

Healthcare Support Worker and Maternity Support Worker CNO and CMidO Awards – Communications toolkit

2 November 2022

Contents

Introduction.....	3
Purpose of this toolkit	3
About the awards.....	4
Nominations.....	4
The nomination process	4
Key messages.....	5
Communications approach.....	6
Launch.....	6
Encouraging nominations	6
Maintaining momentum	6
Suggested communications copy	7
Internal email copy.....	7
Nominations.....	7
Bulletins	8
Social media copy (Graphic files are attached to the email with this toolkit)	8
Nominations open.....	8
The NHS values.....	9
Nominate CTA.....	9
Internal web copy.....	10
Suggested press release	11
Further info	12

Introduction

At the CNO Summit 2022, Chief Nursing Officer Dame Ruth May announced the existing CNO and CMidO Awards would be extended with categories to cover healthcare support workers (HCSWs) and maternity support workers (MSWs).

Evidence and insights gathered around our support workforce show that those who don't feel valued and recognised in their role are more at risk of leaving their job and the NHS. These dedicated national awards will set the tone for recognising HCSWs and MSWs both nationally and locally within organisations.

The awards will also help us all to think more about how we can show our colleagues how much we value the contribution they make and recognise HCSWs and MSWs who consistently demonstrate the NHS values and behaviours that may be needed when they are providing patient care, and inspiration to their colleagues. Many of our healthcare support workers and maternity support workers exemplify our NHS values everyday by the way in which they undertake their job.

We all know just how important it can be to improving the experience – and the retention – of our staff to make sure that they feel valued for the great work they do. For all the rewarding experiences that our profession can give us, there's nothing quite like being told how important your contribution is by those you work with day in, day out.

Purpose of this toolkit

This toolkit has been produced to support regional, ICB and trust communications colleagues to promote the awards and promote award winners in their area. This toolkit will:

- Share the national key messages and plans relating to these awards, identifying opportunities for regional and trust colleagues to engage
- Explain the awards process and provide materials to enable regional and trust colleagues to encourage nominations for the awards from their areas
- Provide suggested content to use across regional and trust channels

About the awards

All information including nomination criteria, process and forms are available on the [NHS England website](#). If you have any questions about the awards, nominations etc. please contact the nursing workforce inbox: england.nursingworkforce@nhs.net

Nominations

HCSWs and MSWs can be nominated under six different categories to reflect the area in which they excel, whatever their clinical setting:

- i. **Working together for patients** – HCSW and MSWs who consistently demonstrate the values of the NHS in supporting their HCSW, MSW, nurse, midwifery, and medical colleagues, to deliver the highest possible patient care.
- ii. **Respect and dignity** – HCSWs and MSWs who exemplify the importance of patient respect and dignity in all that they do.
- iii. **Commitment to quality of care** – HCSWs and MSWs contribute to the development of services for patients resulting in improvement of service provision.
- iv. **Compassion** – HCSWs and MSSWs provide consistently outstanding care to patients and to colleagues, which is recognised by patients, service users and colleagues alike.
- v. **Improving lives** – Recognising that many HCSWs and MSWs will impact the lives not just of their patients but also to their patients' loved ones. This is for HCSWs and MSSWs that consistently demonstrate the NHS values to build good relationships with patients and their networks to provide outstanding patient care in their clinical setting.
- vi. **Everyone counts** – HCSWs and MSWs who champion equality, diversity, and inclusion in everything that they do, both in clinical practice and with their colleagues

Nominations must be submitted and approved through the process below. Either an individual or a team of HCSWs or MSWs may be nominated. More than one winner will be selected for each category.

The nomination process

1. Nominating individual completes the form on behalf of their organisation. All nominations require two signatures from any of the following:
 - a fellow HCSW or MSW
 - a member of the HCSW or MSW practice education team,
 - a staff nurse or midwife,
 - a Matron or Manager from the HCSW/ MSW's clinical setting

- a Chief Nurse or Midwife; or
 - Director of Nursing or Midwifery.
1. All forms must be signed off by the organisation's Director of Nursing or Midwifery
 2. Completed forms should be submitted to england.nursingworkforce@nhs.net
 3. All completed nominations will be reviewed and approved by NHS England's CNO/CMidO HCSW and MSW Panel.
 4. Once winners are identified, the national programme team will contact colleagues in the region and the organisation's CNO/CMidO to inform them that their HCSWs have been awarded.
 5. Awards may be presented by DCNOs, members of the national programme team, Regional Chief Nurses or Regional Lead/ Chief Midwives (as appointed).

