

*Communications
guidelines to support Q*

May 2016

Welcome

Welcome to Q's communications guidelines. These guidelines have been prepared to support members of Q, as well as organisations promoting Q and undertaking work funded by the initiative.

These guidelines should help us work together to maximise the impact of Q and to ensure consistency when communicating about the initiative.

If you have any suggestions or questions about these guidelines, please contact Ash Biggs, Communications and Marketing Manager for Q at the Health Foundation at Q@health.org.uk

Contents

| | |
|--|-----------|
| Messaging | 3 |
| Referring to Q – what is it? | 3 |
| Q for events (sponsored by the initiative) | 5 |
| Co-design of Q | 5 |
| Benefits of Q | 6 |
| History of Q | 7 |
| Descriptors for the Health Foundation and NHS Improvement | 8 |
| The members of Q | 9 |
| Branding | 10 |
| The logo | 10 |
| The logo with strapline | 11 |
| For members: email signature | 11 |
| Disseminating Q communications | 12 |
| Publications | 12 |
| Media | 12 |
| Events | 12 |
| Website | 13 |
| Stakeholder meetings | 13 |
| Social media | 13 |

Messaging

Referring to Q – what is it?

You may wish to reference what Q is as part of a presentation, speech, report or other form when communicating with wider stakeholders. We suggest the following options:

Q in 27 words

Q is a diverse and growing community of people, with experience and understanding of improvement, committed to improving the quality of health and care across the UK.

Q in 52 words

Q is a diverse and growing community of people, with experience and understanding of improvement, committed to improving the quality of health and care across the UK.

Q will make it easier for people leading improvement to share ideas, enhance their skills and make changes that bring improvements to health and care.

Q in 75 words

Q stands for quality. Q is a diverse and growing community of people, with experience and understanding of improvement, committed to improving the quality of health and care across the UK.

Led by the Health Foundation and supported and co-funded by NHS Improvement, Q is connecting people skilled in improvement. It will make it easier for people leading improvement to share ideas, enhance their skills and make changes that bring improvements to health and care.

Q in 137 words

Q stands for quality. Q is a diverse and growing community of people, with experience and understanding of improvement, committed to improving the quality of health and care from across the UK.

Led by the Health Foundation and supported and co-funded by NHS Improvement, Q is connecting people skilled in improvement. It will make it easier for people leading improvement to share ideas, enhance their skills and make changes that bring improvements to health and care.

Over time, Q will grow to be a community of thousands of people: people at the front line of care, managers, researchers, 'patient leaders', policymakers and others. Q's aim is to connect a critical mass of people in order to accelerate improvements to the quality of care.

Q is led by the Health Foundation, and supported and co-funded by NHS Improvement.

If possible, we encourage you to refer your audiences to the Health Foundation website for further information and to register for updates. You can do this by directly referring to the webpage: www.health.org.uk/q or by inserting a hyperlink.

Please note:

Q should be referred to as an **initiative**, rather than a programme or fellowship.

Q should be referred to as a **community**, rather than a network or a social movement.

Q for events (sponsored by the initiative)

Where events or materials have been funded or part-funded by Q – please acknowledge both the Health Foundation and NHS Improvement.

This event is supported by the Health Foundation and NHS Improvement as part of Q.

or

This event is supported by the Health Foundation and NHS Improvement as part of Q – a diverse and growing community of people committed to improving the quality of health and care across the UK.

Co-design of Q

To ensure Q meets the needs of those doing improvement work, the Health Foundation recruited a founding cohort of 231 members to help design and test Q during 2015.

This design process has informed the overall infrastructure of Q, including how the community will grow and the opportunities members will have.

There is a short film (2 minutes 45 seconds) available about the co-design of Q which you may wish to reference in presentations. The film can be found on the Health Foundation Vimeo site (vimeo.com/162809814#at=1). If you need the file to embed within a presentation when you are not connected to the internet, please contact Edmund McKiernan at Q@health.org.uk.

