'What matters to you?' movement is not to distribute campaign resources or count countries participating. Although these have helped to show the growth and reach of the movement, its core purpose is twofold. Firstly, it is to support people to get the care or support they really need and want, when they need and want it to help them lead meaningful, fulfilling lives despite the challenges or difficulties they face. We know that when we provide health and social care in this way, not only does it lead to positive life experiences, but it also results in higher quality and better outcomes for less money<sup>1,2</sup>. Secondly, the positive impact on staff experience as a result of developing a 'What matters to you?' culture is significant. Supporting people to work in this way can help to reduce levels of burnout and

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<sup>1</sup> [www.locality.org.uk/wp-content/uploads/Locality-Report-Diseconomies-updated-single-pages-Jan-2017.pdf](http://www.locality.org.uk/wp-content/uploads/Locality-Report-Diseconomies-updated-single-pages-Jan-2017.pdf)

<sup>2</sup> [www.kingsfund.org.uk/sites/default/files/field/field\\_publication\\_file/patients-preferences-matter-may-2012.pdf](http://www.kingsfund.org.uk/sites/default/files/field/field_publication_file/patients-preferences-matter-may-2012.pdf)

increase job satisfaction<sup>3</sup>.

The greatest barrier we have identified in Scotland to meeting these goals is that people who provide care and support often find it difficult to sustain the 'What matters to you?' focus. Therefore, the question for next year and beyond is: "How can all care and support providers embed the question 'What matters to you?' in everyday practice?" It appears that the biggest barrier to developing this truly person-centred culture could be the existing structures, processes and culture of the health and social care system, and indeed the expectations and requirements of our society.

Looking forward, there is much to be hopeful about and support is growing. Alongside, what has become, the 'What matters to you?' movement, there is now the Realistic Medicine<sup>4</sup> movement in Scotland initiated by the Chief Medical Officer for Scotland in 2016. This is very much aligned with the 'What matters to you?' approach. In the Realising Realistic Medicine report, Dr Catherine Calderwood says people should "*... expect the doctor (or other health professional) to explore and understand what matters to you personally and what your goals are...*"

How this is achieved for every person, every time, is a challenge that will require courage, innovation and creativity. With health and social care integration truly under way, it is essential that we work collaboratively to maintain a focus on the people and relationships that form the cornerstone of high quality health and social care provision. By embedding this approach in daily practice, we should not only be able to develop a more person-centred way of working, but also be able to identify and remove the barriers. Ensuring that meaningful collaboration is threaded through everything we do will help us create a health and social care system that is fit for the 21<sup>st</sup> century and beyond.

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<sup>3</sup>[www.pointofcarefoundation.org.uk/wp-content/uploads/2017/07/Behind-Closed-Doors-July-17.pdf](http://www.pointofcarefoundation.org.uk/wp-content/uploads/2017/07/Behind-Closed-Doors-July-17.pdf)

<sup>4</sup>[www.gov.scot/Publications/2017/02/3336](http://www.gov.scot/Publications/2017/02/3336)

# What we did

## Working group

The 'What matters to you?' day working group has been supporting the direction and annual co-ordination of 'What matters to you?' day since 2016. This group features members of the public and representatives from Healthcare Improvement Scotland, Scottish Government, NHS boards, the Health and Social Care Alliance Scotland (the ALLIANCE), and See Me Scotland (see Appendix 1).

## Resources

Resources were developed to support individuals and organisations to participate in 'What matters to you?' day. These were distributed across Scotland, at no cost, to support local activities across Scotland. The resources included badges, pens, posters, post-its and stickers (see Appendix 2 for costs).

A range of resources were also available online for download by people participating in other countries, as well as those in Scotland. Participants were encouraged to adapt these for use within their local settings.

## Communication

The various communication channels used to promote 'What matters to you?' day 2017 are outlined below.

### Email

Direct email communication with a wide range of networks across Scotland, including:

- health and social care partnership chief officers
- NHS board chief executives
- executive nurse directors
- public involvement and engagement leads
- local authorities, and
- third sector partners.

All participants who registered to take part last year were also contacted directly by email to give them early notification of 'What matters to you?' day along with information about how to get involved again.

### Social media

Based on the level of activity on Twitter during 2016, there was a continued focus on promoting 'What matters to you?' day 2017 using this social network. The hashtag #WMTY17 was used to promote and share 'What matters to you?' day, along with the dedicated Twitter account @WMTYScot.

