



**The National Health & Care Awards
celebrating employees from Black, Asian
and minority ethnic backgrounds**

Social Media toolkit for supporters, champions and participants

BAME Health and Care Awards 2019


Thank you so much for your interest in supporting the BAME Health and Care Awards 2019.

This short toolkit is to help make it as easy and quick as possible for you to help spread the word about the awards.

What are the H&C awards?

The inaugural national BAME Health and Care awards ceremony takes place on **Thursday 17th October 2019** in London.

The aim of these awards is to recognise and celebrate the achievements of staff from across the health and care fields in making significant improvements in career development support for Black, Asian and minority ethnic staff or in the improvement of services or access to services for people from Black, Asian and minority ethnic communities.



The awards will focus on rewarding exceptional initiative and leadership in these fields by people who are change drivers. Award winners will have access to an on-going peer support and professional development programme to encourage their further development towards significant leadership roles in health and care in their future career.

Why is this important?

Currently, 10.6% of children and family social workers, one in five nurses, more than one in three doctors, and one in six of all NHS staff are from Black, Asian and Minority Ethnic (BAME) backgrounds. Yet many studies have shown BME staff are under-represented in senior roles and experience discrimination in their career in health care services.

The [NHS Long Term Plan](#) also commits to reducing inequality in services that impact on BAME communities. In covering the domains of health and social care, the awards reflect the increasingly integrated framework of delivery envisaged by the NHS Long Term Plan. These awards create a significant opportunity for ensuring recognition of staff who show ambition and vision in securing access and service improvements for BAME communities.



How it started...

A group of dedicated people from across the health sector came together to start the awards as they wanted to shine a light on BAME talent and innovative services benefitting employees and communities.

Over the last 12 months, a project group has been meeting (in their own time) to bring the vision of the awards to life.

With limited budget, they have used their connections, knowledge and experience which has resulted in the first ever National BAME Health and Care Awards 2019.

Key Dates

<i>Launch of Crowdfunding</i>	Thursday 20th June 2019
<i>Nominations open</i>	Monday 1st July 2019
<i>Closing date</i>	Wednesday 18th September 2019
<i>Finalists announced</i>	Monday 30th September 2019
<i>Awards Ceremony</i>	Thursday 17th October 2019

Award Categories

- Compassionate and Inclusive Leader	- Clinical Champion
- Ground Breaking Researcher	- Digital Champion
- Outstanding Student / Apprentice	- Inspiring service user or patient
- Inspiring Diversity and Inclusion Lead	- Health & Wellbeing Promoter
- Integration innovator	- Workforce Innovator

Our Supporters and Participants

We would like to thank our champions and sponsors for their valued support for the awards.



Spread the word: Handles and Hashtags

We would like you to help us spread the word via your social media reach.

Please use the hashtag #BAMEHCA19 #celebratingexcellence whenever you are promoting the awards on social media.


We also ask that you please tag in:

@BAME_HCA on Twitter

@[National BAME Health and Care Awards](#) on Facebook



Media Partner



We are thrilled that DiversityQ (part of the Bonhill Group) has agreed to be one of the media partners for the awards.

Sample social media posts for the awards - Twitter

Here's some ideas for tweets to help promote the awards. Don't forget our main hashtag is #BAMEHCA19 and tag us @BAME_HCA

- Closing date for @BAME_HCA is taking place on 18.09.19. Fab opportunity to recognise colleagues that are going above and beyond. Let's nominate them, and celebrate them #BAMEHCA19
- #BAMEHCA19 is taking place on 17.10.19. We're proud of all the nominees for their hard work and dedication to our patients and clients. Good luck to all
- We're excited to be part of the @BAME_HCA and celebrate with our colleagues. www.bamehscawards.org #celebratingexcellence
- Proud to be a supporter for the inaugural BAME Health & Care awards.
- Proud to be a **sponsor** for @BAME_HCA. Why not join the community and help spread the word.

Sample social media posts for BAMEHCA19- Facebook

Below are some examples of what to post to help promote the awards:

<https://www.facebook.com/National-BAME-Health-and-Care-Awards>

#BAMEHCA19 is a great opportunity to celebrate the talent and innovation of BAME employees in the health and care sectors.

So excited to be a **sponsor** for this year's BAME Health and Care Awards @BAME_HCA

Our BAME Staff Network is delighted to support these fantastic awards recognising the contribution and excellent services provide by BAME staff #BAMEHCA19 #celebratingexcellence

Financial Support & Endorsements

- An awards ceremony with national reach requires support and necessary financial resources. We have a number of sponsorship packages available with attractive benefits to organisations. Please get in touch to discuss.
- If your organisation would like to endorse the awards, please do get in touch.
- We also have a Crowdfunding project available for anyone that wishes to donate. See our [Crowdfunding page](#)

For more information



Celebrating Excellence

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