



#Only Human

Process report

July 2020



The making of #Only Human

Developing a creative campaign during lockdown is not straightforward - many of the tools and processes that we would commonly use were not available to us.



This document summarises the process undertaken by Revealing Reality, the Health Innovation Network (HIN) and Hill+Knowlton to design and deliver an accelerated campaign to support staff wellbeing during the Covid-19 pandemic.

By sharing it we hope to encourage and help others to take on behaviour change work within healthcare, and to offer suggestions of how this might be done even in the most challenging contexts.

Three principles that characterised our work will be explored in detail:

- > Collaboration and challenge
- > Innovative thinking
- > User-centred design

For a more detailed explanation of the context of commissioning and the findings gathered during the campaign, please refer to *our site*,

How the project unfolded

Over 8 weeks the collaborative worked at pace to scope, innovate, test and launch the campaign.



Identifying the problem



Developing a creative



Testing and iteration



Launch

AIMS

- > Exploring the specific mental wellbeing challenges facing staff in the context of Covid-19
- > Identifying what support currently exists
- > Fact-checking our assumptions from previous work

ACTIVITIES

- > Scoping work with 8 HCPs across multiple trusts
- > Wide-ranging literature review and social media listening
- > Identifying key problem areas from a longlist of challenges

- > Producing a unifying creative that would appeal to staff
- > Using behaviour change expertise to help change staff behaviours around mental wellbeing

- > Identifying 3 key problem areas that the team felt equipped to offer support around
- > Developing creative options to address these themes and motivate staff to support their mental wellbeing
- > Developing actionable 'tips' to help staff support their own and others' wellbeing

- > Ensuring our campaign was taking a user-centred approach throughout

- > Testing mock-ups of 3 alternative creative 'routes' in remote focus groups
- > Having settled on #OnlyHuman, testing alternative brand identities and a longlist of tips with 12 further staff
- > Integrating feedback to improve our materials

- > Create as much impact as possible with our campaign

- > Identifying key audiences and channels
- > Producing assets to have the largest impact with different audiences (including posters and social media assets)
- > Developing a motion graphics 'teaser' animation to further promote the campaign

Collaboration and challenge

Our team was small but perfectly formed – together we rose to the challenges of collaborating on a creative brief during the intense early days of lockdown.



Working lean: We had a core team of 8 people who worked on the project, making optimal use of limited time.

Multi-disciplinary team: The team included health/wellbeing lead specialists, behaviour change specialists, social researchers, strategists, project managers and comms support.

Progress and challenge: Tasks were planned to ensure progress could quickly be made by those best able to complete the tasks, with regular review points for discussion and challenge.

Remote collaboration tools: We used OneNote to document the project, collaborate during Zoom meetings and add to our thinking when working independently.



Innovative thinking

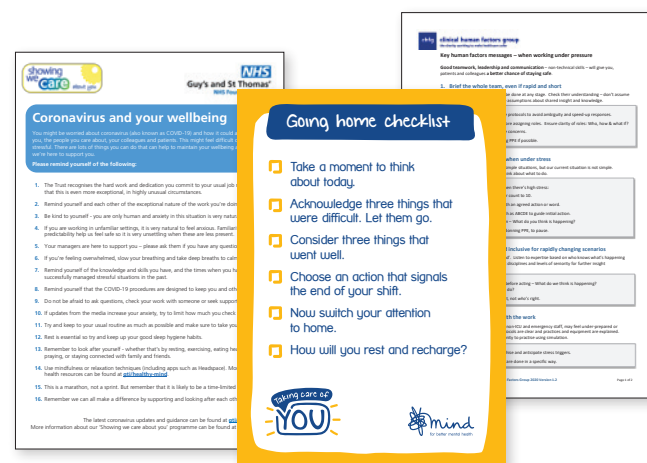
We already knew that trusts and care providers were thinking hard about staff mental health – and we were keen to find an area where we could add value.



Building on what already exists: We were keen to gather together materials from across the health sector and beyond, learning from what works well and identifying areas for improvement.

