

# Ways to Celebrate

## Volunteer

There are 100 volunteering roles in health and social care. Why not dedicate 60 minutes of your time to helping others on a regular basis?

## Podcasts

Ask staff throughout your organisation to talk about their experience of working with NHSScotland or in healthcare and upload the results as podcasts on to your website.

## 60 Second Interview

Conduct a series of 60-second interviews with staff and patients and promote through newsletters and websites.

## Give the Gift of Life

Encourage patients and staff to give the gift of life by joining the NHS Organ Donor Register and highlight success stories to promote this good deed.

## Calendar

Contact staff from the past 60 years and get them to dress up (or down) for a 60<sup>th</sup> Anniversary-themed calendar.

## How to Make a Difference

Get 60 Staff to describe in one sentence how they make a difference to others in their jobs. Use this in local media campaigns with a publicity shot of all 60 staff.

## Wellbeing

Encourage staff to look after themselves with a dose of relaxation. Invite reflexologists and complementary therapists to come in and offer treatments.

## Celebrate NHS History

Create an exhibition of the work over the past 60 years and invite supporters and special guests to come and view it.

## **Then and Now**

Interview three people who have experienced the NHS in 1948, 1978 and 2008 to see how the NHS had developed through the ages.

## **Promote the Date**

Add the NHSScotland 60<sup>th</sup> Anniversary branding to your communications.

## **Media Partnerships**

Team up with your local media to run a series of features or interviews in the weeks leading up the anniversary date.

## **Shared Birthdays**

Identify patients and staff with the same birthday as the NHS. Interview them for local media on how their perceptions of the NHS have changed over the years.

## **Hold a Competition**

Challenge local schools to design a poster based on the NHS and link up with the local paper to publish the winning entry.

## **Brainstorm**

Gather a group of staff together and ask them how they want to celebrate the anniversary. Put their ideas to a vote and implement the winning suggestion.

## **Photography Exhibition**

Ask staff and patients to contribute to a photo gallery of images of the NHS in its 60th year and publish on your website and through communication channels.

## **Baby Shower**

Create a collage of photos of 60 babies born on the anniversary day across the decades to publish in the local media.

## **Garden Show**

Plant a tree in the grounds of your building and mark the spot with a commemorative plaque.

## **Celebrate with a Purpose**

Use the anniversary as a springboard for campaigning on a hot issue for your area, be it access to services or public health.

## **Diamond-themed Awards**

Ask staff to nominate their 'diamond' colleagues for various achievements and organise an awards ceremony.

## **Imagine the Future**

How might health services be delivered in the future. Ask local children to come up with 60 ideas, and get a leading clinician to pick the best.

## **60 Second Birthday Messages**

Record birthday messages from staff, patients and local celebrities and include on your website.

## **Healthy Eating**

Ask patients, staff and visitors to contribute their favourite recipes to a special anniversary cookbook, with an emphasis on health food.

## **Shadow Others**

Shadow another member of staff for 60 minutes to get a flavour of their role in the organisation.

## **Time Capsule**

Freeze the moment in time by collecting a variety of relevant artefacts to bury in the ground, marking the spot for a future generation to discover