A Facebook account, [www.facebook.com/whatmatters2you](http://www.facebook.com/whatmatters2you), was set up in February 2017 to

reach as many people as possible and particularly to let the general public know about 'What matters to you?' day.

To further promote and encourage people to share what mattered to them, a 'What matters to you?' challenge was initiated. This involved asking people to share what mattered to them using either a video or a 'What matters to you?' statement page, and then nominate others within their own networks to take part. This challenge began with a video of Professor Don Berwick, President Emeritus and Senior Fellow of the Institute for Healthcare Improvement, who discussed what mattered to him and then nominated key strategic people across the health and social care sector, in Scotland and internationally, to share their own video or statement.

### Website

The 'What matters to you?' website, [www.whatmatterstoyou.scot](http://www.whatmatterstoyou.scot), was developed to support those taking part. This featured:

- blogs from colleagues across health and social care about why the 'What matters to you?' approach was important and how they were planning to take part
- suggestions and ideas about how to set up 'What matters to you?' activities in local areas
- a contact form to allow people to register and request resources, and
- downloadable resources to allow participants to obtain these in real-time.

### Conferences

The learning and activities from 'What matters to you?' day 2016 were shared at various conferences in 2017, including the NHSScotland national conference, Patient Experience Network National Awards, International Society for Quality in Health Care and Institute for Healthcare Improvement (IHI) forum, and a half-day Learning Lab at the IHI National Forum.

'What matters to you?' day 2016 was awarded best poster at the Patient Experience Network National Awards and was a finalist in the 'Communicating effectively with patients and families' category at these awards. The poster was also a finalist at the NHSScotland national conference.

### Online meetings

In order to further share and promote 'What matters to you?' day, several online meetings were held for people planning on taking part within Scotland and also internationally. The aim of these sessions was to support participants to:

- learn about the 'What matters to you?' day principles
- hear about last year's activities
- discuss with other interested people how they could set up activities in their local areas, and
- share any challenges that they may be facing and work through these with the other meeting participants.



## 'What matters to you?' day visits

On 6 June, members of the 'What matters to you?' working group visited participants across Scotland, including mental health units, nurseries, acute wards, community services, colleges and local high streets. During these visits, the group members observed and took part in the local activities so that they could share this good practice with all those engaged with the 'What matters to you?' movement.

## Feedback mechanisms

Various mechanisms were provided for participants to share their feedback about the impact of taking part in 'What matters to you?' day 2017. These included an online feedback form, email, Twitter and feedback postcards.

Based on learning from the previous year, a short survey was developed to gather as much information as possible about the impact that taking part had on people and services.

Questions in this survey were as follows.

- What activities did you organise or take part in, on or around 'What matters to you?' day?
- Who did you have the 'What matters to you?' conversation with?
- What difference did it make to you by having the 'What matters to you?' conversation?
- What difference has it made to the person that you had the 'What matters to you?' conversation with?

Feedback postcards were tested for the first time in 2017. These allowed people to write what mattered to them and post this back to the co-ordinating national team or share with their local service to support changes to be made based on the comments shared.

# Participation

## Registration

Between 1 March and 30 July 2017, a total of 692 individuals or teams from across Scotland registered on the 'What matters to you?' website to participate in 'What matters to you?' day 2017 activities. This was a 31% increase in the total registrations from 2016.

There was also a significant increase in the international participation in 'What matters to you?' day 2017 with 325 registrations across 30 countries. These countries can be seen on the map below in Figure 1 and the numbers of registrations from each country are listed in Figure 2.

Overall, there was a 76% increase in registrations and a 114% increase in the number of participating countries.

Some of the countries that participated in 'What matters to you?' day, coordinated by the Scottish team, also organised locally owned and managed 'What matters to you?' days within their own countries. In addition to Scottish registrations, a further 1,138 teams took part across Belgium, Brazil, Canada, Denmark and Norway.

