

‘What Matters to You?’ 2024 Annual Report

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1. Executive Summary

What Matters to you, matters to us.

'What matters to you?' day is an annual celebration of putting people at the heart of their care or support. The International 'What Matters to You Day' (WMTY) was hosted on Thursday 6 June 2024. 'What matters to you?' conversations help teams understand what is important to each individual person. Asking 'What matters to you?' is an opportunity to stop and think a little more about how we are listening, who we are listening too and what we are doing as a result. When people are involved in decisions about their health and care, it can greatly improve outcomes.

This report summarises the activity within NHS Greater Glasgow and Clyde (NHSGGC) leading up to What Matter's to you day (WMTY), on the day itself, and the days following.

Within NHSGGC, the aim for this year was to demonstrate, 'What matters to you, matters to us.' The WMTY Planning Group provided guidance to help teams to plan local celebrations to share best practice and to raise awareness of how they are embedding WMTY conversations into everyday practice, the benefits of doing this and working with people to make sure they are at the heart of their care or support. There was a wealth of examples of celebrations to mark WMTY Day across NHSGGC services with some of these examples shared in this report.

Nine case studies, celebrating meaningful WMTY conversations between staff, patients and carers were shared via internal communications and NHSGGC social media channels. The case studies highlighted how WMTY conversations can:

- help to identify what is important to people
- create a meaningful partnership with them
- enable them to be involved in decisions about their health and care.

A case study featuring staff from the Royal Alexandra Hospital (RAH), featured staff discussing what makes a good day at work for them.

Internal speakers from within NHSGGC, and external speakers, featured in a series of WMTY mini seminars held on Microsoft Teams, during the week of WMTY Day. They shared examples of how WMTY conversations have been embedded into practice, the difference this makes to people and the impact this has on their experience of care or support.

Social media engagement on NHSGGC's Facebook and X channels generated 74,937 video views and 2,619 engagements, this was an increase from 2023 by an additional 17,965 video views and 1468 engagements. This continues to highlight the importance of what matters most and demonstrates our continued commitment, in NHSGGC, to person centred care, in line with NHSGGC's Quality Strategy.

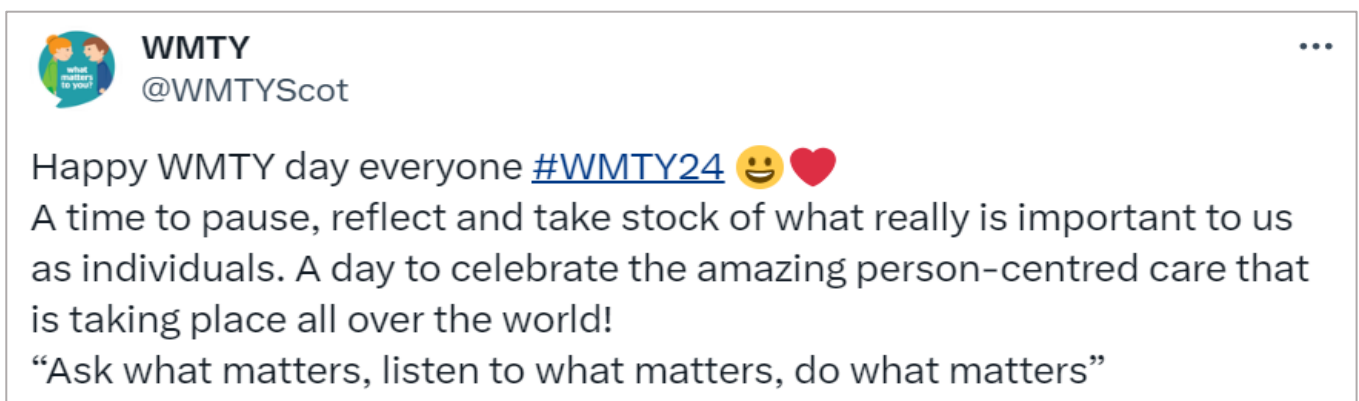
2. Introduction

WMTY is an international person-centred care movement and is an opportunity for NHSGGC to build on its national and international profile, shining a light on what matters most and demonstrating continued commitment to person centred care, in line with NHSGGC’s Quality Strategy.

