

Most innovative Schwartz Development: 'Labelling our attendees'

South London and Maudsley NHS Foundation Trust (SLaM) is a large mental health trust with approximately 4,800 employees, working across more than 230 services in 9 boroughs. It is a diverse organisation with differing organisational structures and cultures in each of its sites.

Our first SLaM Schwartz Round was held in September 2015. For the first 11 months of the project Rounds were run monthly, alternating between two large hospital sites (The Maudsley Hospital and The Bethlem Royal Hospital). Over this time our average attendance at Rounds was 39 persons. This is almost twice the national average for community and mental health settings (n-19). We noticed in our feedback that some staff were travelling from disparate areas of the Trust to attend Rounds. We saw an opportunity in this.



Badges and Stickers – really?

We knew that a range of communication platforms were needed to reach staff effectively across such a geographically spread organisation with diverse working environments. We had been using the Trust intranet, email and dissemination within organisational structures to 'spread the word', but we thought that our attendees could become 'incidental champions'. With approval from the multi-disciplinary steering group we designed and purchased stickers and metal pins to give to each staff member attending Rounds. Each panellist now receives a metal pin with **'Ask me about Schwartz Rounds'** written on it and each audience member gets a sticker on the day saying **'I've been Schwartz-ed'**. Everyone smiles as we pat the stickers onto blazers, jackets or jumpers!

In SLaM, as in other healthcare settings, we are used to having a label which displays our professional affiliation or job role. This badge adds an element of safety and security for our patients; and also helps colleagues on early meetings with the dreaded task of remembering names! We wanted our badges and stickers to supplement our communication strategy. They are symbolic of the Schwartz community we are building at SLaM. Saying to others: 'I took time to take care of myself and to really listen to my colleagues today'. Working in mental health is challenging, frantic and at times impersonal – we want people to remember the personal connection after the Round has ended. Perhaps they notice their sticker still on their breast whilst on the tube or it peels off as they take their coat off at home. They have been cared for and cared for others that day.

On reflecting on this idea, I thought of Dr Kate Granger's *'Hello my name is'* campaign and the essential humanity of simply introducing ourselves to our patients and colleagues. Our Schwartz badges are intended to spark new conversations, where colleagues, or patients, ask a practical question on the meaning of the badge; but stop for a moment to share the response. And maybe, some more people have come to Rounds because of our 'incidental champions'.