

# CITIZEN Leadership

**NHS**  
Leadership Academy  
North West



## Citizen Leadership Promotional Toolkit

This toolkit supports anyone who is running the NHS North West Leadership Academy Citizen Leadership Programme to empower people. We've created a step-by-step guide to promoting your programme, with a range of supporting resources and materials to help you every step of the way.

- Step 1 -** Read the aims and key themes
- Step 2 -** Recruit a co-design group to help you promote the programme
- Step 3 -** Look at the key resources including the Playbook and Facilitator Pack
- Step 4 -** Explore the right promotional tools for you
- Step 5 -** Write your promotional action plan
- Step 6 -** Implement your action plan
- Step 7 -** Evaluate your promotional campaign



## Step 1 Read the aims and key themes

### Aims

The NHS North West Leadership Academy (NHS NWLA) empowers people in the North West to secure better health, care and wellbeing outcomes through leadership. Wherever opportunity lies — within the system and across diverse communities — we work to develop compassionate leaders and the conditions for inclusive, future-focused leadership. Our aims for this programme are for participants to:

- Grow in confidence as citizen leaders in order to effectively engage with key health and social care decision makers.
- Develop their communication skills enabling them to effectively engage with decision makers on behalf of themselves and others.
- Have the opportunity to share their lived experiences.
- Explore the possibility of becoming members of decision making bodies and engage in the development of public services.

There are two shorts films that tell the story so far that you can watch to get further context and inspiration

- [Programme Participant film](#)
- [Celebration event film](#)

### Key themes

- **What is citizen leadership?** - What does it mean to be a citizen leader and what qualities do we see in other citizen leaders?
- **Purpose and passions** – Discovering our values and purpose and recognising strengths in ourselves and others.
- **Goal setting** - What do we want to achieve?
- **Confidence** - Different ways to boost our confidence.
- **Developing your ideas** - Sharing ideas and helping them grow.
- **Putting ideas into action** - How can we get started?
- **How's it going?** - Reflecting on the journey so far and revisiting passion, purpose and goals.
- **Learning from what goes wrong** - Sharing examples of failure and how we can learn from it.
- **Building your tribe**
- **Going social** - The benefits of social media and how best to use it.



- **Sharing your story** - Effective ways of sharing our journey.
- **Looking after yourself** - How can we stay well when helping others?
- **Celebrate** - Taking time to celebrate successes.
- **Keep going** - How to keep the momentum going once the programme has ended.



## Step 2 - Recruit a co-design group to help you promote the programme

### Promotional lead

One person should have overall responsibility for managing the promotion of the Citizen Leadership Programme and to be the main contact for all enquiries.

### Co-design group members

Having a group of different people involved in the promotion will help ensure that it's a diverse programme that is representative of the community.

- Once you've recruited your co-design group, spend some time going through the activities in session one (What is Citizen Leadership?). This will ensure that everyone involved in the promotion has a clear understanding of what the Citizen Leadership Programme is and alternative language that can be used to promote it.

### Community engagement tips

- **Relationships** - Take the time to get to know people and have meaningful conversations. See people as individuals and not groups of people.
- **On the road** – Don't assume that people will come to you. Meet people where they feel the most comfortable.
- **Barriers** - Be prepared for anything that might make communicating difficult e.g. will it be useful for a translator to be present?
- **Keep it exciting** - Talk positively about the Citizen Leadership Programme and be open to further questions. Make sure you've read through all of the resources and really know your stuff.
- **Be approachable** – Keep it friendly and leave your contact details for people to come back to you with more questions.
- **No pressure** - Accept that some people won't want to get involved – and that's ok!



## Step 3 - Look at the key resources including the Playbook and Facilitator Pack

### Playbook

A series of session plans for facilitators to follow when running the Citizen Leadership Programme.

### Facilitator Pack

More background information and resources to help facilitators to run the Citizen Leadership Programme.

### Calendars

A series of calendars to print or share online that encourage people to be more active in their community whilst promoting the Citizen Leadership Programme.

### Social Media

You can follow social media activity around the Citizen Leadership Programme by looking back at posts containing the hashtags #CitizenLeadership #CitizenLeaders #NWCitizenLeadership

### Promotional Toolkit

Top tips and resources to help promote and recruit participants onto the Citizen Leadership Programme.

### Promotional Flyer

A sample flyer that can be customised to promote your Citizen Leadership Programme that can be printed or shared online.

### Promotional Video

Check out our promotional video that you can share online to recruit participants.

- [Programme Participant film](#)
- [Celebration event film](#)



### Step 4 - Explore the right promotional tools for you

#### Social media

Social media is a great way of promoting to a high volume of people without having to spend any money! Use Facebook, Instagram and Twitter to engage with potential programme participants and other facilitators who may want to run a Citizen Leadership Programme in their community.

#### Example social media posts

To recruit programme participants:

- Would you like to boost your confidence & get more involved in your community? Join our #CitizenLeadership Programme today
- Realise your potential on our #CitizenLeadership Programme
- Meet likeminded people on our #CitizenLeadership Programme and be the change in your community! #CitizenLeadership
- Want your voice to be heard by decision makers in your community but not sure how? Join our #CitizenLeadership programme today

Ensure that you include dates, times and contact details. Use language that will appeal to your target audience - your co-design group can help with jargon busting!