WMTY day aims to encourage meaningful conversations between the people who provide health and social care and the people, families and carers who receive care. When we have a conversation about what really matters to the people we care for, it helps align care with patient preferences, build trusting relationships between patients / residents, families and their health care providers and advance person and family-centred care. The underlying principle of a WMTY conversation – ask, listen and do what matters – is intended to shift power to the person who knows best about the help or support they need. Additionally, asking staff WMTY is a foundational element of the IHI Framework for Improving “Joy in Work”.

The Overarching aim for WMTY Day 2024, in NHSGGC, was to promote the importance of having meaningful WMTY conversations every day with the following strapline used for all internal and external communications – **‘What matters to you, matters to us #WMTY24’**.

Figure 1: WMTY Scotland Tweet



3. What Matters to You Planning Group

The WMTY Planning Group provided guidance to help teams to plan local celebrations to share best practice and to raise awareness of how they are embedding WMTY conversations into everyday practice, the benefits of doing this and working with people to make sure they are at the heart of their care or support.

This year the group welcomed new members from services across NHSGGC with a special interest in promoting and championing WMTY conversations.

NHSGGC WMTY Planning Group aimed to:

- ❖ Facilitate links between local services and corporate support functions to highlight and share examples of meaningful WMTY conversations
- ❖ Develop and film WMTY case studies
- ❖ Plan, coordinate and facilitate WMTY mini-seminar sessions

4. What Matters to You: Case Studies

Nine WMTY case studies were filmed. The case studies highlight the wide range of WMTY conversations taking place between those providing care, those receiving care and their families and the positive impact these conversations can have.

The case studies provide an opportunity for us to hear what is important to people and understand how these conversations can support the creation of meaningful partnerships between staff, the people we care for and their families. We hear how people can become involved in decisions about their health and care, improving their wellbeing and outcomes.

All case studies are available to watch on the [NHSGGC Person Centred Health and Care](#) webpage or by following the hyperlinks below.

[Case Study 1: Dawn and Eilidh, Ward B7, BWoSCC](#)

Dawn, the mother of Danielle, an in-patient on ward B7 at the Beatson West of Scotland Cancer Centre (BWoSCC). Dawn shared her experience of a WMTY conversation she had with Eilidh, a Staff Nurse from ward B7. What mattered to Dawn was to ensure she was able to stay with her daughter, while she was receiving her treatment. By sharing what mattered with the staff, they understood that receiving a cancer diagnosis is not always the biggest anxiety people have, often it is the worry of being in unfamiliar surroundings and not having your family around during this time. The case study was viewed by over 11k people.



[Case Study 2: Clinical Psychology Intervention Service, Prison Healthcare](#)

Dr Moya Clancy, Principal Clinical Psychologist working within the Clinical Psychology Intervention Service in Prison Healthcare tells what matters to her is to ensure the people in custody have access to the same range of services as people in other settings. Part of Dr Clancy's role is to support how the service develops in the newly established Lilius Community Custody Unit. Conversations took place with both staff and the women in the unit, about what matters to them, to ensure that we are offering the best care possible within a psychologically informed setting.



[Case Study 3: Larkfield 4, IRH](#)

We heard from Elisa, a Staff Nurse within Larkfield 4, a Mental Health admission and assessment ward, within Inverclyde Royal Hospital and Andy, an inpatient from Larkfield.

During his hospital stay, Andy advised Elisa he was homeless. What mattered to Andy was his family, and to live in a house of his own again. Elisa involved Andy's family, and the homeless team, who managed to get Andy a new house, in the area he wanted to live in.



Andy shares how he felt encouraged, reassured and listened to by Elisa and the homeless team.

[Case Study 4: The importance of finding out what matters to everyone, Netherton](#)

We hear from Graham, a charge nurse within Netherton, an eight-bedded unit situated near Anniesland, Glasgow. It is a two-storey building accommodating four patients in the downstairs unit and four upstairs. It provides for men with learning disabilities and additional mental illness and complex behaviour issues who require or required a longer period of rehabilitation or treatment.



Graham reminds us of the importance of having what matters to you conversations as a means of getting to know the people we care for and how this can improve their overall health and wellbeing. Graham explains how the staff at Netherton find other ways to find out what matters to people who are non-verbal.

[Case Study 5: How Ward 3A Leverndale Hospital Use WMTY conversations to help provide a person-centred approach](#)

Charge Nurses Shannon and Emma from Ward 3A at Leverndale Hospital, share the importance of having WMTY conversations and how this allows them to have a better insight of what is important to the people they are providing care to.



