# **Self Care Forum Self-Care Award 2024**

# **Award Application Form and Eligibility**

***The Self Care Forum is inviting applications of good practise in self-care, personalised care, and social prescribing that have made a difference to individuals, groups, or organisations.***

**Who can apply?**

This invitation is open to everyone, whether you are an individual, a community champion, an employer, surgery, council, library, school, college, business, or services organisation (public, private, or charitable). For a guide, see examples table below.

**£500 bursary**

The winner will receive a £500 bursary to spend on a self-care related initiative and the top entries will be included on the Self Care Forum website to share best self-care practise and excellence. The winners will be announced during the UK’s National Self-Care Week (18 – 24 November) as part of its launch and promotional activity.

Closing date for admissions: **31st July 2024.**

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| Examples of possible initiatives | If specific health-related conditions were targeted, they might include |
| * 2023’s Self-Care Week activities * Signposting to services * Protecting mental health and wellbeing * Promoting self-care to the shielded population * Self-care for the elderly or other specific groups * Self-care introduced by employers * Local authority population or community initiatives * Pharmacy initiatives * Surgery-led initiatives * Self-care education by schools, universities, or community groups such as Scouts, Guides etc * Empowering vulnerable groups | * Long-term conditions * Obesity * Diabetes * General health * Nutrition * Exercise * Mental Health * Self-treatable conditions/minor illness |

## Please use the form below to tell us about your self-care initiative.

If you are typing directly into the form, do not worry if the box extends beyond the page – it will continue onto the next one.

## Title and contact details.

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| **Title of Initiative** CAKE- a perfect recipe for well-being  please ensure this is a good description of your initiative in no more than 6 words) |
| **Name of Organisation and Region** (please state context, ie general practice, community care etc)  ListenUpStorytelling (LUS) and The Wellbeing, Culture and Development Team, NHS Grampian |
| **Name of person or team or individual being nominated**  Kath MacDonald, Caroline Dickson, (LUS), Tracey Leete (NHS Grampian) |
| **Contact name for entry** Caroline Dickson |
| **Contact email for entry** [cake@listenupstorytelling.co.uk](mailto:cake@listenupstorytelling.co.uk) |
| **Timeframe and dates of initiative** June 2020 – May 2024 |
| **Date of submission** 18th July 2024 |

