

**Being fair  
campaign**



**The just  
and learning  
culture charter**  
**Comms toolkit**



June 2023

Advise / Resolve / Learn

# Introduction

Our Being fair 2 report aims to promote the value of a person-centred workplace that is compassionate, safe and fair.

A just and learning culture is the balance of fairness, justice, learning – and taking responsibility for actions. It is not about seeking to blame the individuals involved when care in the NHS goes wrong, nor the absence of responsibility and accountability.

Since the publication of Being fair in July 2019, and with ongoing work across the NHS, it is apparent that organisations still require support to improve the culture for those working within the health system to tackle issues of incivility, bullying and harassment.

Our second Being fair report sets out the benefits to an organisation of adopting a more reflective approach to learning from incidents and supporting staff.

There is already a wealth of resources and guidance available across the system to support organisations to drive improvements in culture. This report makes reference to key guidance and best practice throughout. It also provides a Just and learning culture charter that we invite organisations to consider adopting.

We need your support to raise awareness of the campaign. Organisational culture is everyone's business. Everyone within healthcare has an important role to play, across all professional groups and at all levels. We are asking our partners to spread the campaign messages and encourage adoption of our Just and learning culture charter within your organisation.

We have produced this toolkit to make it as easy as possible for you to promote the key messages and the Just and learning culture charter across your internal and external channels. We hope this will help to start your own campaign or supplement your existing campaign. You can select as little or as many of the elements to use and adapt the language and tone of the content examples to suit your organisational style.

Another great way to spread the key messages of the campaign is to share any #BeingFair posts you see from @NHSResolution on Twitter or LinkedIn.

If you have any questions about the campaign, additional requirements or would like any of our assets for print, please get in touch with our Communications team at [nhsr.communications@nhs.net](mailto:nhsr.communications@nhs.net).

Thank you very much for your support.



# Key messages

There is a clear link between culture, workforce and patient safety.

**A poor culture is costly:** The cost of non-clinical, work-related stress claims closed over a ten-year period (2010-2020) was in excess of £14 million.

**Minority groups are disproportionately impacted by formal disciplinary processes:** Our Practitioner Performance Advice service found that ethnic minority groups had 1.7 times the rate of cases per 1000 and were significantly more likely to have a case with the service compared with white practitioners. Redressing disproportionate rates of disciplinary action between ethnic minority and white staff across the healthcare system is essential to foster a just system that supports staff to learn from incidents. This is in line with other recent findings.

**A diverse and inclusive working environment is beneficial for productivity and staff retention:** When staff feel valued, able to speak up and psychologically safe this can have a positive impact on teamwork, staff wellbeing, efficiency and lead to higher standards of patient care.

## Being fair 2 report

A just and learning culture is the balance of fairness, justice, learning – and taking responsibility for actions. It is not about seeking to blame the individuals involved when care in the NHS goes wrong, nor the absence of responsibility and accountability. When things in the NHS go wrong, support, care and understanding for everyone involved must be a priority.

## Just and learning culture charter

Our Just and learning culture charter is a tool to help organisations take a consistent approach when managing incidents and supporting staff.

Accountability, leadership, wellbeing, compassion, inclusivity, respect, candour, learning, best practice and evaluation underpin a just and learning culture.

Evidence suggests adopting all the components of a learning organisation, through the application of the ten elements of our Just and learning culture charter, will result in safer patient care and make the NHS a healthier place to work.

# Downloads



## Being fair 2

[PDF download](#)

[bit.ly/3UCnHzl](https://bit.ly/3UCnHzl)

[Resource page](#)

[bit.ly/3MjV9Zs](https://bit.ly/3MjV9Zs)



## Just and learning culture charter

[PDF download](#)

[bit.ly/3WuxyZ4](https://bit.ly/3WuxyZ4)

[Resource page](#)

[bit.ly/3AvMM60](https://bit.ly/3AvMM60)

# Copy

## Long copy

NHS Resolution's Being fair 2 report aims to promote the value of a person-centred workplace that is compassionate, safe and fair.

A just and learning culture is the balance of fairness, justice, learning – and taking responsibility for actions. It is not about seeking to blame the individuals involved when care in the NHS goes wrong, nor the absence of responsibility and accountability.

Since the publication of their first Being fair report in July 2019, and with ongoing work across the NHS, it is apparent that organisations still require support to improve the culture for those working within the health system to tackle issues of incivility, bullying and harassment.

Poor organisational culture costs. NHS Resolution found that the cost of non-clinical, work-related stress claims closed over a ten-year period (2010-2020) was in excess of £14 million. Poor culture is driving significant workforce shortages across the NHS. Improving workplace culture will help to retain talented staff, improve care quality and ultimately save resources for patient care.