They explain by having these conversations, they can tailor care and support to meet everyone's needs and provide a more person-centred approach.

[Case Study 6: Karen's appreciation for open discussions](#)

In case study six, Karen shares her experience when her operation did not proceed as planned, the impact this had on her and how having WMTY conversations with the staff involved in her care, really made a difference. Karen highlights how good communication, between patients and staff, can often help diffuse any angry feelings, when things do not go to plan.



Karen said, *"I was fortunate the people involved in my care had a real passion for patient care and wellbeing and really listened to what mattered to me."*

[Case Study 7: Kristen – the importance of having meaningful WMTY conversations](#)

On WMTY Day, case study seven was shared, this told of Kristen's experience of having WMTY conversations while she was an inpatient in Renal Ward 4A at the Queen Elizabeth University Hospital (QEUP), two members of the nursing team, Greg and Kate share with us the importance of understanding what was important to Kristen and how they used this to individualise the care they provided for her.



Since her care and treatment, Kristen has been able to return to training as a student nurse in Paediatrics.

Case Study 8: It matters to let people know that we do care about their health, HMP Lowmoss

In our eighth case study, we met Helen, a Staff Nurse from HMP Lowmoss. Helen informed us about the ‘Well Person Service’ provided in Lowmoss.

What matters to Helen is to ensure people living in prison are provided with information and support about their chronic condition or illness, to support them in self-managing this, to the best of their ability, where possible.



Case Study 9: What matters to staff in the RAH

This year, at the suggestion of the Associated Chief Nurse for Clyde, we engaged with staff from a wide range of teams and specialties in the RAH, Paisley, to ask what matters to them and what makes a good day at work.

Our patients and working in a good team were the top answers provided.



6. What Matters to You: Mini Seminars

A series of mini seminars were held over lunch time from the 3 – 7 June 2024. The programme of events was shared through the Core Brief and the Person-Centred Health and Care (PCHC) webpage. Following WMTY week the recordings of each session were uploaded to the PCHC webpage and can be viewed [here](#).

Table 1 provides details on the presenters and provides a summary of the mini seminars.

Table 1: WMTY Mini Seminar Programme of Events

Presenter	Designation	Topic	Summary
Shaun Maher	Strategic Advisor for Person Centred Care and Improvement, Scottish Government	What matters to you – ‘Charge up or Change up’	Insight into why we have WMTY conversations along with a reminder of the principles of person-centred care.
Dr Jude Marshall	Primary Care Clinical Lead for Realistic Medicine, NHSGGC	Realistic Medicine Value Based Care	WMTY and value-based healthcare.
Gillian Harvey	Health Improvement Lead (Acute), NHSGGC	Support and Information Services – Hospital cost of living mitigation projects	Support and Information Services and the cost-of-living mitigation project and how these matters to people.
Tommy Whitelaw	National Lead, Person-Centred Voices	You make a difference (Intelligent Kindness)	Personal experience of what mattered when providing a caring role caring for his mother.

Spiritual Care Team	NHSGGC	Staff care matters	How we feel when we are in touch and out of touch with what matters.
Al Low	Planning and Development Manager, NHSGGC Equality and Human Rights team	Beyond compliance – Creating services that are fair for all	The importance of creating services which are fair for all.
Jenny Watt	HomeFirst Design & Implementation Manager (NHSGGC Board wide)	What matters to us – being an unpaid carer	What matters to staff who also have a role as an unpaid carer.
Ann Jones & Gordon McInnes	Mental Health Network	Hope	Insight into the work of the MH network and why WMTY conversations matter.

Attendance Summary

Across the week the mini seminars were attended by 108 people inclusive of clinical and non-clinical staff.

Following the mini seminars, evaluation questionnaires were distributed to attendees to allow them to share their thoughts and feedback on their experience of joining the mini seminars. Thirty-six responses were received. People awarded the average rating for the mini seminars to be 4.7/5.

We asked what people enjoyed most; comments included:

“The video from the Mental Health Network and the explanations of the different types of hope that people with MH conditions experience.”

“Jenny is a great presenter and provided so much useful information for the carers within our staff.”

“I loved hearing how WMTY conversations are used within Primary Care, there was a lovely heart-warming example provided, which reminded everyone of why these conversations mean so much.”

Suggestions for what could be better;

“More examples of WMTY in practice.”