## About your self-care initiative

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| **Describe the problem you were facing and your objective(s) in tackling this. (200 words max)**  Emerging from the pandemic, the spotlight in global healthcare is focused on well-being and healthy workplace cultures. Stress and burnout in the workplace leads to staff moral distress (Saville 2021). This has a negative impact on patient safety and quality care (Hinderer et al. 2014). The impact extends to recruitment and retention of the health and social care workforce (Buchan et al. 2020). West et al. (2020) charge leaders with making nurses’ well-being a priority. It is within this context of professional well-being, that we embarked on a journey in 2020 to work collaboratively with healthcare professionals to develop a resource to support well-being in practice.  Objectives   1. To develop a resource to support professionals’ self-care in the workplace. 2. To develop facilitators of CAKE to promote wellbeing and self-care in organisations.   Recognising these issues, NHS Grampian (NHSG) committed to sharing responsibility with colleagues for their physical and mental health and well-being. Embedding well-being as part of their NHS Delivery Plan, there was collective investment in wellbeing support services.  NHSG’s objectives were:   1. To train 13 facilitators of CAKE and implement CAKE in their team 2. Roll CAKE out across NHSG   NHSG is an exemplar project in this application. |
| **Outline your initiative, explain your planning and execution of the project. (200 words max)**  Our initiative describes the development, testing and implementation of a self-care and well-being resource, showcasing roll out across NHSG.  The resource was co-designed, co-produced and pilot tested with healthcare professionals, each leading teams of up to 15 people. CAKE (**C**reating connections, **A**ttending to what’s important, **K**eeping Connected, **E**nabling and empowering) has 8 slices and uses storytelling as a means of sharing experiences and raising consciousness of issues previously unspoken. The slices lead teams through a process of creating a safe space for sharing stories of practice; storytelling, reflecting and action planning and; evaluation.  **Phases of the project:**  Phase 1:  8 participants attended 5 creative workshops (including evaluation). Prototype CAKE co-produced.  Phase 2:  Pilot testing: 17 facilitators attended a one-day preparation workshop and offered 8 one-hour online support sessions. Ongoing evaluation undertaken. Resource digitised.  Phase 3:  CAKE implementation.  NHSG funded 13 facilitators to undertake CAKE training. Facilitators use CAKE to develop healthy workplace cultures within their teams. They established a lead role to support a Community of Practice (CoP). They share ideas, learning and resources in this network. The CoP has also promoted CAKE overview and taster sessions across NHSG via Forums, Commitment to Culture work and Staff Wellbeing Sessions. |
| What were the challenges and how did you overcome these? (200 words max)   |  |  |  | | --- | --- | --- | | Issue | Implications | How we overcame | | Covid19 pandemic | 1. Start delay of 6 months 2. Cancellation of film recording of [shared story](https://www.listenupstorytelling.co.uk/case-studies/) 3. Clinical partner on sick leave 4. Use of creativity in workshop 5. New facilitation team 6. Workload constraints | 1. We adapted to Covid rules alongside clinical managers 2. Nurses recorded their contribution individually 3. Involved clinical leaders at outset of the project and planned for sustainability 4. Provided each participant with a creative bag rather than sharing resources 5. We continually reflect on and in action. 6. Asynchronous evaluation. | | Digitising the resource | 1. Restricted funding | 1. CHSA\* funded animation, video production and some web costs.   Scottish Tech Army paired us with NatWest Bank who helped us digitise the resource at no cost. | | Implementation | One-day CAKE training insufficient for participants with minimal/no experience of facilitating  Sufficient time required to prepare, arrange and facilitate CAKE slices with teams.  Within 3 months 40% facilitators had not commenced CAKE due to lack of capacity, time constraints, logistics e.g. team size, shift patterns/locations of staff. | COP monthly meetings supported Facilitators to develop confidence  CoP developed Facilitator Preparation Notes, sharing examples of alternative activities and tools to support CAKE discussions.  CoP shared different approaches to implementation and recommended buddying, to ensure sustainability. |   \*COVID-19 Health Care Support Appeal |
| **Did you collaborate with other local partners, if so, who were they?**   * Initially LUS partnered with Queen Margaret University (QMU) and applied for a *Catalyst for Change* grant from the Queen’s Nursing Institute Scotland (QNIS). * We collaborated with NHS Lothian who offered places on the project to Community Nurses. They also provided premises. * We collaborated with a (QMU) graduate Filmmaker to produce a film of the group’s collective story, which was circulated on social media and through our collaborative partners. He also produced films embedded in the digital CAKE resource. * We collaborated with education, nursing and healthcare partners (QMU, NHS Borders, Lothian, Grampian, Royal Brompton Hospital, Greater Glasgow and Clyde) who piloted the CAKE resource. * Following the pilot, we approached the Scottish Tech Army who helped us apply for funding to the Covid-19 Healthcare Support Appeal (CHSA). They also put us in touch with NatWest Bank who helped us to digitise CAKE. * We collaborated with a design undergraduate student from Edinburgh Napier University to produce the animations. * NHS Grampian attended a CAKE facilitators day and collaborated with us to roll out CAKE across their organisation and evaluate its impact after one year. * We have employed undergraduate interns to support marketing and promote our social media presence. |
| **Would you describe your initiative as “innovative,” if yes please provide details. (100 words max)**  Yes. We believe CAKE is one of a kind. It is free to access, attractive, user-friendly with creative use of animations and videos. CAKE’s uniqueness is in:   * the use of storytelling * embedding sustainable team well-being practices in the workplace.   Feedback has highlighted CAKE’s accessibility and its generalisability, meaning it can be used across many different settings, such as health and social care, community groups and in the corporate sector. Not everyone is able to articulate their stories through the spoken word. CAKE’s use of arts-informed creative methods helps storytelling and is innovative as it helps inclusion and diversity. |