Figure 1: participating countries



Figure 2: Number of registrations in participating countries

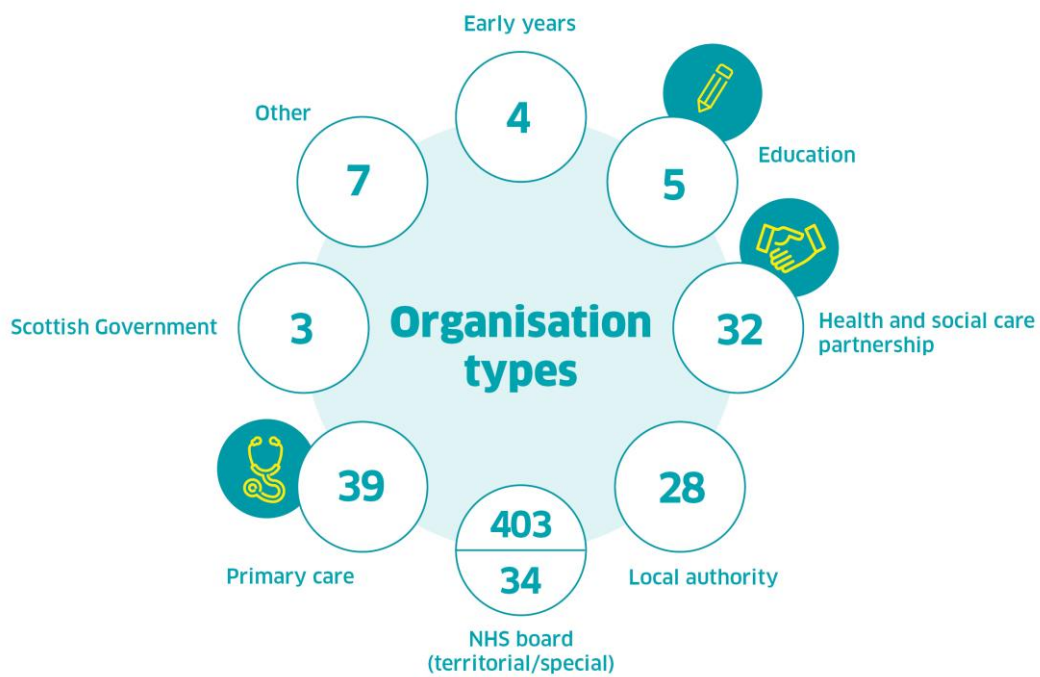
| Country   | Number of registrations | Country             | Number of registrations |
|-----------|-------------------------|---------------------|-------------------------|
| Angola    | 1                       | Netherlands         | 7                       |
| Australia | 25                      | New Zealand         | 9                       |
| Belgium   | 4                       | Nigeria             | 1                       |
| Brazil    | 23                      | Northern Ireland    | 24                      |
| Canada    | 21                      | Norway              | 3                       |
| Denmark   | 4                       | Puerto Rico         | 1                       |
| England   | 127                     | Qatar               | 5                       |
| Finland   | 1                       | Republic of Ireland | 16                      |
| Ghana     | 1                       | Saudi Arabia        | 1                       |
| India     | 1                       | Scotland            | 692                     |
| Israel    | 1                       | Singapore           | 1                       |
| Italy     | 1                       | Sweden              | 4                       |
| Kuwait    | 1                       | Turkey              | 1                       |
| Lithuania | 1                       | USA                 | 33                      |
| Mexico    | 1                       | Wales               | 6                       |

Figure 3: international 'What matters to you?'



Within Scotland, a range of different organisations participated, with the majority in territorial NHS boards. The types of organisation participating can be seen in Figure 4 below. During last year's campaign, the need to increase participation in primary and social care was identified. This year, there was a 48% increase in registrations from these sectors.

Figure 4: distribution of Scottish registrations by organisation type



## Social media

### Twitter

There was significant activity on Twitter across the world, with people sharing photos, their activities, successes and feedback with @WMTYScot and using #WMTY17 (Figure 5).

Figure 5: @WMTYScot Twitter page



The volume of activity between 1 March and 30 June 2017 can be seen in Figures 6 and 7 below.