Challenging assumptions: Everyone in the team brought experience of insights and previous campaigns relating to staff mental health. Throughout, we had to be open to these being challenged, reformed and often abandoned.

Applying behaviour change principles: We used a number of principles that characterise effective behaviour change, including normalising the desired behaviour and addressing both 'why' and 'how' individuals should change their behaviour.



Building in user-feedback

To ensure this intervention had the best chance of changing behaviour, staff perspectives needed to be central to our approach (despite the challenges of speaking to them during the height of the pandemic!)



Remote interviews: In normal circumstances, this kind of work would be conducted via in-depth interviews. In this case, we conducted remote telephone interviews at a convenient time for our participants, asking open questions to help them describe their situation.

Range of roles: Though we only spoke to 8 professionals during the scoping phase, we were keen to ensure that covered a range of roles so we could understand the diversity of staff experiences.

Test and learn: We had to adapt our testing methodology to reflect the busy schedules of respondents. We conducted brief remote focus groups, and sent out email testing packs to a large cohort of staff.



The end result...

#Only Human is a *flexible resource* for health and social care, wellbeing and comms teams.



Using feedback from staff, it has been designed to depressurise the 'asks' around self-care. It builds on the insight that it's often easier to do something for others than it is for yourself – and the vast majority of the tips are peer-support related.

The hand-writing font is purposely used to create a friendly, home-made touch to the campaign. The materials have been designed for individual organisations and trusts to personalise them with their own logo. Trusts can 'pick and mix' the theme that is most relevant to them.