## Impact, outcomes, and evidence

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| **Who was the initiative directed at and what were the benefits to the targeted group or individuals? (200 words max)**  The CAKE initiative is part of a larger programme of work of a Social Enterprise called LUS. Its mission is  *‘Supporting professionals who care for others to care for themselves through storytelling’.*  The purpose of CAKE is to promote self-care and well-being for health and care practitioners. The resource is implemented in health services, social work, community organisations, in a hospice and care home. As a result of embedding CAKE, feedback positively conveys, that teams implement new ways of working, founded on deeper connections with each other. They are having what has been described as ‘tender conversations,’ that previously had been avoided as they were viewed as challenging and had an impact on the workplace culture. Facilitators have reported growing in confidence, improved facilitation skills and the ability to manage group dynamics better. Teams have become more facilitative and collective leadership is more evident [(Dickson and MacDonald 2022).](https://www.fons.org/library/journal/volume13-issue1/article3/)  In NHSG, CAKE is being used as a strategy to meet health and well-being targets within their delivery plan. In clinical practice it is being used to develop connections and effective ways of working in new teams, its embedded in team meetings and is being used to support iMatter action planning. |
| **Please quantify the impact of your initiative.** (e.g. cost improvement, numbers of people helped, time saved)  From LUS perspective:   * Number of facilitators from across the UK trained: 141 * Introduction to CAKE via taster workshops/webinars: 95 * One paper published in a peer-review journal. * Blogs/newsletters: 6 * Conference presentations (national and international): 7   NHS Grampian perspective:   * 15 Facilitators undertook CAKE Facilitator one-day workshop and implemented CAKE with their teams or department (approx 150 staff). * Overview Presentations: 3 (at Culture Collaborative, OD Community Culture Space, OT Staff Wellbeing Day = Total 150 attendees) * Mini-Class Taster Sessions: 3 (10 staff) * Embedded into regular team meetings via standing agenda items in 10-60min time slots * CoP networking and sharing of activities, presentations and Facilitator Preparation Notes have saved duplication of effort and time for Facilitators. |
| **Do you have formal or anecdotal evidence of success?** (e.g. qualitative, quantitative, informal feedback?)  LUS:  CAKE has been used successfully as a framework for a strategic Away Day: *‘On the awayday, we introduced the HODs to the model with an overview, and then went through step by step with them, each slice of CAKE. Your website was so helpful in supporting this and keeping us both on track and true to your model. We asked three colleagues to present their stories - with prior warning and preparation - and watched as the magic unfolded. This really is a powerful way of bringing people together. At the end of the day - we had three really good action plans to help us to move forward with identified areas for improvement and have had feedback that the day was the best away day that some colleagues have ever attended. We are really hopeful now that we will continue to roll CAKE out to other teams across the organisation. Thank you both for the opportunity to learn about CAKE and for your expert guidance through the model.* ‘ (Hospice Head of Education and Research).  Anecdotal evidence from a facilitator who ran workshops for two groups of 8 practitioners reported early impact. She felt it was a good framework to begin with as it gives a plan and a structure. She did say that it took courage for team members to engage with it but said, ‘*once they’re in it, they realise what they get out of it, they just need to give themselves permission*.’ Gratitude activities were most easily embedded into practice. She noted early impact. She said she could see, *‘individual change, perhaps not yet team change.*’ She particularly highlighted that for one individual, ‘analysis of stories resulted in a real shift.’  NHS Grampian:   * “*Connection, communication, time out to talk, takes minds away from day-to-day operational working, transferrable skills to wider team.”* * *“It has helped our team to connect and get to know each other. It has provided a structure and focus for our monthly team meetings which we have been able to link with our iMatter Action Plan and other activities. It has helped us to have conversations about how we work together and look after ourselves and each other. It has given us a common language and an understanding of the tool so we can go on and share it with others.”* * *“Has[CAKE] been helping to improve team communication and connections with one another.”* * *“It [CAKE] has provided a framework to support team discussions, as a relatively new team, to build team effectiveness, connection and agree shared ways of working and be open and honest about what we need to support our individual and team wellbeing. This includes how we keep team connection given we work different hours and locations to suit business need and personal preference. Therefore, embedding CAKE slices into our regular team meetings provided purpose and focus to our discussions and ensure we had an effective iMatter action plan which optimised and protected our time together.”* * *“Understanding respectful communication and what is valued in this to individuals.”* * *“I definitely developed better leadership skills and understanding of diversity of the team. It gave the entire team appreciation of how the team are and how we as a collective want to work together.”* * *“Every time I come out of there I feel I can take on the world”* * *“It’s fun and insightful and a good base to work with, a foundation”* * *“I feel that my team is more together, more open to telling when it’s not together, more open and honest discussions if someone is struggling”* * *“Once you’re progressing through the slices, it starts to make sense as a complete story”* * *“Shouldn’t be an add on, it aids team discussions that should be happening anyway”* * *“I feel that my team is more together, more open to tell when its not together, more open and honest discussions if someone is struggling”* * *“As a new team we had discussions earlier because of CAKE, it offered a structure, helped connection and resilience. Would have taken longer without CAKE “* * *“CAKE has given us a structure that is really helpful [to promote resilience]”* * *“It’s fun and insightful and a good base to work with, a foundation”* * *“‘If you get this base right, you are less likely to be shoogled in a crisis”* |

