Dear Supporter

Welcome to the first ever Acute Medicine Awareness Day!

Most hospitals in the UK have an Acute Medical Unit (AMU) providing high quality, multi-professional care for patients admitted to hospital as emergencies. Those of us who work in the speciality can see the benefits which the AMU offers on a daily basis. However, beyond our walls, there is often a poor understanding of the concept of acute medicine. The Society wants to raise awareness of our speciality so that in the future the term acute medicine will be as familiar to patients and NHS staff as any other aspect of hospital care.

As a step towards this goal, The Society for Acute Medicine (SAM) is proud to announce the launch of our first ever Acute Medicine Awareness Day on the 20th June 2012.

In addition to raising awareness of the speciality we believe this will be a great opportunity for AMUs to raise charity funds for their unit, which can be used for equipment, training and other educational activities.

We have developed this planning pack to help our supporters organise their awareness and fundraising events. There is a wealth of information to be found inside including ideas for fundraising activities, tips for gaining publicity, templates for press releases, and a comprehensive event planning guide.

One template—that can only be sent electronically—is the personalised leaflet template. This is designed to be printed out as a double-sided A4 sheet folded to form an A5 booklet. We want this leaflet to not only give a general overview of acute medicine but to inform your patients and colleagues more specifically about your unit.

On behalf of SAM I would like to thank you for taking part in this very first Acute Medicine Awareness Day. I will be on hand to assist you in your preparations and I look forward to hearing all about your plans!

Yours faithfully

Sarah Hunter-Argyle, Acute Medicine Awareness Day Coordinator
Fundraising and Awareness Raising Activities

We welcome all and any ideas when it comes to raising awareness and funds. While some participants may wish to use those listed below we are happy for them to be used just as inspiration.

Awareness Raising Ideas

On the 20th June 2012 we hope you will organise activities specifically designed to raise awareness of acute medicine and your unit’s work; such as:

- Opening your unit to the public; hosting tours, introducing guests to your team and explaining how your AMU works.
- Inviting local celebrities, MPs or Councillors into your Unit to meet your staff and patients.
- Hosting an Awareness Day stand in a communal area of your hospital and using the opportunity to explain acute medicine and your work to your colleagues and the general public.
- Handing out personalised acute medicine leaflets to patients, colleagues and the general public.
- Printing out Awareness Day posters and putting them up in your hospital and other local medical facilities such as GP surgeries.
- Asking one of your senior staff to hold a talk or host a debate on a subject relevant to acute medicine. If your hospital or medical department has a regular teaching session or Grand Round try to include a talk relevant to acute medicine in the programme to coincide with the day.

Fundraising Ideas

We hope you will use this the awareness day as an opportunity to raise funds for your unit by organising fundraising activities on or around the 20th June 2012. You could:

- Organise or take part in a sporting event:
  - A walk, run, or cycle ride.
  - A rounders, cricket, or football tournament.
  - A danceathon or school-style sports day.
- Organise a sponsored bungee or parachute jump.
- Organise a cake sale, tea party, quiz night, coffee morning, silent auction, raffle, fashion show or concert.
Your Awareness Day should include...

- An Awareness Day ‘Champion’ who will lead your campaign and keep SAM informed of your activities.
- A team of core volunteers who will help this champion make the event/s a success.
- Acute medicine literature provided by SAM and personalised to include information about your unit and staff.
- Awareness Day t-shirts, stickers and balloons. SAM will provide two t-shirts per unit for team members to wear on the day plus a box of balloons and stickers.
- Contact with your Trust’s communications team who may be willing to take the lead on publicity. You or they will then need to:
  - Make contact with local press to make them aware of your event/s.
  - Make contact with internal media (such as Trust newsletter/intranet) to ensure they publicise your event.
  - Use social media such as Twitter and Facebook to advertise your event.

Position Vacant: PHOTOGRAPHER!
Make sure you assign someone the task of taking photos of your event to send to SAM and post on social media.

Example Event:
University Hospitals Southampton Foundation Trust

The Team: Chris Roseveare, President of the Society, is the Awareness Day Champion for his unit. His core team members include matron Katie Ord and Senior Sister Claire Richards who are helping to coordinate awareness day events.

Fundraising Activity: Chris will be undertaking a sponsored tandem parachute jump on the Sunday before the day to raise money for his Acute Medical Unit charity fund – it’s hoped that the fundraising efforts will enable the purchase of an ultrasound machine and other equipment for the AMU.

Awareness Raising Activity: Chris and his colleagues will be hosting a stand outside their hospital canteen so they can introduce the team and hand out personalised leaflets. There will also be a raffle with prizes donated by local businesses while on the AMU staff will be handing out balloons and leaflets to patients and their families. Chris has invited a number of local celebrities to tour the unit and meet patients. Local photographer Barry Whitcher will be taking photographs of the events during the day.

