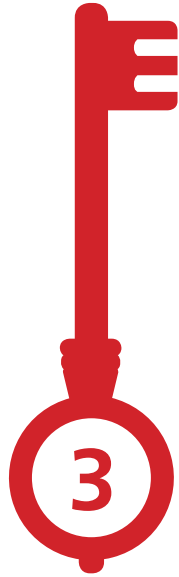


At the heart of
the matter



#hello my name is...

This week we joined the massive social media movement 'Hello my name is...' campaign launched by Dr Kate Granger to boost compassionate care.

Kate, a young hospital consultant with terminal cancer, became frustrated with the number of staff who failed to introduce themselves to her when she was in hospital.

She has now made it her mission to get as many members of NHS staff as possible pledging to introduce themselves to their patients.

Yesterday, alongside more than 100 NHS organisations, we started our own campaign which simply prompts staff to go back to basics and introduce themselves to patients properly.

We're also reminding staff to introduce colleagues who are taking over an individual's care following a shift change – this way our patients and their families always know who is looking after them, in turn helping them to feel relaxed and safe in our care.

Finally, we'd encourage staff to ask each patient how they wish to be addressed and to ensure their name badges are always visible.

We've started a photo gallery on the trust's website and Twitter account and if any staff from the Friarage, community services or James Cook have their own to upload please send them to public.relations@stees.nhs.uk