During the programme:

It's important to keep making noise about the Citizen Leadership Programme, even once you've finished recruiting. Share photos and videos from your sessions so people can follow your story. Don't forget to use hashtags!

#### General Hashtags:

#NWCitizenLeadership  
#CitizenLeadership  
#CitizenLeaders  
#CitizenLeader

#### Hashtags when posting about a specific session:

#WhatsCitizenLeadership  
#PurposeAndPassions  
#GoalSetting  
#ConfidencelsKing  
#DevelopingYourIdeas  
#PuttingYourIdeasIntoAction  
#HowItsGoing  
#LearningFromWhatGoesWrong





#BuildingYourTribe  
#GoingSocial  
#SharingYourStory  
#LookingAfterYourself  
#Celebrate  
#KeepGoing

Example post about a specific session:

What a great first session on our #CitizenLeadership Programme. We enjoyed discussing what #CitizenLeadership means to us and who inspires us in our community #WhatsCitizenLeadership

(People are more likely to engage with your posts if you include photos and videos – don't forget to ask permission before sharing though).

We've created a video that you can share online to help with your promotional campaign. Feel free to film your own if you like. Be creative and tell people why you're running the programme and what they'll get out of it.

### Word of mouth

Talk to people about the Citizen Leadership Programme. Think about buildings in the community where people gather such as places of worship, community centres & GP surgeries. Print some flyers and ask permission to leave them in those identified places. Ensure all important information is included on the flyer such as contact details, dates, times and venues.

### Notice boards

Ask permission to display the flyer on community notice boards in supermarkets, shops, community centres, places of worship etc. Ensure all important information is on the flyer such as contact details, dates, times and venues.

### Community groups

Contact your local community groups with a view to speaking at one of their meet ups. Ensure you have plenty of flyers printed to distribute to interested group members.





Use the editable and printable Citizen Leadership Programme Flyer.



## Join our Citizen Leadership Programme

Want to make a difference where you live but not sure where to start?

Would you like to meet new people who you can work with to make a change in your community?

Are you open to learning more about yourself and others?

Yes? Then the Citizen Leadership Programme is right for you.

It's FREE and coming to a venue near you!

**When?**

**Where?**

**Who's it aimed at?** Anyone who wants to get more involved in their community!

**For more information please contact:**



## Quotes from past participants

These quotes from past participants can be used to promote your Citizen Leadership Programme. Use the quote templates included in the resource pack when sharing them online. Feel free to use quotes from your own participants as your Citizen Leadership Programme gets going.



'I am more determined to continue my development and become more active in my local community and make my family proud'.

'Definitely increased my confidence and loved the interactive sessions'.

'Good to see one of the facilitators was only on the course a few months ago herself and now facilitating – excellent! That's what I would like to do too'.

'Thanks for the leadership programme, I feel like I can achieve anything – I just have to work hard'.

'My confidence has increased and I feel like I can talk to others with more confidence'.

'It was good to hear views and experiences of other women – made me feel like I was not on my own'.

'I wish the course was longer!'

'Today has encouraged me to carry on practising my English so I can find a job that makes a difference and helps people'.



"Thanks for the leadership programme, I feel like I can achieve anything – I just have to work hard"



## Step 5 - Write your promotional action plan

Use the Promotional Action Plan template to help you keep on track when promoting your Citizen Leadership Programme. Complete with as much detail as possible to help your promotional campaign run successfully. Share with your co-design group so their input is included and delegate responsibilities where appropriate.



Citizen Leadership Promotional Action Plan

Action Short description of the task	Responsibility Who is doing it?	Time Frame Dates & times	Resources What is needed?	Completion Date
<i>E.g. Regular social media posts on Facebook, Twitter &amp; Instagram</i>	<i>E.g. Bob Smith</i>	<i>E.g. One post every day for two weeks</i>	<i>E.g. Phone, Wi-Fi, social media accounts &amp; promotional resources</i>	<i>E.g. 2/4/19</i>



## Step 6 - Implement your action plan

Ensure key dates are in the diary and keep checking in with the promotional team along the way.

If you're struggling to recruit participants during your promotional campaign, take some time to look over your Promotional Action Plan. Is there anything else you could be doing? Are there groups of people that you might not be reaching? Are you relying too much on one form of promotion? Refer back to step 4 to see if there's anything else that you could be doing.

## Step 7 - Evaluate your promotional campaign

Once your Citizen Leadership Programme has started, ask participants to complete the short survey to find out how they heard about the programme and their experience of the promotional campaign.



### Citizen Leadership Promotion Evaluation

Name:

Date:

Programme venue:

How did you hear about the programme?

What appealed to you about the programme?

How did you contact the facilitation team?

Is there anything else that you'd like to have known about the programme before you started?



Please share this feedback with the North West Leadership Academy so other Citizen Leadership Programme facilitators can learn from your experience.



Following the completion of the programme you will be required to get in touch with the NHS NWLA to complete a post programme evaluation or case study. The NHS NWLA will provide advice and guidance to support this work, please contact [nwla.info@nhs.net](mailto:nwla.info@nhs.net) for information on the next steps.

If you have any queries or would like to find out more information around the Citizen Leadership Programme please contact the NHS North West Leadership Academy at [nwla.info@nhs.net](mailto:nwla.info@nhs.net)



This resource should not be communicated to any third party without the NHS North West Leadership Academy's (NHS NWLA) consent. The NHS NWLA does not bear any risk or liabilities to any third part to whom you share the tool.'