Figure 6: #WMTY17 Twitter activity between 1 March and 30 June 2017

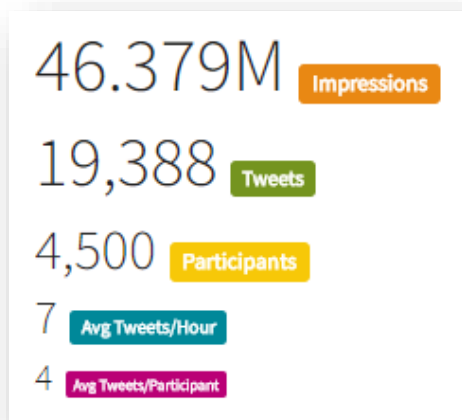
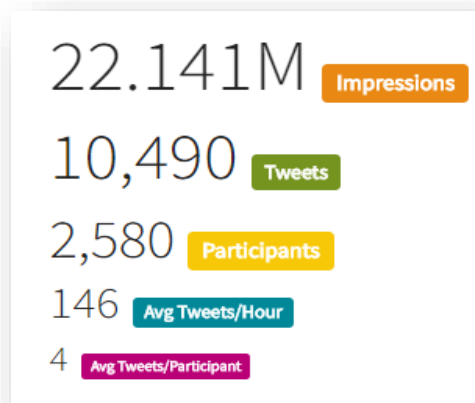


Figure 7: #WMTY17 Twitter activity between 5 and 7 June 2017



During 2017, there was a 113% increase in impressions, and 106% increase in Tweets compared to last year's Twitter activity using #WMTY16.

### Facebook

The Facebook page ([www.facebook.com/whatmatters2you](http://www.facebook.com/whatmatters2you)) saw some success in its first year – between 1 March and 30 June 2017, the page attracted 319 followers and gained:

- 316 likes
- 552 views
- a reach of 19,512, and
- engagement with the posts 233 times.

### Website

Between 1 March and 30 June 2017, the 'What matters to you?' website ([www.whatmatterstoyou.scot](http://www.whatmatterstoyou.scot)) was viewed 40,207 times by 12,452 people and documents were downloaded 507 times.

# Feedback

Following 'What matters to you?' day 2017, participants were asked to share their feedback using either:

- email
- a short online survey
- feedback postcards, or
- Twitter.

This resulted in 131 email responses and 73 completed online surveys. As outlined above, there was a significant amount of Twitter activity, much of which included feedback about taking part in 'What matters to you?' day. However, there is no way to determine the number of pieces of feedback received through Twitter.

Nationally, few completed postcards were received. However, local teams used these to best effect by sharing them with service users and displaying them in public areas then using this information to develop action plans to work towards delivering what people said mattered to them.

Feedback shared with the 'What matters to you?' team included the activities that people took part in as well as the changes made as a result of having the 'What matters to you?' conversation. This feedback included:

- collated information gathered from people's conversations
- drawings
- follow-up actions and action plans
- photos
- posters
- selfies
- service user, family, carer and staff quotes, and
- videos.

The change in feedback mechanisms in 2017 allowed participants to describe more effectively their activities and who conversations were held with. Most importantly, they began to describe the impact that their conversations were having on those involved. To find out more about the impact, additional information was gathered from participants and several case studies were developed and shared with a wide range of networks.

## Outcomes and impact

This section presents a selection of case studies from those who took part in 'What matters to you?' day 2017. More case studies can be found on our website at:

[www.whatmatterstoyou.scot/home/matters-day-2017-summary](http://www.whatmatterstoyou.scot/home/matters-day-2017-summary).

### Pauline Murray, NHS Ayrshire & Arran



As part of routine care in our Intensive Care Unit (ICU), we use the 'Getting to know me' document adapted for ICU as many patients are unable to communicate and have/develop delirium as a consequence of critical illness and drug therapy. By using this document upon admission with our patient, to be known as Yvonne, it was evident that her two dogs were the centre of her world after her family. Photos of the dogs were brought into ICU and placed at her bedside for her to see whilst she made, what was expected to be, a long slow recovery.

It became clear that Yvonne would become a long-term ventilator dependent patient due to the nature of her illness. We decided to include important aspects of her life in her temporary home as part of 'What matters to you?' day. Once stable, a plan was put in place to aim to allow Yvonne to leave ICU to go outside and see her dogs with her husband and other family members – we hoped to make this a regular part of her stay in ICU.

The co-ordination of the activity was important – a patient on a ventilator leaving ICU requires a careful plan, along with appropriately trained staff to be available to ensure they left the ICU in a safe manner to a place that was suitable for Yvonne to feel comfortable. The Renal Unit garden, a quiet private area away from the hustle and bustle of the main area, was deemed appropriate and close enough if we needed to get back to ICU quickly. The process was very much a shared practice with the multidisciplinary team, involving nursing, medical and physiotherapy staff – this worked well in all aspects of Yvonne's care.