This second Being fair report sets out the benefits to an organisation of adopting a more reflective approach to learning from incidents and supporting staff. This report makes reference to key guidance and best practice throughout. It also provides a Just and learning culture charter developed as a tool to help organisations like ours take a consistent approach when dealing with incidents and managing staff. Evidence suggests that adopting all the components of the Just and learning culture charter will result in safer patient care and make the NHS a healthier place to work.

We are pleased to be supporting this campaign and promoting the Just and learning culture charter across all levels of our organisation.

## Short copy

NHS Resolution's Being fair 2 report aims to promote the value of a person-centred workplace that is compassionate, safe and fair.

A just and learning culture is the balance of fairness, justice, learning – and taking responsibility for actions. It is not about seeking to blame the individuals involved when care in the NHS goes wrong, nor the absence of responsibility and accountability.

This second Being fair report sets out the benefits to an organisation of adopting a more reflective approach to learning from incidents and supporting staff. This report makes reference to key guidance and best practice throughout. It also provides a Just and learning culture charter developed as a tool to help organisations like ours take a consistent approach when dealing with incidents and managing staff.

We are pleased to be supporting this campaign and promoting the just and learning culture charter across all levels of our organisation.



# Social media copy

## Being fair 2 Copy examples for your channel



We believe in the value of a person-centred workplace that is compassionate, safe & fair.

@NHSResolution's #BeingFair 2 report is a toolkit for organisations looking to adopt a #JustCulture when managing incidents & supporting staff.

Download here [bit.ly/3MjV9Zs](https://bit.ly/3MjV9Zs)



We believe in a safe and fair workplace.

That's why we're supporting @NHSResolution's #BeingFair 2 which promotes the value of a person-centred workplace that is compassionate, safe & fair.

Download here [bit.ly/3UCnHzl](https://bit.ly/3UCnHzl)



#BeingFair 2 promotes the value of a person-centred workplace that is compassionate, safe & fair.

It's a toolkit for organisations looking to adopt a #JustCulture when managing incidents & supporting staff.

The report from @NHSResolution sets out the benefits of adopting a more reflective and fair approach to support staff to learn from incidents of harm.

It also shares some examples of best practice for managing and resolving concerns in a fair way.

Read more about it here [bit.ly/3MjV9Zs](https://bit.ly/3MjV9Zs)

## Just and learning culture charter Copy examples for your channel



The NHS's most valuable resource is its people. They are critical to safe and effective patient care. The Just and learning culture charter from @NHSResolution #BeingFair 2 report outlines the key features of a safe & fair workplace.

Download now [bit.ly/3WuxyZ4](https://bit.ly/3WuxyZ4)



The Just and learning culture charter from @NHSResolution invites organisations to adopt 10 key components that when applied will promote the value of a person-centred workplace that is compassionate, safe & fair.

Learn more here [bit.ly/3AvMM60](https://bit.ly/3AvMM60) #BeingFair 2



The NHS's most valuable resource is its people. They are critical to the delivery of safe & effective patient care.

This Just and learning culture charter from @NHSResolution's #BeingFair 2 report outlines the key features of a safe and fair workplace.

Download the charter and learn about the key features of a learning organisation here

[bit.ly/3WuxyZ4](https://bit.ly/3WuxyZ4)



With workforce issues like incivility, bullying and harassment still prevalent across the NHS system, @NHSResolution's #BeingFair 2 report sets out the benefits of adopting a more reflective and fair approach to support staff to learn from incidents of harm.


From this report comes the Just and learning culture charter, which aims to promote the value of a person-centred workplace that is compassionate, safe and fair if care in the NHS goes wrong.

Download the charter and learn about the key features of a learning organisation [bit.ly/3MjV9Zs](https://bit.ly/3MjV9Zs)



# Digital assets

## Just and learning culture charter

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1. Just and learning culture charter

This charter is from our Being fair 2 Report


NHS Resolution

Advise / Resolve / Learn

Our organisation accepts the evidence that we will provide safer care and be a healthier place to work if we address all of the components of a learning organisation.

1. Accountable  
2. Leadership  
3. Wellbeing  
4. Compassion  
5. Inclusive  
6. Respectful  
7. Candour  
8. Learning  
9. Best Practice  
10. Evaluation

Download our charter

Advise / Resolve / Learn
- 

2. Just and learning culture charter

This charter is from our Being fair 2 Report


NHS Resolution

Advise / Resolve / Learn

Our organisation accepts the evidence that we will provide safer care and be a healthier place to work if we address all of the components of a learning organisation.