Key messages

- Now more than ever, it is imperative that all parts of the nursing and midwifery workforce feel recognised and valued for the contribution they make every day.
- This is especially true of the support workers across our workforce, who are so integral to patient care and so central to all of our teams.
- Healthcare support workers and maternity support workers are at the heart of clinical settings and local communities up and down the country and make a real difference to the lives of patients and their nursing and midwifery colleagues, every day.
- Healthcare support workers and maternity support workers are integral to our workforce and deserve recognition and celebration for all that they do. These Awards will help us all to think more about how we can show our colleagues how much we value the difference they make.
- These awards recognise HCSWs and MSWs who consistently demonstrate the NHS values and behaviours that may be needed when they are providing patient care, and inspiration to their colleagues
- The awards build on our existing CNO and CMidO Awards to celebrate the contribution our support worker colleagues across #teamCNO make to patients and colleagues every day.

Communications approach

Communications activity across the national “Team CNO” and “Team CMidO” channels to promote the HCSW and MSW Awards is structured in three phases:

Launch

The Awards were announced by Dame Ruth May at the CNO Summit 2022 in her keynote speech. She provided a top-level summary of the awards and their purpose; and announced that nominations were now open.

Alongside this, the Awards were announced on social media and both the CNO and CMidO national bulletins. Social media posts directed people to more information about the Awards and their purpose. Social media promotion takes an ‘always on’ approach.

Encouraging nominations

Throughout October and November 2022, we will continue to promote the awards and ask regional and local teams to support and amplify this where appropriate. The national programme team will announce the first award winners in November, profiling them as case studies across NHS England and team CNO social media channels and the NHS England website. Regionally and locally, comms teams are encouraged to promote the awards and to explore regional and local press opportunities with any awardees from their area, with the joint aim of celebrating the first winners but also encouraging staff to nominate colleagues that they feel should be recognised.

The CMidO Summit in March 2023 will provide another opportunity to highlight the awards, encourage nominations, and showcase MSWs awardees.

Maintaining momentum

By November, comms will focus on embedding the new award within the nursing and midwifery communities, establishing this as a recognised mechanism to celebrate HCSWs and MSWs.

Timed with Nursing Support Workers’ Day on 23 November and Maternity Support Workers’ Day on 24 November, the next batch of award recipients will be announced and profiled across our social and web channels. Depending on how many recipients have been awarded by NSW Day and their stories, NHS England will explore press opportunities with trade press to further promote the awards.

Suggested communications copy

Internal email copy

Dear colleagues,

The Chief Nursing Officer for England, Dame Ruth May, has announced the launch of **awards to recognise the contribution that our excellent healthcare support workers (HCSWs) and maternity support workers (MSWs)** make to patients and to their nursing and midwifery colleagues.

As we will all know, HCSWs and MSWs are at the heart of our clinical settings and local communities and make a real difference to the lives of their patients and colleagues every day.

Please consider nominating your HCSW and MSW colleagues who have consistently embodied the [NHS values](#) every day, in all that they do.

The [awards](#) extend the existing CNO and CMidO Award schemes that recognise nurses and midwives by giving an opportunity to recognise the importance of our HCSWs and MSWs at a national level.

I urge you not only to consider nominating your fantastic support worker colleagues for national recognition, but also to think about how you can recognise the contribution they make to our organisation every day.

All information including nomination criteria, process and forms are available on the [NHS England website](#). If you have any questions about the awards, nominations etc. please contact the nursing workforce inbox: england.nursingworkforce@nhs.net

Nominations

HCSWs and MSWs can be nominated under six different categories to reflect the area in which they excel, whatever their clinical setting:

- **Working together for patients**
- **Respect and dignity**
- **Commitment to quality of care**
- **Compassion**
- **Improving lives**
- **Everyone counts**

Nominations must be submitted and approved by the NHS England Nursing Workforce team. Either an individual or a team of HCSWs or MSWs may be nominated. More than one

winner will be selected for each category. You can find the nomination form and more information about the process on the [NHS England website](#).

Many thanks,

XXX

Bulletins

National awards launched to recognise support workers

At the CNO Summit 2022, Chief Nursing Officer for England Dame Ruth May announced the launch of Chief Nursing Officer and Chief Midwifery Officer awards for healthcare support workers (HCSWs) and maternity support workers (MSWs).

Healthcare support workers and maternity support workers are integral to our workforce and deserve recognition and celebration for the invaluable contributions they make to patient care and supporting their nursing and midwifery colleagues.

These awards will help us all to think more about how we can show our colleagues how much we value the contribution they make; and recognise HCSWs and MSWs who consistently demonstrate the NHS values.

The awards extend the existing CNO and CMidO Award schemes that recognise nurses and midwives by giving an opportunity to recognise the importance of our HCSWs and MSWs at a national level.

Colleagues are urged to consider nominating any of your HCSW and MSW colleagues who have consistently embodied our NHS values every day, in all that they do. You can find a link to the nomination form and more information about the process on the [NHS England website](#).