Yvonne's husband arranged to bring both dogs at visiting time one weekend, and Yvonne was hoisted into her specially adapted wheelchair and portable ventilator with all the necessary emergency equipment taken along. Three members of staff attended initially, and then when everyone felt comfortable with the process, this was then reduced to two.

The satisfaction for Yvonne, her husband and all staff involved was immeasurable. To have one of her dogs sit on her lap and for her to have her hand supported and guided to stroke her beloved pets was an honour to be part of. We were able to take some photos which her family have as a keepsake.

What worked well was the opportunity to go outside into the fresh air, see sunshine (rare it may have been, she did require a sunhat and sunscreen on several occasions) and to see her beloved pets. This had a huge psychological benefit not just to Yvonne and her husband, but also to the staff involved, who shared in her joy and satisfaction beyond belief. It gave Yvonne a big boost in mood and, in turn, the motivation to continue her rehabilitation journey. She had something to look forward to during her recovery which was extremely important to her.

This has become a regular part of Yvonne's weekly schedule, we are now 8 months into her journey and she is about to leave ICU in the next few weeks to 'step down' to HDU.

Yvonne said, "The support and encouragement from staff has been endless in helping me to overcome obstacles and progress in my recovery. The staff arranging for me to get outside to visit my dogs has been a huge turn around for me when my mood was very low."

## **Bridget Thomson, Morrison's Academy Nursery**

We decided to paint a huge tree at our entrance and have leaves available for our parents, children, visitors and staff team to use to add their thoughts about what is important or matters to them regarding the Nursery. Having the tree at the entrance ensured everyone who visited the Nursery that week would see it and be encouraged to add their thoughts. A member of the team was always available to speak with and listen to anyone interested in contributing and our children completed a leaf during their key worker group times. Parents and children arriving at Nursery also contributed together which meant that, instead of the usual rush, there was a more leisurely start to the day. Over the week, our tree had gathered many leaves with lovely messages that can be shared with everyone. Visitors have spent time reading the leaves and this has sparked conversations amongst us all.



Having more  
meaningful  
conversations





In addition to encouraging us all to take some time to reflect on our Nursery service, the activity has been useful in that:

- parents and children have taken the time to speak and listen to each other in an otherwise very busy lifestyle
- as a staff team, we have decided to take the comments and create a reflective memory book which will be useful when reviewing the service we provide with both our parents and children
- it will serve as a great feedback tool for the various inspections which are undertaken in Nurseries from the Care Inspectorate, Education Scotland and the Local Authority
- we are using this exercise to highlight good practice when communicating with children and a display of key skills is available for parents to peruse, and
- listening skills will be part of our improvement plan for the coming year where we will be working with our parents to ensure a consistent approach to developing the necessary communication skills in Nursery and at home.