1. Accountable  
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3. Wellbeing  
4. Compassion  
5. Inclusive  
6. Respectful  
7. Candour  
8. Learning  
9. Best Practice  
10. Evaluation

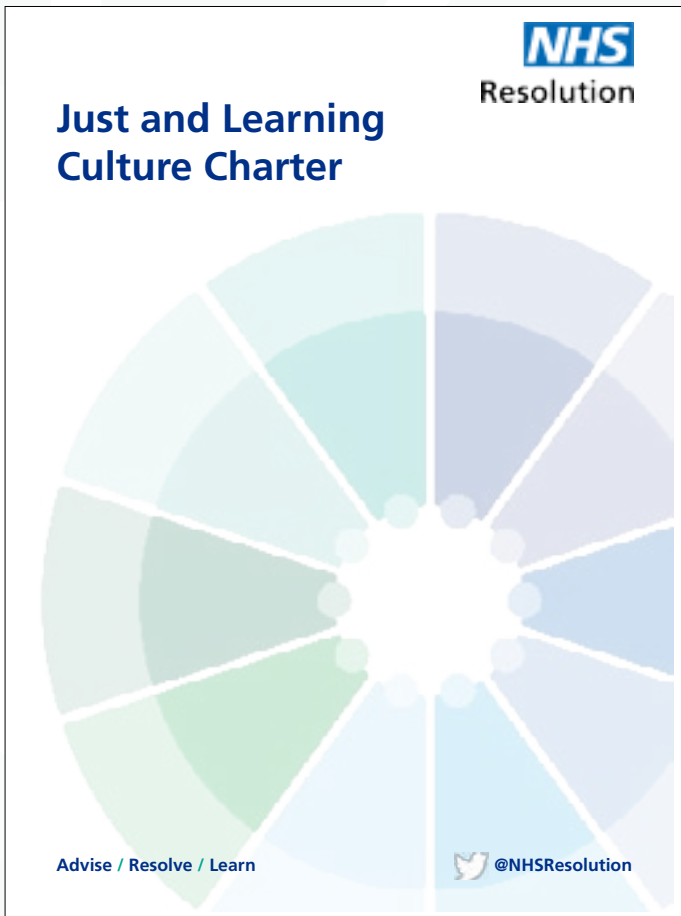
Download our charter

Advise / Resolve / Learn
- 

3. Just and Learning culture charter

NHS Resolution

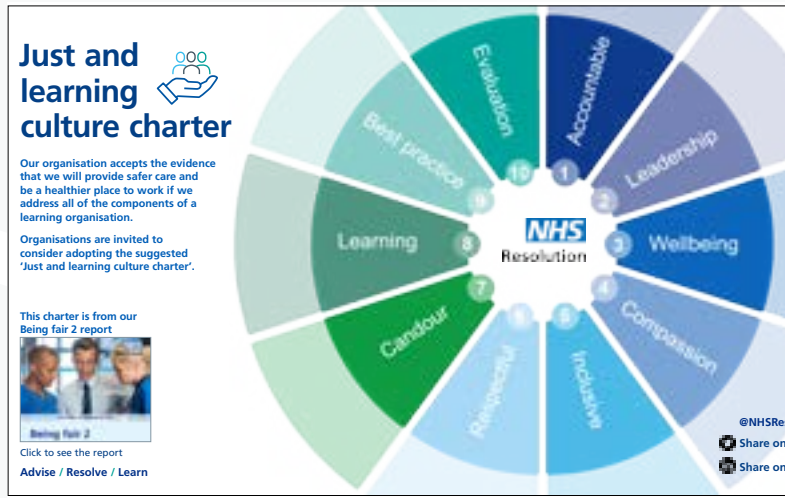
Advise / Resolve / Learn

Scan the QR code with your smartphone to download
- 

4. Just and Learning Culture Charter

NHS Resolution

Advise / Resolve / Learn

@NHSResolution
- 

5. Just and learning culture charter

Our organisation accepts the evidence that we will provide safer care and be a healthier place to work if we address all of the components of a learning organisation.

Organisations are invited to consider adopting the suggested 'Just and learning culture charter'.

This charter is from our Being fair 2 report

Click to see the report

Advise / Resolve / Learn

Being fair 2

Click to see the report

Advise / Resolve / Learn

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Share on Twitter

Share on LinkedIn

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6. Just and learning culture charter

NHS Resolution

Advise / Resolve / Learn
- 

7. Just and learning culture charter

NHS Resolution

Available to download now

#BeingFair

#JustCulture
- 

8. Just and learning culture charter
- 

9. Campaign icon

Click on each asset to download

1. Social carousel (LinkedIn, Instagram)
2. Banner (Newsletter, website)
3. Interactive poster
4. Poster
5. Charter front cover

6. Image
7. Video (Social)
8. Logo
9. Campaign icon



# Digital assets

## Being fair 2

1.


2.


3.



Click on each asset to download

1. Square tile (LinkedIn, Twitter, Instagram)
2. Report front cover
3. Video

Thank you for your support!

We would welcome your feedback and to know how your activity performed – email us at:

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[www.resolution.nhs.uk](http://www.resolution.nhs.uk)

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