

A photograph of three women looking at a document together. The woman on the left has long red hair and is smiling. The woman in the middle has long dark hair and is also smiling. The woman on the right has short blonde hair and is looking down at the document. She is wearing a pink patterned top and a green lanyard with a badge that says "Freedom to Speak Up Guardian".

# National Guardian Freedom to Speak Up

## 100 Voices campaign Case study submission user guide

This guide will show you how to submit a case study for the National Guardian's Office 100 Voices campaign using the online form.



# 100 Voices campaign: An overview

## About the campaign

The National Guardian Office's 100 Voices campaign is an exciting opportunity to share the learning from all the work Freedom to Speak Up Guardians, Champions and Ambassadors do to support workers to speak up.

We know that speaking up is making a difference in the NHS and want to illustrate this with your examples of speaking up that has led to improvements for patients, service users, families and colleagues. Over 7,000 cases were brought to guardians in NHS trusts in 2017/18 and thousands more this year. These are all opportunities to learn, change, and improve.

We are looking for case studies from guardians and those in speaking up roles that best illustrate the power of speaking up so that others can learn from the cases that you have been supporting, or where speaking up and listening well has happened without the involvement of the guardian.

We would like to understand both the impact on the individual speaking up and on the organisation. In particular, we would like to know what the organisation has learned from speaking up and how this makes it easier for people to speak up in the future.

The 100 Voices campaign will help to share the learning from speaking up by creating a database of case studies that can be a resource for guardians and health organisations.

Some of these will be published alongside the National Guardian's 2019 Annual Report in October and other communications from the office, such as content for news stories and social media.

## Submitting case studies: The online form

You can submit a case study using our [online submission form](#). The form is divided into three sections, which we will detail in this guide:

- **Section one: details**
- **Section two: the case study**
- **Section three: consent**

# Section one: Details

## **Title of case study**

Make this short and catchy. Focus on the issue, the outcome and learning that the speaking up resulted in, rather than the individuals involved or the organisation.

## **Name of person submitting case study**

This will not be disclosed without consent. Please indicate whether you give consent for your name to be published. Even if you do give your consent, we might not be able to publish your name if it may reveal the identity of the organisation you work in or others involved.

## **Contact details of person submitting the case study**

Please provide an email address and telephone contact number. This information is for the National Guardian's Office to contact you about the case study. It will not be disclosed.

## **Organisations**

The name of the organisation (or organisations) involved in the case study. Seek permission from the relevant teams in the organisation/s before providing names. If you do not have specific permission, you may be able to describe an organisation without naming it (e.g. 'a large NHS trust', or 'a professional body')

## **Individuals involved**

As above, seek permission before including personal information. Without specific permission, please describe those involved in a way that would not reveal their identity (e.g. 'a nurse' or 'a member of senior management')

# Section two: The case study

## How the speaking up took place

Describe how the matter was raised. This might be the result of raising a case with a Freedom to Speak Up Guardian but might also be related to a discussion someone had with a line manager, an issue raised in an open forum, or even an anonymous contact.

## What was being raised

Describe the matter being raised, including the potential impact that the matter was having or could have had. As far as possible please do not use technical language – think about how you would describe the matter to someone who had no knowledge of the issues involved.

## What happened

Describe both how the speaking up matter was handled (the 'process') and what actions were taken in response to the matter that was raised. Please think about:

- What immediate steps were taken
- Who else was involved
- How the person speaking up was involved and supported
- How and when feedback was provided to the person speaking up

## What changed

What happened as a result of the speaking up? Include a description of what happened immediately, in the medium term, and the longer term. If there are still changes to be made, please say what they are and when they are expected.

# Section two: The case study (continued)

## **Impact**

What impact did the speaking up have and how was this measured? If the full impact of the speaking up hasn't been felt yet, indicate when this might be expected. Describe how the speaking up resulted in changes to patient care and/or the lives of NHS workers, patients, families and carers. Provide estimates of any financial savings that may be felt.

## **What was learnt**

What lessons have been learnt? What will individuals, senior leaders, and the organisation as a whole do differently?

## **What did the person speaking up say**

What did they think of the process and the outcome? Would they speak up again? Would they encourage others to speak up? Please include quotes where possible.

## **What were your reflections**

Describe your personal learning and how this will change how you work.

# Some helpful tips and further information

- Involve your communications team before you make a submission to discuss how you can develop these case studies. They can help you tell these stories by filming short videos; commissioning animated GIFs for social media; shooting high-quality photos; or drafting media releases for the local and regional press. The National Guardian's Office may get in touch about adapting the case studies for short social media videos, annual reports, news stories and other communications.
- Involve your senior leaders and other directorates, including learning and development teams and staff equality networks, to understand more about how the learning has been embedded into your organisation.
- You can submit more than one case study. No story is too big or too small – they're all important.
- Others with experience of speaking up are welcome to submit case studies along similar lines.
- You may also want to think about submitting an application for our sponsored 2019 HSJ Award, 'Freedom to Speak Up Organisation of the Year'. Further information can be found on the [HSJ Awards website](#).

**Before you start your submission, make sure that you have the necessary permissions from all those involved in the case study and ensure there is no breach of confidentiality. Please remember that this is your responsibility.**

If you have any questions about the campaign please email [enquiries@nationalguardianoffice.org.uk](mailto:enquiries@nationalguardianoffice.org.uk)