## Fiona Irvine, Ayrshire Hospice

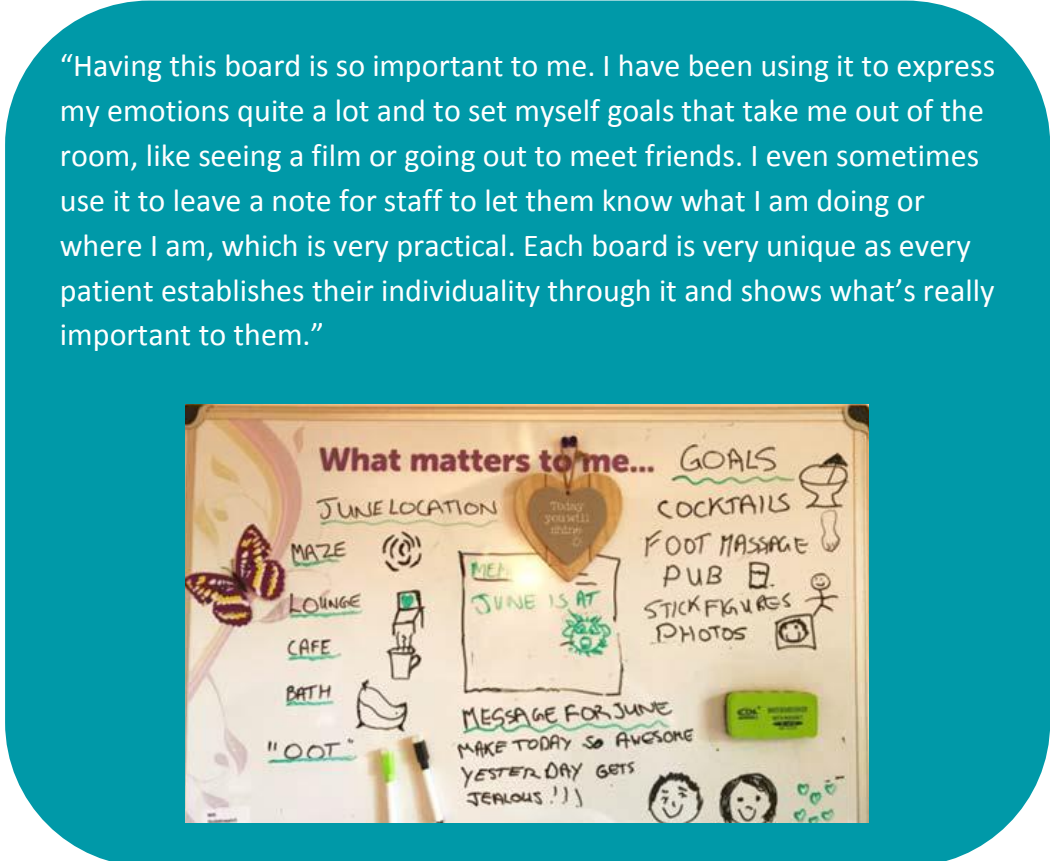


During 'What matters to you?' week, our Dignity group launched 'What matters to me?' boards within the hospice in-patient unit. With one near each bed space, the magnetic boards were designed to help our patients explain what is important to them by drawing, writing or attaching meaningful items and photos. The boards help to create a personalised, home-from-home feel which we know helps some patients to feel more comfortable during their stay. They are also a great way for hospice employed and voluntary staff to get to know patients better. As we see and listen to what matters the most to our patients, we can develop an individualised care plan with them that puts their wishes first and helps to make every day matter.

We also developed a leaflet to give out to patients and their families explaining the purpose of the boards and giving examples of how the hospice has helped to make others' days matter. These sample "prompts" are also displayed on posters around the unit to help people think about what might be important to **them** during their stay.



The boards are also a great way for patients to set goals and targets. One patient has shared her thoughts about the 'What matters to me' boards, below, and how she uses this to share and focus on what matters to her.



**Pamela Stirrat, Children and Young People’s Occupational Therapy, Fife Health and Social Care Partnership**



We used the posters and badges to advertise ‘What matters to you?’ day in advance and committed to asking a service user ‘What matters to you?’. The team then fed back the responses, with permission, and the impact the conversations had.

Asking this question works well for us as it very much sits comfortably with the assets and personal outcomes based approach to practice which we are always working to embed. We already routinely ask: ‘What is most important to you/your child right now?’ at the point of initial conversation so ‘What matters to you?’ day principles are closely aligned with this and this was a good chance to increase awareness. We learned a little bit more about our colleagues by asking each other too which was a nice exercise.

- Children**
- “I want to be able to run faster.”
  - “I’d like my writing to be small like my friends.”

We got a little reminder of how different children's ideas on what is important can be to the parents' ideas! This highlights the importance of hearing their voice. It is an example of how we need to draw on ideas such as the exchange model in order to come to an agreement about the direction of focus taking into account the child, family, professional and organisational stand points identifying the goals and desired outcomes.

Some of the feedback received on the day included:

#### Parents

- "For my daughter to be happy, safe and supported in school."
- "I want to be able to understand what's going on for him."

#### Occupational therapists

- "It helped me decide where to go from here and what would best help the family move forward."
- "It gave me the child's perspective on 'what matters' which was very different to what matters to mum at the moment."
- "It contributed to the picture that we are not the right service for this family right now."

I definitely think these conversations help the parents to feel listened to, even if the most important thing doesn't sit within our role, it is important for them to know that is what we care about most too. I have included an example below of how this approach helps us to give the right support to the right people.