“More time for discussion.”

“Have more people attending.”

7. What Matters to You: Local Activity

Local events shared across social media from across NHSGGC demonstrated a wealth of WMTY celebrations which took place. Examples of events in NHSGGC are highlighted as follows:

Older People Stroke Services

The amazing activity coordinators within the Older People's Stroke Service South team know from having WMTY conversations that travelling, and holidays are important to the people they care for. They arranged a beach party to celebrate WMTY Day.



Figure 2: Beach party OPSS South

Leverndale Hospital

Leverndale Hospital had an abundance of WMTY events throughout the day. A conversation café was held with cakes and biscuits for all.

WMTY conversations often tell us pets are what matters to our patients, on WMTY Day there was a special guest at Leverndale, a therapet called Ted and his owner AnneMarie. Ted proved to be very popular amongst staff, patients and families.



The Conversation Volunteers Scotland led environmental/litter picking walks for all. This was aligned to some of the patients who had advised the environment and sustainability matters to them.

Figures 3 – 5: Leverndale WMTY Day activity

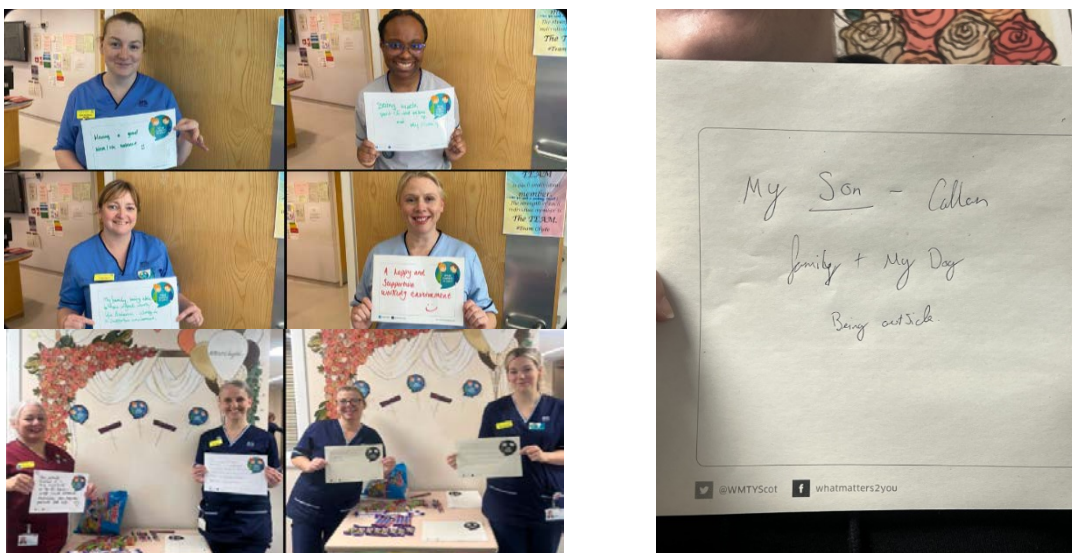


Royal Alexandra Hospital Gynaecology Services

Interim Lead Nurse, for Gynaecology expressed *“It was great to hear from our nurses, students and HCSW.”*

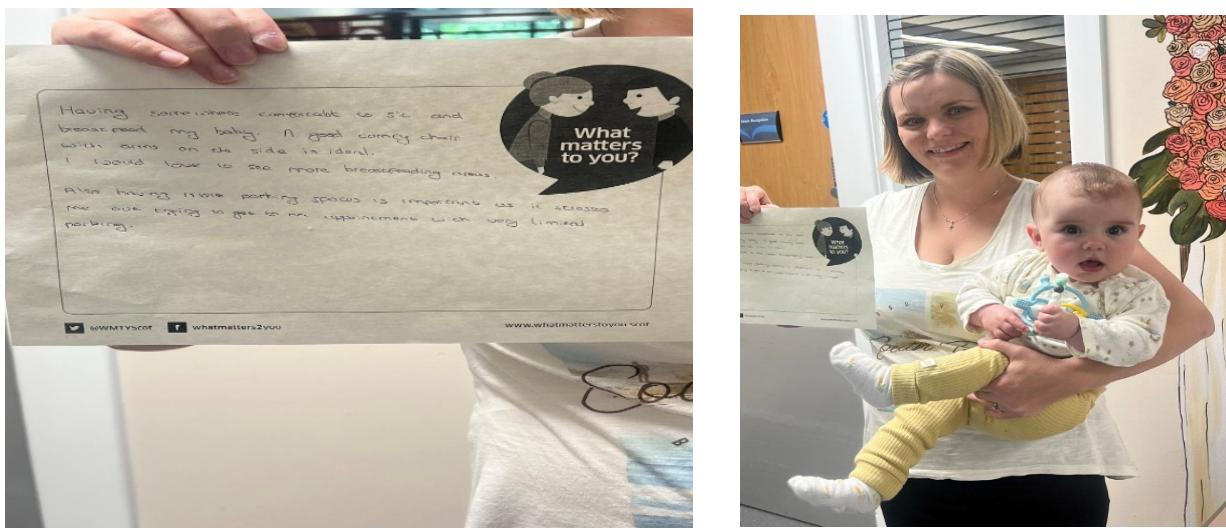
The RAH team were also delighted to hear about baby Callan, this was the first time his mummy had written his name, on a WMTY template, and she felt very emotional.