## Learning and sustainability

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| **What was the cost of this initiative in time, money, and other resources?** Please be as specific as you can  LUS ; grant income  QNIS Catalyst for Change grant: £5,000  RCN CHSA grant: £18,640  Total: £23,640  NHS Grampian costs  Facilitator preparation workshops: 13 x £155pp = £2,015  Lead: Organisational Development Facilitator’s time is approx. 1-2 hours per week = £242 per month.  This is to support CoP Admin, Teams Page, Arrangement and Preparation of Meetings, Ad hoc support to CAKE enquiries across NHSG. |
| **Were there any learnings from the initiative, if so what were they?** (200 words max)  LUS  Following the pilot CAKE was refined and an additional slice added to emphasise action planning.  CAKE does not need to be implemented all at once.  Many slices can be facilitated asynchronously.  Facilitators of CAKE need preparation to embed in their teams. This can be done online or face-to-face.  One-day workshops are limited  CAKE implementation requires managers’ buy-in  NHS Grampian  Facilitators with little or no experience of facilitating are recommended to seek out a critical friend and/or someone in their team to co-facilitate to share the responsibility, plan sessions and reflect on them afterwards. Alternatively, facilitators are able to liaise with the Leadership and Management Development Team and/or with the Community of Practice for support.  CAKE’s clear framework allows for flexibility and introduce different activities to adapt to different teams needs with the same outcomes.  CAKE slices do not all have to be used in one session and a slice does not have to be completed in one session. It has also been clarified to staff that CAKE is not additional work but a framework to support and build in to their regular team discussions to support ongoing individual and team wellbeing and effectiveness. |
| Are you continuing to implement the initiative, please give details. (200 words max)  LUS  LUS is facilitating regular online CAKE facilitator sessions where practitioners are trained to implement CAKE with their teams in their organisation. We have also been commissioned to develop bespoke packages to implement CAKE in organisations (NHS Grampian, NHS Borders, NHS Golden Jubilee, Visualise Scotland. We continue to evaluate sessions and increasingly, the implementation of CAKE within organisations. This will lead to Version 4 of CAKE and a roll out within different sectors e.g. community and volunteer groups and the corporate sector.  NHS Grampian.  NHS Grampian Facilitators are currently discussing next steps and capacity to support system wide implementation of the CAKE resource. The CAKE resource has also been included in NHSG’s Commitment to Culture Resource Pack which is widely promoted across the organisation to all staff. The resource is also part of the Wellbeing, Culture and Development Department’s consultancy discussions, offerings and signposting for managers and staff where relevant. It is also the intention that the resource will be an integral part of the newly formed Wellbeing and Growth Team’s offerings of team support to boost team wellbeing. |