A request for assistance for a 6 year old girl was received from school as her teacher and parents had identified she was having difficulty with her motor skills. She was also being teased at school which was affecting her self-confidence. During initial conversation we found out that **what mattered to the girl was to fit in with friends, and what mattered to mum was that she wasn't left behind at school.**

At assessment, an integral part of this process is to use the Canadian Occupational Performance Measure (COPM), to identify what is most important at this time. We worked with those closest to the girl to develop their skills in supporting motor skill development to ensure that this would be continued after our involvement. We encouraged mum to continue with her work in taking the girl to different clubs, going swimming and generally being active. We up-skilled the staff within the classroom to support fine motor skills and work on areas including pencil grip, pencil control and scissor skills. The COPM also identified concerns which were out with our role as Occupational Therapists so we also made an onward referral to community paediatrics.



## Catherine Mondoia, NHS Forth Valley



On 'What matters to you?' day we hosted a 'cardiology café' in which senior staff within the cardiology department served refreshments and spoke about 'what matters' with a range of people, including patients, family members, Scottish Ambulance Service paramedics, housekeeping staff, support nurses, junior doctors, secretarial staff, consultant cardiologists, head nurses, staff nurses, ward sisters, physiologists, physiotherapists, cardiac rehabilitation team and heart failure nurses.



We posted an open invitation for staff and patients and their relatives from the cardiology ward to join us on 6 June 2017 between 4 and 7pm. We made sure that the environment was informal and hospitable.

We showed YouTube clips about 'what matters' to enhance understanding for the staff, patients and public as this knowledge is not widespread. Enthusiastic staff members were available to generate conversations and, most importantly, listen.

Staff, patients and relatives appreciated being listened to during this event. Once engaged they were happy to contribute 'what mattered to them'.

When collated, the sheets from the day asking the 'What matters to you?' question revealed several themes:

- staff/patients liked to be heard/listened to
- communication was key
- staff should be approachable
- patients did not like to feel "judged"

These themes have been displayed in the multidisciplinary team room and shared with the cardiology management group who will continue to promote this valuable aspect of our work as it underpins everything.



## Key learning and next steps

This section outlines the actions taken as a result of participant feedback and learning from the co-ordination of 'What matters to you?' day 2017 as well as next steps for 'What matters to you?' day 2018.

### Participation and reach

Following 'What matters to you?' day in 2016, we identified the need to widen the reach of the initiative. By promoting more widely on social media, holding online information sessions and sharing at various international conferences, we saw an increase of 76% in the number of individuals and teams participating.

Although the majority of participants remained healthcare organisations, we saw an increase in interest and participation from:

- care homes
- early years
- health and social care partnerships
- NHS boards (territorial and special)
- primary care, and
- third sector organisations.

We also saw a significant increase in the number of additional countries that participated this year, increasing from 14 to 30. This highlights appeal and application of the principles across many other international healthcare bodies.

#### Development for 'What matters to you?' day 2018

Continue to build engagement and involvement across all sectors.

### Health, care and support providers

We know that people who deliver services, care and support often find it difficult to ask the 'What matters to you?' question in different ways and contexts, and also can lack confidence or ability to respond to the feedback given. This year participants indicated that they are becoming more comfortable in having these conversations with service users as well as their colleagues. This may be due to various factors, including:

- ongoing promotion of 'What matters to you?' principles within various national priorities across Scotland
- sharing local creative approaches allowed people to develop in their own settings
- online discussion meetings, and
- using the 'What matters to you?' day 2016 report, case studies and examples available on [www.whatmatterstoyou.scot](http://www.whatmatterstoyou.scot).

## Feedback

Following 'What matters to you?' day 2017, participants were encouraged to share feedback about their activities. Much of the feedback received last year focused solely on the activities that took place. However, in much of the feedback received this year, the impact of having the 'What matters to you?' conversations began to emerge.

Asking participants for feedback supported opportunities for them to:

- reflect on their conversations
- begin to act on the information shared with them during conversations, and
- have the time to see the impact of their actions.

### Development for 'What matters to you?' day 2018

Consider the timing and methods we use to collect feedback to allow individuals or teams to fully understand the impact of their 'What matters to you?' conversations. In turn, this will support people to share more meaningful feedback.

Methods used to gather feedback about the impact of asking 'What matters to you?' from participants encouraged people to think more about 'So what?' following the conversation. This helped to gather more comprehensive and meaningful feedback about the difference that having these conversations had on people involved.

The importance of identifying the impact for people who are part of this conversation was further encouraged and shared by the development of case studies that were made available on the website, by email and on Twitter.