Figures 6 - 8: Staff from RAH Gynaecology Services & Callum’s mummy’s pledge



Interim Lead Nurse for Gynaecology told us *“It was great to have a WMTY conversation with Emma discussing our breast-feeding rooms along with many other things.”*

Figures: 9 & 10: Emma’s WMTY pledge, Emma and Baby Daniel



Royal Hospital for Children

RHC staff celebrated WMTY Day by highlighting the importance of asking what matters to young patients at the start of their hospital journey. This is a way for a child to express their feelings and gives a better understanding of things that we may not otherwise have realised about them.

Figures 11 & 12: RHC Staff celebrating WMTY Day



Care Home Collaborative

Care Home staff took the opportunity on WMTY day to ask the team “What would matter to you if you lived in a care home?” Here are a few examples.

Figure 13a: Care Home Collaborative Staff responses





The Care Home Collaborative also held an event for carers. They asked what matters when selecting a care home for loved ones. In this short clip we hear from Lindsey about what mattered to her. Click [here](#) to view.

Figure 13b: Robert & Lindsay's story

Carers Voices

Meet Robert who is currently being cared for at home by his wife Lindsey and family. Robert, is 74 and was diagnosed with Alzheimer's at 71

Sandyford Sexual Health Services



The sensitive nature of Sexual Health Services requires the 'What Matters to You' concept to be embedded throughout every consultation. In doing so, the clinicians work together with the clients to achieve positive health outcomes where possible. Collaboration is a key component to all consultations.

Generally, taking a sexual health history is focused on client's preferences, needs and what matters to them.

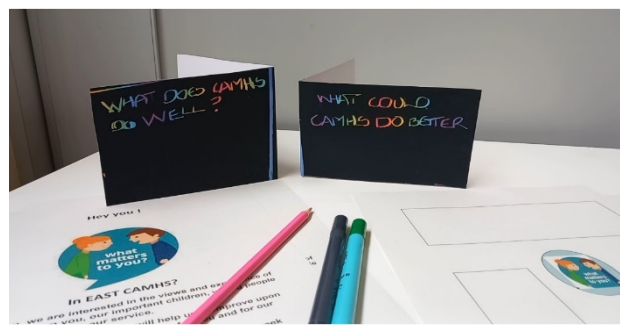
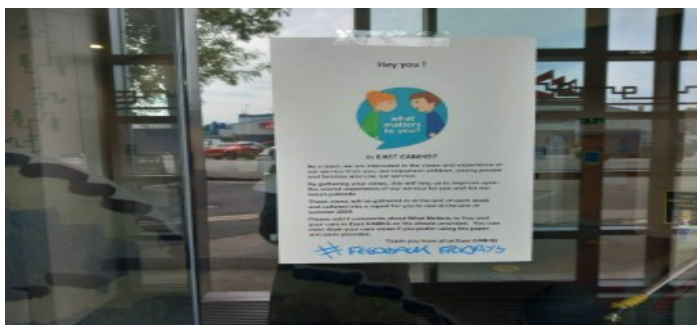
Figure 14: Sandyford Clinic, Glasgow

Child and Adolescent Mental Health Services

East CAMHS, held WMTY clinics for patients and their families within their reception area the week before WMTY day. Staff were on hand to gather their views on what matters to them about their care and treatment within East CAMHS. Clinics were named WMTY Wednesdays and Feedback Fridays. This offer for face-to-face feedback was well received and they are now exploring how they can progress this as a standard item within their service delivery to help us improve our overall service.

