



GIG  
CYMRU  
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WALES

Bwrdd Iechyd Prifysgol  
Aneurin Bevan  
University Health Board

People First

Personal  
Responsibility

Passion for  
Improvement

Pride in What  
We Do

**Aneurin Bevan  
University Health  
Board**

**Values and  
Behaviours  
Framework**

**Staff Information  
leaflet**

## Why do we need a Values and Behaviours Framework?

We want Aneurin Bevan University Health Board to be an enjoyable and fulfilling place to work. We know that feeling valued at work has a positive impact on both staff and patients.

Aneurin Bevan University Health Board expects a high standard of behaviour treating patients, their families, the public and colleagues with dignity and respect at all times. All staff are expected to carry out their roles with dedication and a commitment to the NHS and its core values.

### Dignity and Respect in the Work Place

Our Dignity at Work policy states:

*"The University Health Board is committed to achieving the highest standards of healthcare services and provide a safe, healthy, and fair working environment, where all staff are treated with dignity and respect"*

It is the responsibility of **all of us** to ensure this is the case.



The policy makes clear what is expected of staff in terms of how we treat each other. It recognises that the effects of poor relations between individuals can be felt across the organisation and ultimately can have a negative impact on the care provided to patients. In some cases it can undermine the confidence and performance of staff and may affect their mental health and well-being.

## The Core Values that Underpin the NHS in Wales



## What do we mean by behaviour?

Our values will only be made real by the behaviours we demonstrate.  
Behaviours demonstrate the attitude and approach we take to work; they are:

- **How we do things**
- **How we treat others**
- **What we say and how we say it**
- **How we expect to be treated**

This Framework details the behaviours and attitudes required by all employees and it supports the delivery of our Business Plan, values and culture.

The behaviours outlined are not exhaustive. It is up to each of us to make our values meaningful in the role that we have.

- Discuss them at your annual Personal Appraisal Development Review (PADR)
- Reflect on your practice and ask yourself are you behaving in such a way that lives up to the values
- Ask for feedback on your behaviour
- Give timely feedback to others
- Seek patients views and act on their response

## What Behaviours does the University Health Board Expect to ensure our Vision and Values are put into Practice?

Treating everyone politely, with dignity, respect and kindness.

Helping patients, their families, the public and colleagues when we can, or putting them in touch with the right person if we can't.

Regularly seeking feedback from patients, clients and colleagues.

Responding to concerns, problems and complaints quickly and courteously

## Remember – It's your behaviour and actions that make the difference

- First impressions count - Make eye contact and smile.
- Greet people – “Good morning” or “Hello”.
- If you have to keep someone waiting always acknowledge their presence to let them know you are aware they are waiting.
- Watch your body language – it needs to reflect the smile.
- Ensure you adhere to the uniform or dress code policy in your area – a smart professional image is expected.
- Recognise that excellent ‘customer service’ doesn’t just involve how you communicate with patients, their families, the public and colleagues – it also involves how you do your job. For example always demonstrate respect for patient privacy by ensuring confidentiality.
- Give solutions, options or alternatives, always telling people you come into contact with what is possible, not what you can’t do. Don’t tell yourself that it’s not your problem and there’s nothing you can do about it. Look at what needs to be done to correct the problem. If it isn’t within your job scope to deal with the situation, then make sure it is passed to the person who is able to deal with it. Feedback to the person that this is what you’ve done.

## When dealing with queries-always give a positive first response

“No problem”

“Yes I can do that”

If your answer is yes then it's easy to give a positive response

I can look in to that for you

Let's see how I can help you

If you're not sure or your answer is a 'maybe' then try

If your answer is 'no' then try

“What I **can** do is.....”



### Dealing with people on the telephone

- Answer the telephone bilingually e.g. Bore da/Good Morning stating your name and department
- Calls should always be answered in a welcoming and friendly manner. Be polite and efficient at all times. **Never** show impatience or boredom.
- If you are away from your desk for a long periods, either divert your calls to a colleague or make use of the voice mail facility.