### Development for 'What matters to you?' day 2018

Encourage teams to develop, and share, local processes to support staff to routinely ask and act on what matters to people.

## People being asked 'What matters to you?'

'What matters to you?' activities over the two years has mainly focused on health, care and support providers by encouraging them to ask and act on what matters to their service users. To support 'Putting the person at the centre of decision-making', a central aim of the Scottish Government's Realising Realistic Medicine report, there is a stronger focus on building the confidence and expectation of the general public to be asked 'What matters to you?' rather than passively waiting to be asked.

### Development for 'What matters to you?' day 2018

Engage with the general public to increase their confidence and expectation to be asked 'What matters to you?' and to have this information acted on, where possible.



## Conclusion

The increased reach and engagement of 'What matters to you?' day 2017 demonstrates that people working within health, social care and other areas of the public sector continue to connect with the 'What matters to you?' approach and are working towards:

- building more positive relationships
- having more meaningful conversations
- supporting shared decision-making
- personalising approaches to care, and
- achieving better outcomes for people.

Although the increase in numbers from the first Scottish 'What matters to you?' day is extremely positive, what is much more important is the positive impact on people – this has been the most inspiring part of the initiative. The enthusiasm with which people have worked to support meaningful improvement in the lives of others has been truly inspiring. This has been powerfully demonstrated in both the feedback and also from the conversations and visits made by members of the 'What matters to you?' team.

As the 'What matters to you?' movement goes forward into its third year, it is vital that momentum is maintained and links with other national priorities are strengthened. Embedding the 'What matters to you?' approach in everything we do is at the very heart of our person-centred ambition. The foundation principle of high quality care and support is that it always begins with **asking about what matters, listening to what matters, and perhaps most importantly, doing what matters.**

## Appendix 1: 'What matters to you?' day 2017 working group members

| Group member             | Role  |
|--------------------------|---|
| Margaret Anderson        | Public Partner  |
| Claire Curtis            | Associate Improvement Advisor, Person-centred Health and Care Healthcare Improvement Scotland |
| Victoria Edmond          | Senior Communications Officer Healthcare Improvement Scotland                                 |
| Gillian Fergusson        | Programme Manager, Our Voice Healthcare Improvement Scotland                                  |
| Diane Graham             | Improvement Advisor, Person-centred Health and Care Healthcare Improvement Scotland           |
| Elaine Hunter            | Administration Officer, Person-centred Health and Care Healthcare Improvement Scotland        |
| Shaun Maher              | Strategic Advisor for Person Centred Care and Improvement Scottish Government                 |
| Geraldine Marsh          | Associate Chief Nurse Older Peoples Services NHS Greater Glasgow and Clyde                    |
| Margaret Graham McDonald | Public Partner  |
| Benjamin McElwee         | Health and Social Care Policy and Practice Officer See Me Scotland                            |
| Helen McFarlane          | Programme Director, Our Voice Healthcare Improvement Scotland                                 |
| Jennifer Rodgers         | Chief Nurse, Paediatrics and Neonates NHS Greater Glasgow and Clyde                           |
| Claire Scrim             | Senior Project Officer, Person-centred Health and Care Healthcare Improvement Scotland        |
| Susan Siegel             | Public Partner  |
| Tommy Whitelaw           | Project Engagement Lead Health and Social Care Alliance Scotland                              |

## Appendix 2: 'What matters to you?' day 2017 costs

| Item                         | Cost (incl. VAT)  |
|------------------------------|-------------------|
| <b>Resources</b>             |                   |
| Badges                       | £6,600.96         |
| Postcards                    | £266.40           |
| Posters                      | £465.60           |
| Stickers                     | £1,028.40         |
| Design                       | In-house          |
|                              |                   |
| <b>Postage</b>               |                   |
| Badges, posters and stickers | £2,290.40         |
| Envelopes                    | £88.45            |
| Packing and distribution     | £397.20           |
|                              |                   |
|                              |                   |
| <b>Overall total cost</b>    | <b>£11,137.41</b> |

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### **Edinburgh Office**

Gyle Square  
1 South Gyle Crescent  
Edinburgh  
EH12 9EB

**0131 623 4300**

**ihub.scot**

### **Glasgow Office**

Delta House  
50 West Nile Street  
Glasgow  
G1 2NP

**0141 225 6999**