On WMTY, East CAMHS staff were given the opportunity to hear some of the views gathered from our patients and to express their own views on what matters to us as a service. There was also a donut stand for them to choose from, which always matters to us, although holes in the donuts may have been more useful for the stand!

Figures 15 & 16: East Dunbartonshire HSCP - CAMHS WMTY Day 2024



East Dunbartonshire Primary Care Team

East Dunbartonshire HSCP held WMTY events across six HSCP sites, plus the School Nursing Service and Children's Health Services in Kirkintilloch and Lennoxton.

Staff worked on a rota basis to 'man' the stalls and invited patients, carers and staff to have some cake and refreshments and then entered conversations asking, 'What Matters to you?' and encouraged them to write it on a post it-note and add to the WMTY feedback tree. Some examples of feedback received include the following:

East Renfrewshire HSCP

East Renfrewshire HSCP shared a video about 'Talking Points'. In this video we hear from Kirstine, who is the Talking Points Lead for the HSCP. Watch the video [here](#).

“At Talking Points WMTY is at the heart of everything we do. By having conversations with people, we can find out what would help them and make them feel good again, small things can make such a difference.”



Figure 20: Talking points logo

Further activity can be viewed in the collage below.

Figure 21: NHSGGC WMTY Day activity collage



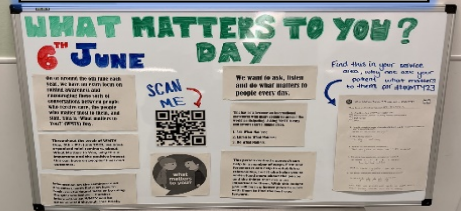
Care Home Collaborative – Pacific Care Home



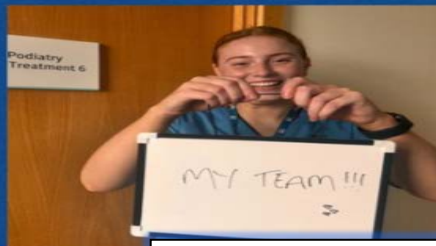
IRH Ward 3



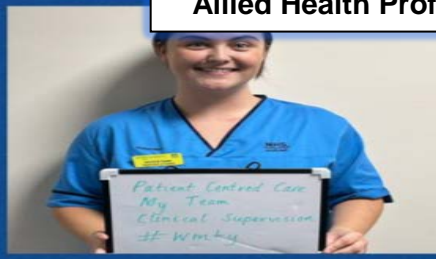
Institute of Neurological Services



District Nursing, Treatment Room & Pharmacy, Clydebank HCC & Vale CHC



Allied Health Professionals – Podiatry Team



IRH Critical Care J Centre



Fruin & Katrine wards, VoL





Older Peoples Stroke Services South



New Victoria Day Surgery Unit

Gynaecology Services, QEUH



Fruin & Katrine Wards, VoL



8. What Matters to You: Tommy Whitelaw ‘You make a difference’

Tommy Whitelaw, National Lead for Person Centred Voices delivered 8 x 45-minute sessions in one day at the QEUH. 7 sessions were delivered in-person with 1 session delivered via MS teams.

The ‘You make a difference’ session is based on the key principles of person-centred care, ‘What Matters to You’ and Intelligent Kindness and shares learning from Tommy’s personal experience as a carer to his mum Joan.

Following attendance at the sessions, attendees were encouraged to promote person centred care in their work and practice. Throughout the day, a total of 95 people from a wide range of designations attended, including Medical Illustration staff, P.A.’s, Nurses, and Students. We even had one staff member attend from Inverclyde on their day off.

Feedback following the day was overwhelmingly positive. All attendees rated the session as 5 stars.