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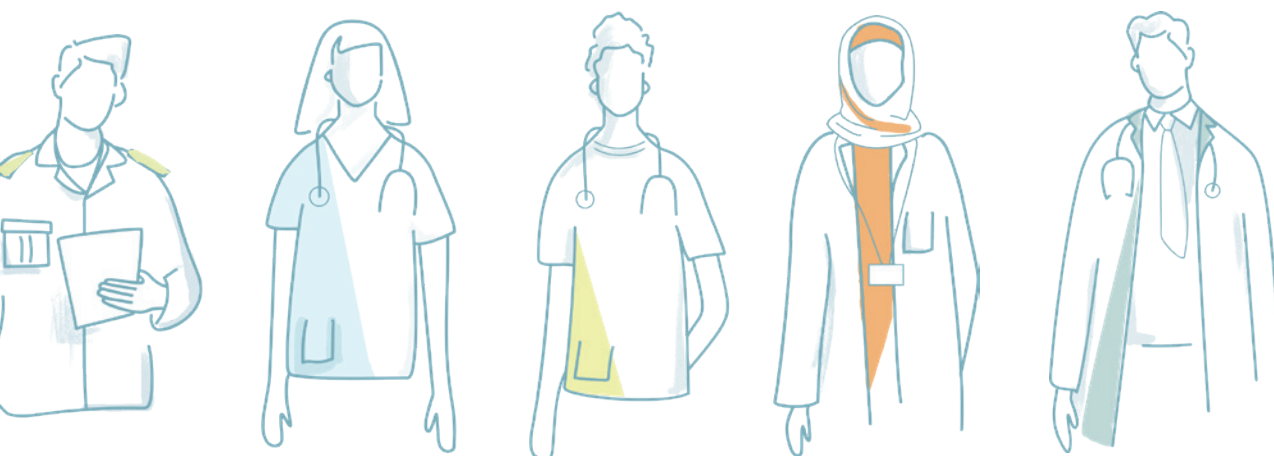
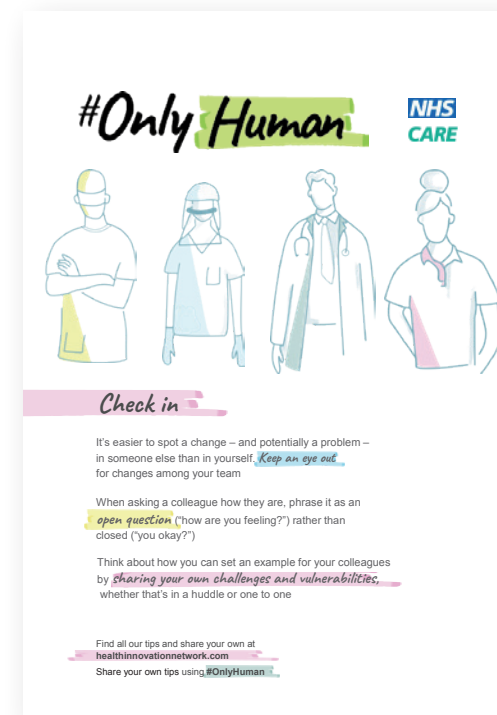
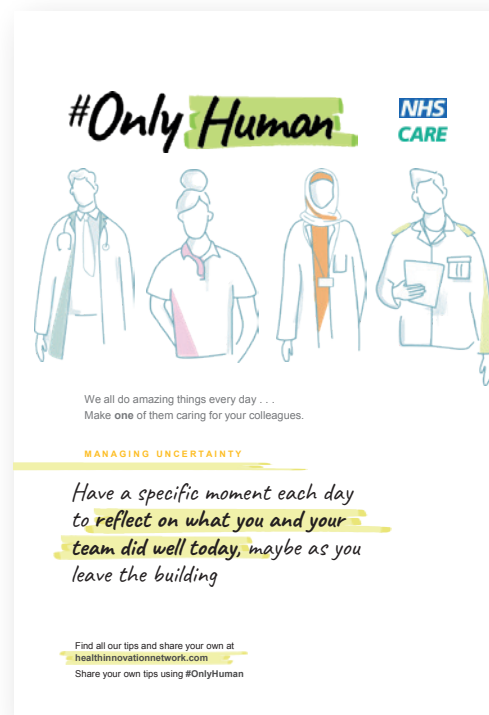
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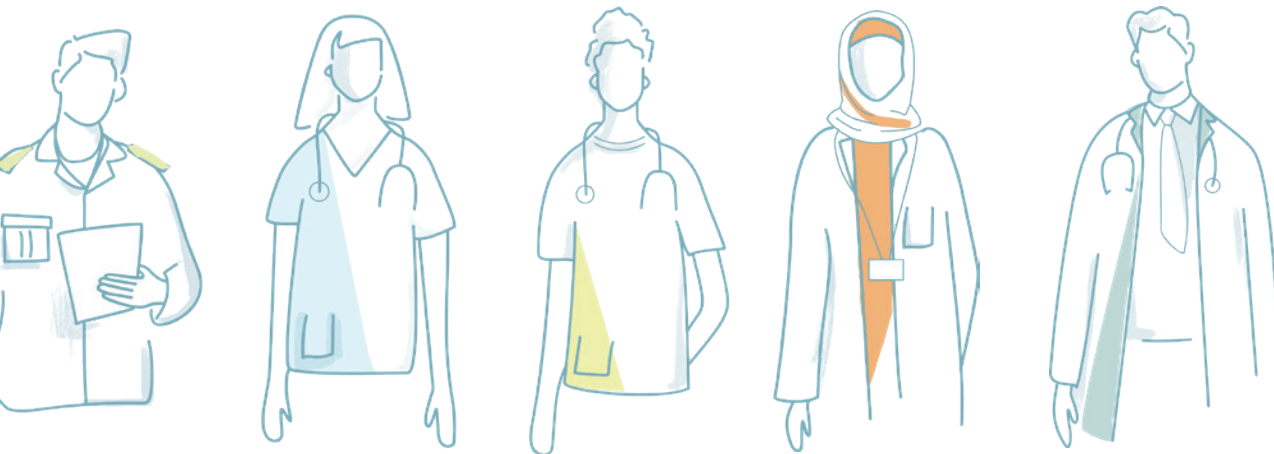
Our resources

To find all of our resources please visit *our site*, and look out for our *#OnlyHuman* teaser animation and social media assets.



Special thanks to...

all the healthcare and social care
professionals, experts and advisors who
gave their time to help on this project
- especially at a time of significant
pressure and change.



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