Social media copy (Graphic files are attached to the email with this toolkit)

Nominations open

Nominations for the @CNOEngland and @TeamCMidO healthcare and maternity support worker awards are open.

If you know a HCSW or MSW who exemplifies the NHS values, nominate them today!
#teamCNO #TeamCMidO <https://www.england.nhs.uk/nursingmidwifery/chief-nursing-officer-for-england/awards/>



The NHS values

The healthcare and maternity support worker awards recognise the contribution HCSW and MSW staff make to their colleagues and patients every day and celebrates those who consistently demonstrate the core NHS values. #teamCNO #TeamCMidO



Nominate CTA

The healthcare and maternity support worker awards encourage us all to think more about how we can recognise the difference our support workforce make.

If you know an inspiring and invaluable HCSW or MSW, nominate them! #teamCNO #TeamCMidO <https://www.england.nhs.uk/nursingmidwifery/chief-nursing-officer-for-england/awards/>



Internal web copy

Healthcare support workers (HCSWs) and maternity support workers (MSWs) are at the heart of clinical settings and local communities up and down the country, making a real difference every day to the lives of patients they care for and the nursing and midwifery colleagues they support. HCSWs and MSWs are integral to our workforce and deserve recognition and celebration for all that they do.

We want staff to feel valued and recognised in their role.

As part of the NHS's commitment to recognising the contributions of the healthcare support workforce, Chief Nursing Officer Dame Ruth May announced the launch of CNO and CMidO awards for healthcare support workers and maternity support workers at the CNO Summit 2022. This extends the existing CNO and CMidO Award schemes that recognise nurses and midwives and builds on the success of these awards, while demonstrating the important role of support staff.

These national awards will set the tone for organisations to recognise their HCSWs and MSWs at a national level and will encourage us all to think more about how we can show our colleagues how much we value the difference they make. They allow us to recognise the contribution to the NHS made by HCSWs and MSWs who consistently demonstrate the NHS values in their everyday roles to provide excellent patient care and inspire their colleagues and the patients they care for.

HCSWs and MSWs Awards are awarded based on their demonstration of the NHS values:

1. **Working together for patients** – HCSW and MSWs who consistently demonstrate the values of the NHS in supporting their HCSWs, MSWs, nurse, midwifery, and medical colleagues, to deliver the highest possible patient care.
2. **Respect and dignity** – HCSWs and MSWs who exemplify the importance of patient respect and dignity in all that they do.
3. **Commitment to quality of care** – HCSWs and MSWs contribute to the development of services for patients resulting in improvement of service provision.
4. **Compassion** – HCSWs and MSWs provide consistently outstanding care to patients and to colleagues, which is recognised by patients, service users and colleagues alike.
5. **Improving lives** – Recognising that many HCSWs and MSWs will impact the lives not just of their patients but also to their patient's loved ones. This is for HCSWs

and MSWs that consistently demonstrate the NHS values to build good relationships with patients and their networks to provide outstanding patient care in their clinical setting.

6. **Everyone counts** – HCSWs and MSWs who champion equality, diversity, and inclusion in everything that they do, both in clinical practice and with their colleagues

Individuals can be nominated by their colleagues as well as senior teams. For more information on these awards and the nomination process, please visit the [NHS England website](#).

Suggested press release

Prestigious Chief [Nursing/ Midwifery] Officer Award presented to [healthcare/ maternity] support staff

[Insert copy about awardee]

Earlier this year, Chief Nursing Officer for England Dame Ruth May announced the launch of the awards for healthcare support workers (HCSWs) and maternity support workers (MSWs). The awards recognise the importance of our HCSWs and MSWs.

Chief Nursing Officer for England, Dame Ruth May said:

“Now more than ever, it is imperative that all parts of the nursing and midwifery workforce feel recognised and valued for the contribution they make every day. This is especially true of the support workers across our workforce, who are so integral to patient care and so central to all our teams.

“For all the rewarding experiences that our profession can give us, there’s nothing quite like being told how important your contribution is by those you work with day in, day out.”

HCSWs and MSWs are integral to our workforce and deserve recognition and celebration for the invaluable contributions they make to patient care and supporting their nursing and midwifery colleagues.

[insert quote/s]

Colleagues are urged to consider nominating HCSW and MSW colleagues who consistently embody the NHS values, in all that they do. You can find out more about the awards [here](#).

Further info

When a member of staff in your trust or region receives an award, we would encourage you to consider opportunities to promote and celebrate their success in your area.

The NHS England Nursing and Midwifery Communications team will be happy and able to support you to do this. Please contact nursingmidwifery.comms@nhs.net

The HCSW programme team or Nursing and Midwifery Communications team will make you aware of winners (or forthcoming winners) in your areas to help prepare any comms opportunities and materials in advance.