Figure 22- 24: Tommy Whitelaw ‘You make a difference’ QEUH sessions



It has really changed my mind set regarding how I involve my clients and their families. Working in Learning disabilities, a huge part of the job is getting to know your clients, so I am fortunate enough to be able to implement a lot of "what matters to you" already, but there is always room for more patience. I will approach as many scenarios as possible with the mind set of "if this was my mum, daughter, brother what would I do differently

It motivated me to look at how my actions affect others and promote kindness

Where do I start, I have been in nursing over 30 years and by far this was the best workshop I have ever attended. I laughed, cried, sang and danced, a first for me. I simply can't pick out one point, the entire session was outstanding. A total heart felt account of first line care that held everyone's attention in the room. A truly inspiring man who has a special talent to communicate simple ideas in an understanding, clear way that brings it all home. Thank you for such a wonderful afternoon. Don't ever stop this campaign you are simply the best!

I would happily sit through a whole day listening to this type of training event

9. What Matters to You: Film/TV Programme Quiz

This year we created a WMTY film/TV quiz for NHSGGC staff. This was an anonymous quiz for a bit of fun.

The quiz contained 20 guess the film or TV programme, all titles featured the word 'matter(s)'.

We received 16 entries of this there were 2 entries who correctly identified all 20 films/TV programmes. Well done and thank you to everyone who participated.



10. Social Media Statistics

As part of the celebrations for the international WMTY Day, on 6th June 2024, this year's social media campaign aimed to raise awareness of WMTY conversations; promote the importance of having a WMTY conversation every day, share best practice examples from different contexts of care across NHSGGC and to highlight the positive and substantial impact these conversations can have on patient outcomes and wellbeing. [Information accurate as of 26th July 2024].

Social Media Engagement

Platform	Total Video Views		Total Engagements	
	2023	2024	2023	2024
X	6265	43,927	1,037	1,314
Facebook	11,700	31,010	431	1,305

X and Facebook posts received **74,937** video views and **2,619** engagements. This was an increase from 2023 of 56,972 more video views and 1,151 more engagements.

- Video views are the total the amount of people who have watched the video included in the post
- Engagement is the number of people who have interacted with the posts.

Case Studies

Case studies were posted on both X and Facebook platforms with the tables below providing details of interactions with the posts and video views. X was the social media platform where the case study videos were most viewed.

X

Video	Video Views	Engagements
Dawn & Danielle	6029	142
Dr Moya	2521	111
Andy	3277	131
Netherton	3002	151
Leverndale	4900	135
Karen	2798	114

RAH Video 1	4200	154
Kristen	10700	257
Helen	6500	119
TOTALS	43927	1314

Facebook

Video	Video Views	Engagements
Dawn & Danielle	5968	159
Dr Moya	2512	17
Andy	3236	127
Netherton	2976	117
Leverndale	3672	143
Karen	2764	128
RAH Video 1	4048	246
Kristen	3064	231
Helen	2770	137
TOTALS	31010	1305

What worked well?

- ❖ Reminding NHSGGC staff to share posts on both X and Facebook.
- ❖ There was a high level of content on platforms throughout WMTY Day, particularly on X. This enabled us to retweet throughout the day, promoting activity and raising further awareness of the importance of WMTY conversations.

What could be even better?

- ❖ Continue to build momentum from WMTY Day 2024.
- ❖ Capturing content from across the entirety of the board, in terms of locations and services.

11. Evaluation

To evaluate the coordination and planning of WMTY day, Kotter's 8 step change model methodology was used to help determine what went well and what could be even better, an MS Teams evaluation form was created to record this.

The MS Teams evaluation form was shared with members of the WMTY Planning Group, following WMTY day.

All feedback was collated together and is summarised as follows:

What went well:

- Case studies demonstrated the impact of WMTY conversations
- Tommy Whitelaw sessions well attended, and extremely positive feedback received
- Training and support provided to staff to have WMTY conversations

- Mini seminars were varied and well attended

Even better if:

- Raise more awareness of events throughout the board prior to WMTY day
- More involvement from clinical staff
- Build momentum over the full year

12. Summary and Recommendations

Within NHSGGC, the overarching aim for WMTY Day 2024 was to promote the importance of having meaningful WMTY conversations every day with the following strapline used for all internal and external communications – If it matters to you, it matters to us #WMTY24.

It is evident from the local activity within this report, and on social media, there were many awareness raising approaches to support us in achieving this aim.

NHSGGC should continue to strive to embed meaningful WMTY conversations into routine practice, to ensure positive outcomes for the people we care.

- Continue to use social media platforms to raise awareness of the importance of having meaningful WMTY conversations.
- Share examples of positive outcomes from having WMTY conversations.
- Ensure structures are in place to provide training and support provided to staff to enable them to have WMTY conversations