Benefits of Q

Benefits for patients and the UK population

- Through Q, people who understand how to make services better are pooling their knowledge and energy, with a focus on achieving practical, measurable improvements in health and care.
- Q will give those who bring the patient and public perspective greater voice and recognition as equally valued contributors to quality improvement alongside those at the front line of care, managers, researchers, policymakers and others.
- Q aims to foster improvement in every part of the health and care system. The ambition is for people who use services to be more confident that the way they are designed and run is informed by leading practice from across the UK.

Benefits for members

- Members will join a community of diverse individuals, enabling connections that expand and enrich their existing networks. Q provides a 'home' to turn to for inspiration and support.
- Q helps identify and recognise people leading improvement work – increasing their profile locally, regionally and nationally.
- Q provides opportunities for personal and professional growth including being able to participate in activities and opportunities to learn, share and get advice from a wider network of peers in a way that taught courses are not easily able to provide. There are no membership fees to join Q.
- Q makes it easier to learn from others' ideas, successes and mistakes to accelerate progress on members' own improvement objectives.

Benefits for employers

- Q will create time-efficient ways for members to draw on the expertise of others to accelerate work on local improvement priorities, ensuring that their organisation is tapping into the best ideas from across the UK and beyond.
- Q will equip members with skills and resources to enhance their ability to act as leaders, role models and mentors for those they work with to drive improvement.
- The online Q directory helps employers identify who has skills and a passion for improvement.

Benefits for the health and care system

- Q will help promote improvement within the health and care system, encouraging and supporting a wide range of people to effectively lead improvement.
- Providing a clear picture of who is currently skilled in improvement will make it easier to target improvement capability building activity.
- Over time, a platform will be established for people to collaborate across the UK on improvement challenges, making it easier to pool knowledge and energy to enable faster and more sustainable progress on cross-system issues.

History of Q

Q began as an initiative to recruit '5,000 Safety Fellows' following a recommendation of the widely respected 2013 Berwick report A promise to learn, a commitment to act.

Now Q is carrying forward the vision to embed continual learning and improvement in the health and care system. Q has expanded beyond its original scope of patient safety, to cover all domains of quality, and beyond England to cover all four countries in the UK.

Descriptors for the Health Foundation and NHS Improvement

You may wish to include information about the organisations leading the delivery of and funding for Q.

About the Health Foundation

The Health Foundation is an independent charity committed to bringing about better health and health care for people in the UK.

Their aim is a healthier population, supported by high quality health care that can be equitably accessed. From giving grants to those working at the front line to carrying out research and policy analysis, the Health Foundation shines a light on how to make successful change happen. They use what they know works on the ground to inform effective policymaking and vice versa.

The Health Foundation believe good health and health care are key to a flourishing society. Through sharing what they learn, collaborating with others and building people's skills and knowledge, they aim to make a difference and contribute to a healthier population.

About NHS Improvement

NHS Improvement is responsible for overseeing foundation trusts, NHS trusts and independent providers. We offer the support these providers need to give patients consistently safe, high quality, compassionate care within local health systems that are financially sustainable. By holding providers to account and, where necessary, intervening, we help the NHS to meet its short-term challenges and secure its future.

NHS Improvement is the operational name for an organisation that brings together Monitor, NHS TDA, Patient Safety, the National Reporting and Learning System, the Advancing Change team and the Intensive Support Teams.

The members of Q

Those who are part of the community are referred to as members.
The first cohort who helped to design Q is referred to as the founding cohort or founding cohort members.

Different ways of referring to yourself in regard to Q:

I am a [founding cohort] member of Q, a UK-wide initiative led by the Health Foundation and supported and co-funded by NHS Improvement.

As a/I am a [founding cohort] member of Q. . .

As a/I am a Q member. . .

Or in third person:

Maggie Smith is a [founding cohort] member of Q.

Please note

Members should not be referred to as fellows in the context of Q. The initiative is not a taught fellowship and therefore referring to the members as fellows in the context of Q can be confusing.

The founding cohort have previously been referred to as participants – however this was changed based on feedback during co-design.