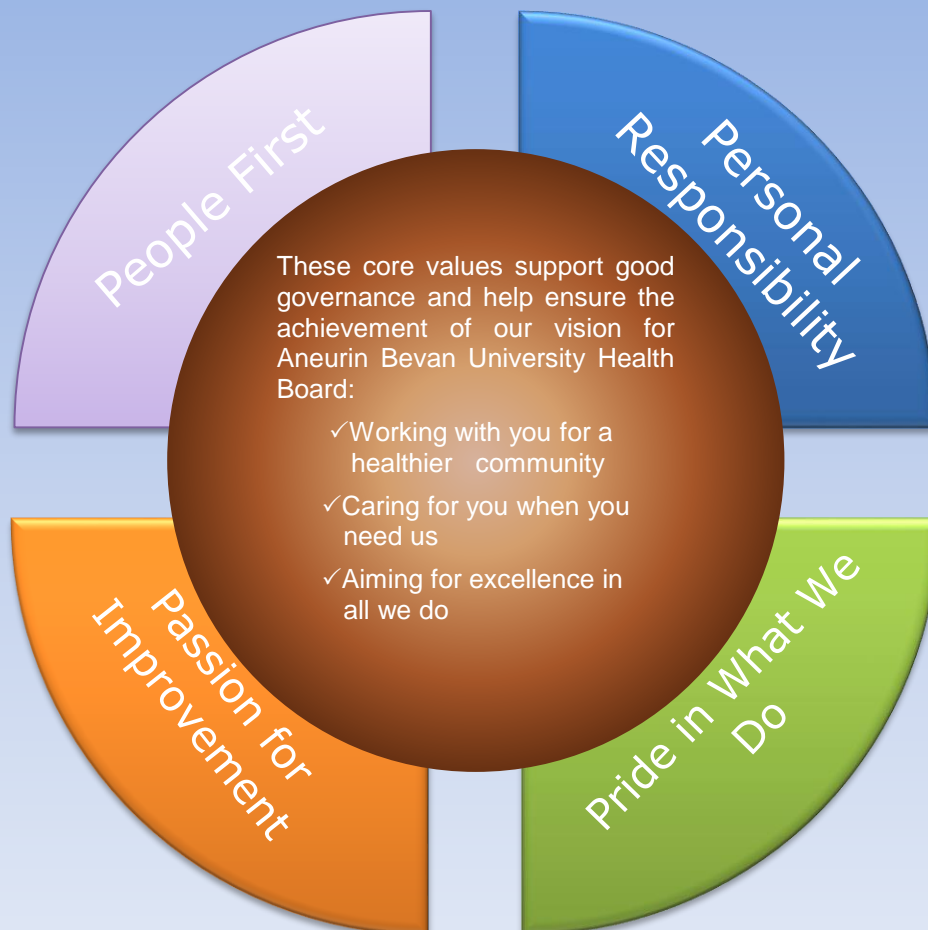
### Dealing with a difficult situation

It is important to be professional at **all** times. If you feel you are at risk of losing your patience ask for time out, involve another member of staff in the situation or refer to your line



## What are the University Health Board's Values and Behaviours?

There are four core values with associated behaviours for every member of staff, regardless of role in the University Health Board.



## People first

What we are expected to do	What we are not expected to do
<p>Listen to patients and visitors concerns and take action.</p> <p>Give priority to actions that will improve the service and promote patient safety.</p> <p>Always report incidents or near misses that could cause harm to patients and clients.</p>	<p>Ignore criticisms, seeing it as a personal attack rather than a way to improve yourself or your service.</p> <p>Provide or ignore poor or inappropriate care.</p> <p>Show a lack of concern for the quality and care patients receive.</p>

## Personal Responsibility

What we are expected to do	What we are not expected to do
<p>Use initiative to solve problems and inform others when aware of potential issues.</p> <p>Appropriately challenge unhelpful behaviour.</p> <p>Be willing to go the extra mile for patients and clients and act on their feedback.</p> <p>Lead by example; influencing and inspiring confidence in others.</p>	<p>Not take responsibility for own actions, admit we are wrong or recognise how our actions affect others.</p> <p>Ignore problems, don't use initiative, pass the buck and say "it's not my job"</p> <p>Behave in a way that might put others at risk.</p> <p>Blame others; without taking own responsibility for looking at how things could be changed.</p>

## Passion for Improvement

What we are expected to do	What we are not expected to do
<p>Look at our working environment and actively look for ways of improving the patient and client experience.</p> <p>Drive continuous improvement by asking 'how could we do this better?'</p> <p>Review what the 'Best in Class' would be for our area of responsibility and seek to achieve this.</p>	<p>Dismiss alternative ideas and discourage colleagues from suggesting new ways of doing things.</p> <p>Stick to outdated methods that have become ineffective.</p> <p>Be unwilling to be exposed to change and uncertainty.</p>

## Pride in What We Do

What we are expected to do	What we are not expected to do
<p>Take pride in our own work and that of the team.</p> <p>Celebrate success and share good practice.</p> <p>Be a positive role model that looks smart and professional.</p> <ul style="list-style-type: none"> <li>• Lead by example</li> <li>• Promote confidence in colleagues, teams and the organisation</li> <li>• Recognise and reward achievement</li> <li>• Value our workplace</li> <li>• Celebrate success</li> <li>• Learn from experience</li> </ul>	<p>Show a lack of concern in the quality of our work and the reputation of the organisation and our team.</p> <p>Be overly critical and a poor role model.</p> <p>Choose not to work as a team by pursuing own agenda.</p> <p>'Dead end' people by saying:</p> <ul style="list-style-type: none"> <li>• I can't do anything</li> <li>• Not my problem</li> <li>• He/she isn't here there's nothing I can do</li> <li>• Not my patient</li> </ul>



## What is the cost of getting it wrong?

We run the risk of:

- Patients, their families and the public not getting the service they have the right to expect
- The University Health Board developing a poor reputation within the community
- People feeling anxious and unconfident about dealing with us
- Skilled but unhappy staff leaving – leading to increased costs in staff recruitment and training



## Reflection and Action

Putting in to practice the attitude and behaviours outlined will contribute to the evidence for each of the core dimensions of the knowledge and skills framework (KSF). This can be discussed at any time and particularly as part of your annual Personal Appraisal Development Review (PADR).



## Helpful resources are available via your line manager or via the Intranet

Customer care training is available for all staff, please check the training prospectus for dates or contact your Divisional Training Lead. Welsh awareness and support with bilingual greetings is also available via the Welsh Language Officer.



# Check out.....



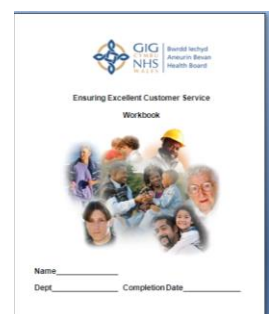
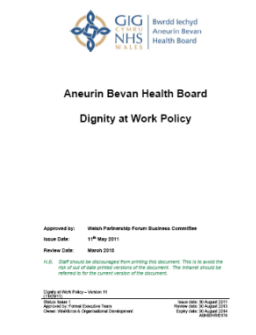
ABUHB Dignity pledge and ABUHB Dignity and Respect Intranet web pages

Resources are available on the Organisational Development Intranet page

The Dignity at Work policy

Employee Well-being Service

Customer care workbook





**Notes**



**Notes**