

# Get behind the Giving Voice campaign as part of your CPD

[www.givingvoiceuk.org](http://www.givingvoiceuk.org)



The RCSLT's Giving Voice campaign is one of our top priorities for 2011 – make it yours too, by using this guide to plan how your involvement can contribute towards your continuing professional development.

With the next Health Professions Council audit of SLTs only a few months away it's time to consider how you can integrate initiatives into your work and how playing your part in the campaign will enhance your own professional development.

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Giving Voice activity	Health Professional Council continuing professional development category	Output	Initial time and cost indicators	Frequency of updates
<b>Get in the campaigning mindset</b> Get together with your team and tell each other 'My story' – why you each entered the profession, agree what 'Our' story is – the experiences and values that drive your team and develop a shared view of 'The challenge' you're facing together	A – work based learning Team meeting	Three succinct points conveying the role, value of and issues facing your service that, if you were in a lift with someone you wanted to influence, you would share	One hour Free	Every three months to assess progress and re-assess priorities and output
<b>Stakeholder analysis or 'target mapping'</b> <b>Spend some time working out:</b> → Who we need to talk to → How the environment has changed → How well we know these people and how can we grow important relationships	A – work based learning Managers and clinical leads with input from wider team	Map of your key stakeholders and decisions about whether these are warm or cold working relationships	One hour initially, but needs to be kept as a live document Free	Monthly to check if changes are needed and to update warm/cold relationships
<b>Events (i)</b> – participate in the 'design a speech bubble' activity as a service	B – engagement with professional body activity E – Other type of CPD	Display for service users to show them why speech and language therapy is important to you	30 minutes Art materials	One-off activity
<b>Events (ii)</b> –organise a 'design a speech bubble' activity with service users	A – work based learning	Display by service users to show why they value speech and language therapy	One hour Art materials Refreshments	Ongoing
<b>Events (iii)</b> – record 'I'm Giving Voice' messages from colleagues, service users and friends Visit <a href="http://www.givingvoiceuk.org">www.givingvoiceuk.org</a> for further information to support these event ideas	B – Engagement with professional body activity E – other type of CPD	Video record on YouTube or Facebook. Case studies to share with visitors	30 minutes Camera	Ongoing
<b>Events (iv)</b> – visit(s) to service(s) by VIPs	B – engagement with professional body activity E – other type of CPD	Demonstration of the RCSLT online 'viral' animation Showcase innovations Showcase service user feedback Reaffirm local campaign Dialogue with local media if appropriate	One to two hours Service user transport Refreshments Projector	Probably one-off event
<b>Innovation</b> Brainstorm areas of work you could do differently; areas you could redesign to be more effective and efficient How you can harness opportunities to make these changes? Which problems and frustrations could you solve at this time?	A – work-based Learning Team meeting D – self-directed learning	Document you can share with others demonstrating your successes and achievements. Plan, to show how take forward new ideas for innovations	One hour for meeting One hour for reading One to two hours writing up innovations document One hour to rehearse using innovations document Free	One-off activity
<b>Awareness raising outside the workplace</b> Add Giving Voice posts to your Facebook or Twitter account. Get a group of friends to watch 'The Kings Speech' and talk to them about your job	E – other type of CPD	Greater awareness of speech and language therapy Reflecting on SLT knowledge-levels of those who are not clinicians or service users Refining your campaign pitch	Three hours Cinema ticket Round of drinks Cake	One-off activity
<b>Campaign training with the RCSLT or local Giving Voice champion</b>	C – formal learning	Better understanding of the campaigning toolkit, the Giving Voice campaign and formulation of your own campaign plan	90 minutes Free	One-off activity
<b>Business and leadership training with the RCSLT</b>	C – formal learning	Develop your leadership and business skills so you can make the business case for your service	One day TBC	TBC
<b>Attending an RCSLT Giving Voice event</b>	C – formal learning	Find out from the RCSLT what is happening nationally and use this as part of your campaign Reflect on how what you are doing is contributing to the national campaign Learn from experts	One day TBC	One-off activity
<b>Spotting powerful case-studies</b>	B – engagement with professional body activity	Case studies showing the efficacy of speech and language therapy that you can use as part of your local influencing and the RCSLT can use nationally	Three hours May require service user transport	On going
<b>Communicate with the RCSLT</b>	B – engagement with professional body activity	Dialogue with Ele Ramsey (RCSLT national coordinator for local campaigns). Twitter, Facebook, LinkedIn, blogs Reflection on what is working, what you are learning and what the benefits are to your service users.	15 minutes Free	Weekly
<b>Personal campaigning</b> Write a letter(s) to your MP or visit your MP's surgery	E – other type of CPD	Making MP aware of constituents needs Getting MP to agree to ask questions Getting MP to question local decisions	Two to three hours, including preparation Free	Probably a one-off event