



Connect. Grow. Contribute.

Get involved, help promote
the benefits of Q



Q is led by the Health Foundation
and supported by partners across
the UK and Ireland



Growing our community together

'Connect. Grow. Contribute.' is a new campaign to build upon and grow the Q community.

We're continuing to thrive, having recently welcomed our 5,000th member, and we want to spread the word about Q to impact even more lives.

The benefits of growing our community are wide reaching. When the community grows, our potential to improve health and care grows too. More members means more people taking lessons from Q back to the workplace, spreading the power of Q far and wide.

Welcoming more members to Q will...

Increase the diversity of skills, knowledge, and perspectives in our community, providing more shared insights and opportunities to support each other in tackling challenges.

'Connect. Grow. Contribute.' aims to raise our profile across the improvement community, with a burst of activity spanning our website, social media, member communications, and partner communications, to create a campaign that grows organically and has long-term impact.

This is where you come in.

Which will ultimately enable us to...

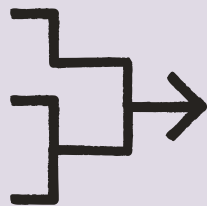
Achieve more and work collaboratively to make real-world change and improve health and care.

Engaging the right people

We're asking you to encourage the people you know working in improvement, and who you think Q would be a good fit for, to join our community, specifically:

- Clinicians with an interest in improvement
- People for whom improvement is a main focus of their job role.

Collaborating is one of the things our community does best. Raising awareness of Q through member networks and connections will significantly increase exposure to the campaign, reaching people working in improvement right across the UK and Ireland.



Getting involved

We've developed a suite of flexible campaign materials we hope you will use to help support the campaign, both during the initial burst and in the long-term.

Some resources can be used when engaging with anyone who has a role in improvement, others are specifically aimed at clinicians with an interest in improvement or at those for whom improvement is a main focus of their job role.

The following pages outline how you can help spread the word about our community, what materials and resources are available, and how you can access them.

We hope you'll get involved and we look forward to growing the Q community together.



Available resources

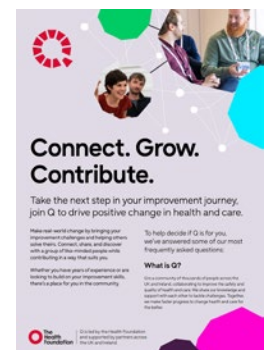
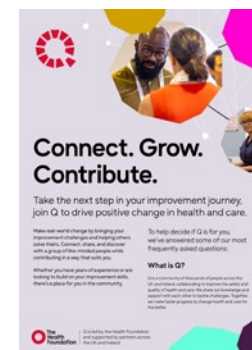
You can access the following resources to help encourage the right people to join Q:

Sample email and leaflets

To make sharing the benefits of Q as easy as possible, we've created a sample email for you to customise and send to your colleagues, peers, and friends who you think Q would be a good fit for.

We've also created three digital information leaflets for you to attach to the emails you send to provide more information about Q. You can customise the email to fit your tone of voice and choose the leaflet you think would be most relevant for your contact.

Access our email resources in our communication toolkit.



Available resources

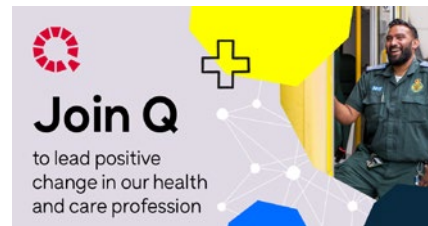
Social media

Social media is a great way to engage with peers and colleagues to tell them about the benefits of Q. We've created graphics which can be used on LinkedIn, X (formerly Twitter), Facebook, Instagram or on Stories. You can choose which one you use depending on whether your followers are mainly clinicians, non-clinicians or anyone else who could be a member of Q.

When using the graphics you could talk about the benefits you personally get from Q whilst encouraging people to join you as a member. Or you could customise one of the sample posts we've provided.

Email logo

A simple way to spread the word about Q is to include our new member email logo in your email signature. You can add it to the footer or signature of your email to encourage your connections to join you as a Q member.



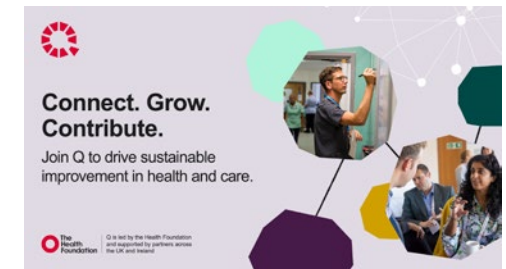
Virtual call background

Choose from three backgrounds to use on Teams, Zoom or whichever virtual meeting space you use to raise the profile of Q – simply upload before your meeting. If anyone asks you for more information you could tell them about the benefits you get from being a Q member or encourage them to visit our website to find out more.



