

A quick guide to celebrating an awareness day (or week, or month)

Are you looking forward to an awareness day in your service or profession? Here's some ideas to help you celebrate...

What's already available?

- Look up the awareness day's official website for materials and ideas.
- Ask colleagues what worked well in previous years. Stick to what works!
- Use official campaign materials or NHS assets where possible.
- Avoid using AI-generated images.

Top tip

If it's worth doing, it's worth planning. Don't make it difficult for yourself by leaving it until the last minute.

Get involved online

- Take part in activity on the RCHT Staff Facebook Group on the day.
- Share photos and highlights from your team.

Make it interesting

- Share facts, achievements, or case studies about the topic - make sure you have consent.
- Show what's changed since last year.

Top tip

Why not send a card to your colleagues or team - visit the Health and Wellbeing intranet page, then cards and e-cards.

Information stands

- Want to set up an information stand in one or more of our hospitals?
- Request a space at Trelawny entrance on Bookwise.
- For West Cornwall and St Michael's Hospitals, contact their reception teams.

Keep it relevant

- Decide who you're trying to reach and what message matters most.
- Celebrate with the teams directly involved (e.g. nurses for Nurses Day).
- Post to the RCHT Staff Facebook Group to say thanks, organise a special team meeting, get the team involved and make them feel special.

Top tip

Use what you already have. Repurpose existing posters, stories or photos - no need to create anything new.

Where can I promote?

- RCHT Staff Facebook Group
- Staff room TV screens
- Intranet via the web team

There are awareness events every day, every week and every month. We want to help you celebrate but are unable to support them all. The RCHT Communication and Engagement Team focuses on an agreed calendar centred around patient safety, colleague wellbeing and our strategy.