Make your case for change

What's this fact sheet for?

Through our supporters and the people we help, we've had a lot of experience of people giving feedback and trying to make a difference to the health services they use. This fact sheet sums up the main lessons we've learned. It will help you create a case for change that's clear, persuasive and effective.

What is a case for change?

If you find yourself wanting to take on a committee role, or launch a direct campaign you're passionate about, you may want to consider building up evidence and setting out a clear case. It's not necessarily for everyone, but in many cases it helps provide a really solid basis for a successful campaign.

Why do I need a case for change?

If you take the time to give feedback to the NHS, it's fair to expect something will happen and things will change as a result. This is most likely to happen if you present your case in a way that makes sense to the people listening – explaining the point clearly and answering any counter-arguments in advance.

What does it involve?

It's important to gather all the evidence you can to present a strong case. The more tangible evidence you have, the better the chances of a service, committee or group taking action. You may also be working within quite structured feedback mechanisms, so it's important to tailor your case to fit.

What does it need to cover?

The structure we've set out below works well in nearly every case. The more concise you can make it, the better.

1. Identify the problem
- How do you know there is a problem?
- How many people have experienced it?

2. Assemble the evidence
- Is there evidence available or do you need to collect some facts?
- Is there 'quantifiable' evidence – for example, missed appointments at cardiac rehab, wasted food, difficult access. Can you put a cost to these?

3. Gather more evidence if needed
- Where can you look for more evidence?
- Who can work with you?
- How much time do you have to contribute?

A LITTLE FEEDBACK MAKES A BIG DIFFERENCE

4. Get the presentation right

- If it's a digital presentation to a group, does anyone have good IT skills?
- Who is the best person to present the information verbally?
- Can you answer any counter-arguments in advance?

5. Make a clear recommendation

- Is your recommendation based on evidence?
- Is it stated concisely?
- Is it achievable?
- Can it be broken down into small steps towards achieving the overall aim?

6. Develop an action plan

- Define the stages for carrying out the plan.
- Agree responsibilities for each stage.

7. Put the plan into action

- This may require other resources – for example, the audit department of the hospital or other professional help.
- Make sure you have a named person to take on each responsibility.

8. Review the outcome

- How will you know that the change has happened?
- What improvements did you want to achieve?

9. Revisit

- Check that the change has happened.
- Make sure it's still in place.
- Measure whether the improvements you expected are being delivered.

CHANGE HEARTS

Change minds

Change policy

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