Intro to Q slides

For times when you're talking to people about Q online, it can be helpful to have a visual cue or information to reference. We've created a short slide deck detailing the benefits of joining our community and the resources you can access as a member. The slides can be customised depending on whether you're talking to a clinician, non-clinician or someone else working in improvement to make your conversation as relevant as possible.



Talking about Q

To help you spread the word about Q, we've put together some guidance on how to talk about our community.



Q: What is Q?

A: We're a community of thousands of people across the UK and Ireland, collaborating to improve the safety and quality of health and care. We share our knowledge and support each other to tackle challenges. Together, we make faster progress to change health and care for the better.

Q: Who can join the Q community?

A: Anyone with an understanding of structured improvement approaches, experience in improvement which goes beyond an individual team and who wants to collaborate with our community can join Q. You could be a clinician, someone working in a role where improvement is your main focus, or a patient. But you don't have to be an expert or come from a certain career path or background. Diversity helps our community to thrive.

Q: Do I have to pay to be a member of Q?

A: No, there are no joining or ongoing fees to become a member of our community. It's free membership for life.

Q: How can I join Q?

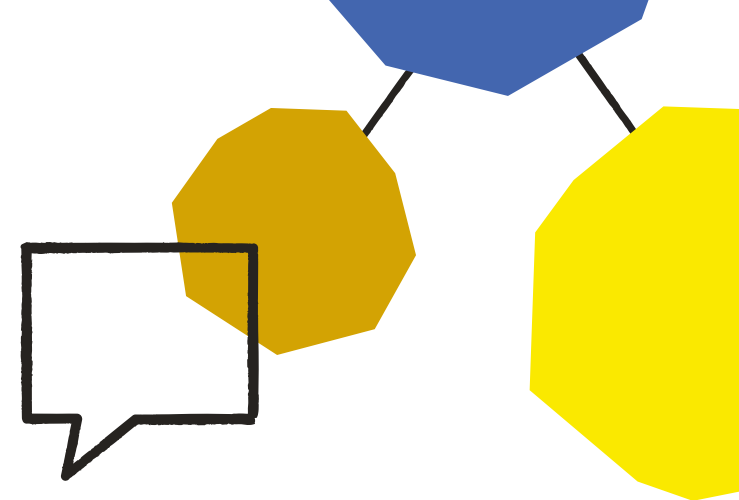
A: Joining our community is simple, just go to q.health.org.uk/apply-q and submit an application through our online portal. You'll be asked to talk about your experience in improvement and why you want to join Q. Once you've submitted your application it will be assessed, and you should hear back within six weeks.

Q: What makes Q different from other initiatives, networks or programmes?

A: Our community is designed to complement other improvement initiatives you're part of by making it easier to collaborate, providing resources and platforms to connect and support each other, and making it easier to understand what improvement work is being done, by whom, and where.



Talking about the benefits of membership



Q: Why should I join the Q community?

We understand that people join Q for different reasons and gain different benefits from being part of our community. So we spoke to members and potential members to get insights into the value of Q, the language we use, and the benefits we focus on when talking to potential members, making sure our messages resonate with our different audiences.

These are some of the key benefits you could highlight when speaking with potential members of Q.

Clinicians:

A: Becoming a Q member means you can:

- Make an impact and lead positive change in our health and care profession.
- Build your network and access support from a community working together to improve health and care.
- Make membership work for you with flexible access and support, designed for busy people.
- Empower your team with the knowledge you develop through Q.
- Solve challenges and develop your ideas collaboratively using an evidence-led approach.

People where improvement is the main focus of their role:

A: Becoming a Q member means you can:

- Build relationships and get support from like-minded people committed to improving health and care.
- Access member-exclusive funding opportunities and develop your ideas with the help of the Q community.
- Tailor your contribution at each stage of your career, through membership that grows with you.
- Join a unique community to develop your improvement skills and enhance the initiatives you're already part of.
- Achieve more by working together to solve improvement challenges and improve outcomes.

Anyone else you think could be a good fit for Q:

A: Becoming a Q member means you can:

- Take a flexible approach to contributing and help improve health and care.
- Learn, grow, and share ideas with a community dedicated to driving positive change.
- Connect with others carrying out improvement work with access to free events, networking and learning resources.
- Join for free and get access to member-exclusive funding opportunities, with no ongoing membership fees.



If you have questions about the Q
'Connect. Grow. Contribute.' campaign
or would like more information about
talking to potential members about Q,
contact the Q communications team at
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