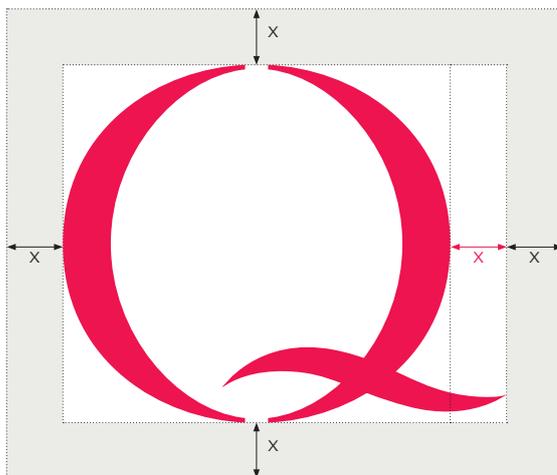
Branding

These guidelines are intended to provide a high level overview about branding materials for Q. More comprehensive design guidelines (suitable for graphic designers) are available upon request.

The logo

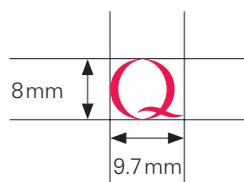
The Q logotype is an identifier for Q. Any material in relation to Q should include (where possible) the Q logo, which can be downloaded from the Health Foundation website.

The clear space should be equivalent to the distance that the Q's tail extends past the right half of the letterform.



The logotype can be used in a wide range of scales, but shouldn't be smaller than 8 mm tall by 9.7 mm wide. Please do not distort the shape of the logotype.

Only use the logo in three colours – red, black and white.



C:0 M:100 Y:60 K:0
R:221 G:0 B:049



C:0 M:0 Y:0 K:100
R:0 G:0 B:0



C:0 M:0 Y:0 K:0
R:255 G:255 B:255

The logo with strapline

Sometimes it may be beneficial to include the strapline with the logo – particularly if the audience is new to Q. Both horizontal and vertical versions are available via the Health Foundation website.



A connected community working together to improve health and care quality across the UK

A connected community working together to improve health and care quality across the UK

For members: email signature

Members have access to a signature block for emails which reference their involvement in Q.

The image is available via the Health Foundation website and members can choose to include it at the bottom of their email signature.

Disseminating Q communications

In this section, we highlight some of the ways you may wish to disseminate information about your improvement work. This includes information about an event or special project that has been funded or part-funded by Q, or promoting your work as a Q member. To keep us up-to-date with your Q funded events and communications, or for assistance in promotion, please contact Ash Biggs, Communications and Marketing Manager for Q at the Health Foundation at Q@health.org.uk

Publications

We are keen to support publications that you may produce. If we know about publications in advance of publishing, we can promote them through our communications channels.

Media

Please advise us prior to issuing any statements or responses for national media directly regarding Q. Where relevant, we would be happy to provide a quote on behalf of Q or supporting materials and key messages that might be helpful to you.

Let us know if you receive media coverage and we can share this through our communications channels (including social media) to further promote your work.

Events

If you host or present at events as part of Q, it would be helpful if you let us know so they can provide you with additional information to support you. We can also help promote your session or event through our communications channels (including social media).

The following materials can be downloaded from the Health Foundation website and might be helpful templates for events:

- PowerPoint slides
- information documents (Word document template)
- film about co-designing Q
- animation about Q
- name badges
- pull-up banners

Website

If you are including material about Q on your personal or your organisation's website, we request you include (where possible) some of the following information:

- description of Q (in line with the descriptors on page 3 and 4)
- a link to the Q webpage on the Health Foundation website (www.health.org.uk/q)
- if space allows, you can include the Q logo (downloadable from the Health Foundation website).

Stakeholder meetings

Please let us know if you are meeting with key policymakers, system stewards or influencers about Q – for example a government department, royal college or professional organisation. This will help us join up communications and support you with your meetings.

Social media

We are keen to share and promote Q and any related activities through social media. Please let us know if you want us to share any relevant developments and findings. If you are using Twitter it would help us if you include #theqinitiative to help others join in the conversation.

The Health Foundation website has guidelines to using Twitter which you might find helpful. We understand that not everyone is comfortable with using social media and we are happy to provide draft or suggested tweets for particular occasions or events.

The Health Foundation also has blogging guidelines should you wish to write a blog about Q. We can help promote your blog, or if the timing is appropriate, we can host your blog on our website.

For more information or any assistance, please contact Ash Biggs, Communications and Marketing Manager for Q at the Health Foundation via Q@health.org.uk

