

# I'M NOT JUST CAMPAIGN

LAUREN WOODS





# Story

2014 - Began working at PCH at 18 as a hostess

2017 – Housekeeper

2018 – Health care assistant in Maternity

2018 – Student Nursing Associate

2020 – Qualified as a Nursing Associate





## So what did I do with my idea?

Contacted matron/ward manager

Organised team days for staff on my ward

Contacted people of all roles to come and share their story

Designed goodie bags to hand out





**Any questions so far?**





Visited Stamford Hospital

Visited Hinchingsbrooke Hospital

Working alongside recruitment team

Presented at the National Business Administration Network meeting (Scotland)

## Health care assistant's wonderful Captain Sir Tom artwork

Beena Joseph, a Health Care Assistant in the Critical Care Unit at Hinchingsbrooke, has put her artistic skills into practise by drawing an amazing picture of Captain Sir Tom Moore. Beena isn't a professional artist but has been drawing since she was a child because it gives her a release and satisfaction.

This has been especially important during the pandemic because looking after very sick patients in Critical Care has been difficult. Beena commented: "I feel lucky to work as part of a supportive and caring team, the pandemic has been hard for staff, patients and families. When I heard about Captain Tom's NHS fundraising activities I decided to draw a portrait of him so staff and patients could look at him and be encouraged to do good things for society.

"I also really enjoy creative activities such as dress making, clay modelling, bottle art and singing."



Beena and her artwork of Captain Sir Tom Moore

## 'I'M NOT JUST...' CAMPAIGN LAUNCHES



**A Nursing Associate from Ward A2 at Peterborough City Hospital has launched a campaign to focus on teamwork and the equal contributions everyone makes to provide outstanding care across our hospitals.**

Lauren Woods has created the 'I'm not just...' campaign to remind colleagues of how vital each role within a hospital is in providing good care and a good experience for our patients and visitors.

Lauren has held a variety of different roles within our Trust including a catering assistant, housekeeper, health care assistant and, most recently, a Nursing Associate.

Lauren said: "I wanted to change how people approached me and see past the uniform, instead seeing the various roles and team supporting the care of patients

throughout the hospital.

"I created the 'I'm not just...' campaign to make people aware that it's not about the uniform we wear, it's the impact we can make together as a team."

Caroline Walker, Chief Executive Officer for North West Anglia NHS Foundation Trust, said: "Everyone in our Trust has a valuable and equal place in TeamNWAngliaFT and we couldn't provide outstanding care without the dedication of all our staff and partner organisation colleagues.

"Lauren's campaign is truly inspiring and has already struck a chord with her colleagues on Ward A2. I'm pleased to learn Lauren is planning to share her idea with the rest of our staff across all hospitals in our Trust."

## Patient Services Team at Hinchingsbrooke Hospital

**From being the first point of contact at the front of the hospital to helping patients connect to WiFi in order to reach loved ones, the Patient Services Team at Hinchingsbrooke support patients and staff alike. When the volunteers were shielding, they were the link between relatives and loved ones, delivering belongings to patients and putting calls through on Switchboard.**

Steve Cooper works in the Patient Services Team.

He says: "I'm very passionate about my job and go that extra mile. I work with a great team and we are very well thought of across the Trust.

"Being a porter, we face different challenges



The patient services team at Hinchingsbrooke Hospital

every day; no job is the same and we are a very busy department working a 24-hour roster, to keep the hospital running."

We are grateful to this team, who can make a world of difference to a relative or patient.



<https://www.youtube.com/watch?v=rWC3VAAoFa8>

I have a quick video to explain the campaign further – I hope you enjoy!



# Any Questions?

Thank you for listening.

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