

**#UnAwards19 ENTRY // NOMINATION FORM  
  
Please complete this entry form and email it to admin@comms2point0unawards.co.uk by 30 October 2019 (midnight)**

**You are able to send one piece of supporting information to help with your entry (but please only send one as our judges will not be able to look at any more than this) Thanks.**

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| your name | Aasha Cowey (on behalf of Aasha Cowey & Kate Jarman) |
| your email address | Aasha.Cowey@Nhs.net |
| your organisational @twitter | @FlexNHS  (same accounts on Instagram) |
| your personal @twitter [optional] | @Aashacowey @kateburkenhs |
| category entered | The website states we can enter into any and as many of the 19 categories as we wish to – these five appear the best fit for the work we are doing ☺   * Best comms/digital team [public vote] * Best social media campaign [panel] * Best social media account [panel] * Best collaboration [panel] * Best low cost / free campaign [panel] |
| name of organisation/team/individual being entered/nominated | @FlexNHS  (Aasha Cowey & Kate Jarman) |
| name of entry | @FlexNHS |
| date project delivered [to / from] | From November 2018 to as long as we need to…. |
| campaign/project budget | Our social media campaign which aims to provide a support and resource network to promote and enable flexible working in the NHS and bringing together all professions, roles and grades has been delivered remotely and in our own time for free.  We do however do some paid work within our own organisations as part of our day jobs to champion and reinforce the messages internally and recently the London NHS Leadership academy funded a venue for us to run a face to face event. Definitely a collaborative approach! |
| brief description of objectives | Our overarching objective is we are a support and resource network to promote and enable flexible working in the NHS, at every profession, role and grade.  We (Aasha & Kate) met virtually in Summer 2018 after sharing their own stories about flexible working and what it meant to them. We realised that there was a need to amplify voices of individuals so that flexible working was no longer seen as a bad thing which just impacted working mothers.  We are also working with and talking to those developing national policy and strategy in this area, and our feedback and community are being given the opportunity to contribute to this.  We have also partnered with Anna Whitehouse (Mother\_pukka) which has enabled us to reach different staff groups via the Instagram channel. |
| brief outline of strategy/plan | The majority of what we have done so far has grown organically. The interest in our campaign and the number of people who have wanted to talk to us and work with us has been incredible.  We held an event in September 2019 with an aim to bring together for the first time a group of approximately 50 individuals working across the NHS (alongside @Papa\_Pukka and Timewise) to explore @FlexNHS in more detail and understand what our role was. This has enabled us to think about the direction for the next 12-18 months.  We used the event to explore four key areas:   * Support for line/recruiting managers * Myth de-bunking * Organisational benefits * Empower staff to request flexible working   We came away from that event with the following key areas of focus:   * Making the financial case for flexible working in the NHS * Celebrating pan-NHS role models and further developing support networks (we have an NHS collaboration platform being developed) * Tools and support for managers * National flexible working policy and practice that can be consistently applied * Advocacy and advice for staff   Part of this will also include a flexambassadors scheme where individuals can champion flexible working in their own organisations with peer support around them. |
| what did you deliver and how did you measure it? | We have so far delivered:   * Twitter social media account (approx. 3500 followers and 2000 tweets in the last 12 months) * Instagram social media account (approx. 3500 followers and 300 unique posts in the last 12 months) * Presentations at multiple events at both local, regional and national levels * An NHS wide collaboration platform to enable a pooling of evidence and discussion forum (currently being prepared ahead of going live) |
| what were the outcomes/benefits? | It is hard to quantify the exact impact that this has had as a national campaign but we have had individual members of staff message us to say they have returned to work or felt empowered to request flexible working (and therefore more likely to stay in work) as a result of our campaign.  We believe the benefits focus on the following areas:   * In recruiting and retaining staff * In increasing gender parity and closing the gender gap in pay and progression * In preventing women who want to work exiting the workforce after maternity leave * In supporting those with caring responsibilities * In providing a better balance for staff with mental and physical health needs * As a core component of overall staff wellbeing offer |
| tell us why you should win  [in no more than 100 words] | The NHS is our most treasured national institution and has touched the lives of everyone in one way or another. We both work for the NHS and love what we do but we also believe the NHS collectively needs to get better at supporting other commitments whether this is a caring responsibility, physical and mental health needs or simply just wanting to take up a hobby. We hope our campaign will enable individuals to stay in jobs they love without feeling they need to choose between work and life. This means a lot to us and the NHS workforce. |
| **NEW**  comms2point0 are looking to build a new ‘’best practice resource with CAN Digital.  Are you happy for this entry to feature here? Thanks. | Yes or No  Maybe – I’m not sure we’d be the best people for this but happy to discuss! |