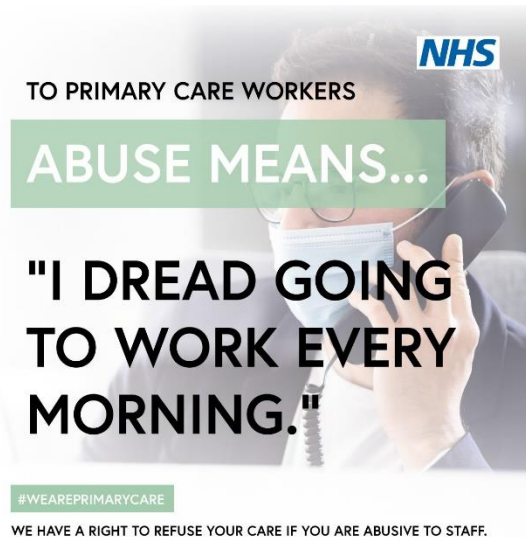


LMC Update September 22nd 2021

#WeArePrimaryCare Awareness Campaign



The new campaign to tackle a rise in abusive behaviour towards healthcare workers in primary care across the Humber area had a very successful launch last week.

The #weareprimarycare initiative is being led by the LMC with the support of the Clinical Commissioning Groups in Hull, East Riding of Yorkshire, and Northern Lincolnshire, and a range of partners who are standing together to say that abuse of primary care workers in any role will not be tolerated.

There was a lot of media interest in the campaign including from [ITV Calendar](#), BBC Radio Humberside and Viking FM. Practices in the Humber region will all be receiving a pack of posters to display in shared areas, and there is a range of digital materials available to download free from <https://www.humbersidelmc.org.uk/primarycarecampaign>. This includes graphics for social media and websites, animations for practice screens, signature logs and (added this week) a new recorded message to add to telephone hold messages.

Almost 400 people have downloaded materials so far in just over a week. Do let us know if you find the materials useful or if there is anything else that may help spread the message.

Speak Up Month 2021

The pandemic has highlighted that speaking up has never been more important for the benefit of colleagues and patients.

Speak Up Month in October is an opportunity to raise awareness of how much we value speaking up in our organisation.

The theme of this year's Speak Up Month is **Speak Up, Listen Up, Follow Up**. To make speaking up business as usual it is essential that when people speak up, they are listened to, and that learning and improvement happens as a result.

Speaking up is for everyone.

Everyone is encouraged to *Speak Up* if something is not quite right or can be improved.

Everyone should *Listen Up* when someone speaks up to them. When someone speaks up to you, say 'thank you', respond appropriately and escalate matters where needed so that the right actions can be taken.

And leaders should ensure that they *Follow Up* and use the information and intelligence that speaking up brings for learning and improvement.

Here at Humberside LMCs we will be sharing some short video clips and songs throughout October to celebrate Speak Up Month.

"We really want to capture people's attention this year with something uplifting, thought-provoking and inspiring"

Amy Stathers, Freedom To Speak Up Guardian, Humberside LMCs

The National Guardian's Office, in association with Health Education England, has developed an e-learning package which is freely available for anyone wherever they work. You can access it here: <https://www.e-lfh.org.uk/programmes/freedom-to-speak-up/>

The first module, *Speak Up*, available for all workers, describes what speaking up is and why it is important. The second session, *Listen Up*, is aimed at managers at all levels and focuses on listening and understanding the barriers to speaking up. The final module, *Follow Up*, aimed at senior leaders – including executive and non-executive directors, lay members and governors – is coming soon.

We would encourage you to complete this e-learning and make a Speak Up Pledge to show how you support speaking up, listening up and following up in your work.

Making speaking up business as usual will enhance all of our working lives and improve the quality and safety of care. Listening and acting upon matters raised means that Freedom to Speak Up will help us to be the best place to work.

Find out more from www.nationalguardian.org.uk . You can get involved with Speak Up Month on Twitter and LinkedIn by using the hashtag #SpeakUpListenUpFollowUp.

Allyship Training: Becoming an anti-racist ally
Wednesday 13 October 2021, 13.30 – 15.30
Virtual – via MS Teams
A Free Event

Humberside LMC is working on a number of actions arising from its [Racism and Discrimination Survey report](#), published in April this year. One of our aims is to provide anti-racism and allyship training for all colleagues working in primary care. We invite Practice Managers, Senior Admin Staff and Front of House Staff to access this training on **Wednesday 13th October, 13.30 - 15.30**.

The need to build everyday allyship within teams is now greater than ever. Allies play a vital role in creating an inclusive culture where all staff feel they belong and are supported,

allowing them to thrive. We welcome you to our interactive session on 'Becoming an ally'. **This session will support attendees to understand more about anti-racist allyship; what it is, what it is not and how to build the capability to show up as an ally consistently for colleagues and patients.** This session encourages self-reflection and aims to empower attendees to speak up for themselves and for others. You will participate in group discussions on topics including micro-aggressions, privilege, fragility and explore the system that we are all part of.

Please follow the link to book your place <http://www.humbersidelmc.org.uk/events/12621>

Please pass onto any colleagues who might be interested in the training.

The number of places is limited, so we would be grateful if you could advise if you are no longer able to attend.

Please note, there is another session available to book on **Wednesday 3rd November 2021, 13:30-15:30** which is running as part of East Riding CCG Protected Time for Learning. To book on this session on [Wednesday 3rd November - click here](#).