**Guidance for contributing to the Intelligent Kindness/What Matters to You Case Studies**

**Background**

The importance of kindness and a what matters to you approach has remained at the heart of the Carer Voices project through its engagement with over 230,000 people.

This engagement has included health and social care professionals, students and unpaid carers.

The evidence base for person-centred care continues to grow having demonstrated a positive impact on people, the health and social care system and its professionals. Active listening and shared decision making centred on what matters to people has been known to lead to more realistic expectations and a better match between individuals’ values and those delivering care.

We have been collating case studies to highlight our role in raising awareness of the importance of person-centred care.

**Your case study will:**

* Evidence the value of partnership working;
* Demonstrate the impact often relatively small changes can make;
* And highlight the good work that is taking place across all areas of health and social care in Scotland.

**Potential prompts for completing the case study:**

* What did you do?
* What worked well and why?
* What difference did it make to the people you engage with?
* What barriers or challenges did you encounter and how were these overcome?
* What unintended consequences did you experience?
* What has been the key aspects to the learning?
* A final thought on looking to the future.

**Top tips**

* Include relevant photos requesting permissions where necessary;
* Include quotes from individuals relating to their experiences of the sessions;
* Include any quantitative data that has been collected demonstrating impact, need, reach or any other relevant statistical data;
* Insert observations made by those writing the case studies.

**All pieces must be between 500 and 700 words.**

If you include any case study examples regarding individuals please maintain anonymity, do not include names or identifying factors.

To discuss further, or to submit your draft copy, please contact us at [carervoices@alliance-scotland.org.uk](mailto:carervoices@alliance-scotland.org.uk)