## And, finally…

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| **How easy will it be to replicate your initiative and do you have top tips to share? (max 200 words)**  Our vision was always to make CAKE freely and widely available for anyone to use it. This means implementing it in practice is easy, with the caveat it needs someone with facilitation skills to implement it in their teams. The ongoing evaluation of the resources is demonstrating the consistent impact CAKE is having in workplaces.  Top tips:  Get managers buy-in for sustainability  Resources should be freely available, attractive and interactive  Resources should be flexible enough that teams can use in ways that suit them  Offer a range of delivery options (we have taster sessions, on-line sessions, face-to-face sessions, support sessions)  Consistently evaluate product and process. |
| **Did you use any of the Self Care Forum’s resources? If so, please specify**.  We did not use any of the Self Care Forum’s resources as until recently we were unaware of them. As The mission of The Forum aligns well with our own, we would direct facilitators to this resource so they can introduce to their teams. We also seek to develop Version 4 of CAKE and would be keen to embed the URL within the Self-care, Well-being and Team Effectiveness strategies slice within CAKE. |
| **Please provide the social media addresses of all those who were involved in the initiative.**  **LinkedIn:** Cake@listenupstorytelling.co.uk  **X:** @Cake\_listenup    @cadickson  @kathmac630  @tracey\_leete  **Facebook:** cake\_listenupstorytelling  Caroline Dickson  Kath MacDonald  **Instagram:** Cake\_listenupstorytelling |
| **Why do you think this initiative deserves to win the award? (Max 100 words)**  This initiative deserves the award as it is a free resource that addresses a contemporary problem in the workplace that is impacting on recruitment, retention and well-being. Too often workplace culture is not being confronted because leaders, managers and teams are ill-equipped to address it. CAKE is a (deceptively) simple process that guides teams through a series of steps to address workplace issues by embedding sustainable practices that enhance well-being and effectiveness. Feedback asserts that It’s broad utility and accessibility means CAKE has the potential to be used in other contexts. |
| Do you have an image, materials or weblinks to supplement your application? Please supply no more than 2 images which may also be used to promote your application if successful. Ensure images are square (ie height and width dimensions are the same). |
| Your application may be chosen to be uploaded to the “best practise” page of the Self Care Forum website to share self-care excellence so that others might use the learnings in your application. We will also include your email address so that people may get in touch with you. If you would prefer that your application and/or email address was NOT chosen, then please make it clear in the box provided below. |
| N/A |

Thank you for taking the time to apply for the Self-Care Awards. We look forward to receiving your application. Please email your completed form to: [selfcare@selfcareforum.org](mailto:selfcare@selfcareforum.org)

**About the Self Care Forum**

The Self Care Forum supports organisations in helping their communities and service users better understand how to self-care. It is the leading independent provider of best practice around self-care and the ‘go-to’ place for top quality resources, current opinion, and self-care interventions in the UK.It is a charity and aims to improve public health by promoting self-care at national policy level. It creates free resources including self-care fact sheets, runs the UK-wide National Self-Care Week, and supports robust research evidence.

For more information about the Self Care Forum please go to the website. [www.selfcareforum.org](http://www.selfcareforum.org). Please find and follow us on LinkedIn, X and FB.