Press: Chris has informed his Trust’s communications team about his event/s and they will ensure it is covered in the Trust newsletter, on the intranet and on social media. Chris has been in touch with the health correspondent of the local newspaper who is planning to send a reporter and photographer to cover the events.

Social Media: Volunteer Jane Doe will be liaising with the communications team to ensure regular tweets about the events are posted on the Trust twitter feed.
Planning and Organising an Event

One to Two Months Prior to your Event

Event Objectives

What do you hope to accomplish?
Eg. Raising awareness of the work of your unit and acute medicine in general among hospital colleagues/general public.
Raising funds for new equipment for your unit.

Decide on Your Event/s

What will you do to raise awareness?
What will you do to raise funds?
How much time do you have to arrange your event/s?
Who do you want to attract to your event/s?
What type of event/s will interest them?

Decide on Format of Event/s

Timeframe
Clear start and end times.
Detailed schedule of activities during the event.
Detailed schedule of organisational activities in the build-up to event.

Assemble team

Recruit colleagues and delegate tasks, who will handle:
Media?
Refreshments?
Sponsorship?
Leaflet design?
Arrange regular meetings.

Budget planning

What money do you have available to support your event?
How much money do you need to make your event a reality?
How will you find any extra funds needed? (Ask senior management/find local sponsorship, etc).

What do you need to make your event a reality?

Do you need to book space?
Do you need to organise sponsorship/prizes?
Do you need to design literature/order merchandise?
Do you need any special permissions?
Do you need to provide refreshments?
What miscellaneous items do you need to buy/collect?
(Raffle tickets/cash box/office supplies/tea/coffee, etc).

Acute Medicine Awareness Day
Event Planning Pack
Planning and Organising an Event cont...

▶ Begin to Generate Publicity

Invite a local celebrity/MP/Councillor.
Tell your colleagues.
Contact local media with a calendar announcement (see templates).
Inform internal media of your plans.
Create social media page/s and update regularly.

▶ Find Sponsors and Donations

Begin to collect donations and pledges for your fundraising event.
You can use the sponsorship form provided by SAM or check with your hospital’s charity office in case they have a standard form they would like you to use, which may enable you to claim gift aid.
Try and get email addresses and social media details for all sponsors so you can add them to your event contact list.
Approach local businesses about sponsoring your event if appropriate.
Could they provide [money for] refreshments or equipment in return for having their own stand or poster at your event?
Ask colleagues and local businesses to donate prizes for your raffle/silent auction, or for more general requirements such as contributing towards printing costs or donating food and drink. Remember that acknowledgement of their support will also be good PR for a local business. Members of staff whose partners/family members have local businesses may also be a good source of prizes for a raffle.
Think outside the box: Material goods are great (and often vital!) but people could also donate their time or expertise.

Who should I ask?

Local businesses, large and small, especially those where you are a regular or those where one of your team knows the owner or staff.
Colleagues, from those you work with every day to those in other specialties, and senior management.
Restaurants for meal vouchers.
Printers for discounted printing costs.

One Month Prior to Event

Order/buy supplies needed; food, drink, equipment, raffle tickets, cash box, etc.
Personalise the SAM leaflet provided, and poster if using.
Create media contacts list.
Email all (non media) contacts to update on your progress as well as updating social media.
Check in with team members.

One Week Prior to Event

Confirm all reservations; space for stand, refreshments, people attending/helping.
Contact local media to remind them of event and story opportunities.
Email all (non media) contacts to update on your progress as well as updating social media.
Check in with team members and organise their jobs for the day.
One Day Prior to your Event

Check and organise supplies; refreshments, leaflets, awareness giveaways, raffle tickets, cash box and office supplies such as pens, scissors, sellotape, calculator, notepads, etc.
Check in with team; do they know what they have to do?
Email all (non media) contacts to update on your progress as well as updating social media.

Day of your Event

Arrive EARLY to set up.
Set up any equipment, table for stand, balloons, refreshments, music, entertainment, etc.
Check all office supplies are in place.
Check you have plenty of leaflets and sponsorship forms.
Check cash box.
Update social media page/s.

After Event

Fill in the online evaluation form sent by SAM; once received we will mail out your certificate.
Write to thank official sponsors and volunteers.
Make sure you have a complete record of sponsorships contacts and amounts given/raised.
Send pictures to SAM.
Liaise with internal media to ensure they write about your fantastic event.

Acute Medicine Fast Facts:
You can use some of these when writing your press releases or personalising your leaflets.
Press and Publicity: The Basics

▶ Create a media contacts list

Make a list of all your local media outlets – newspapers/magazines/radio/TV. Pick those which print similar stories to the one you will be pitching and find the contact details for the most relevant journalist on staff, as well as any general ‘news’ email address. Remember to add contact details of any internal media within your Trust.

▶ Send out a calendar announcement one to two months before the event to all of your media contacts (see templates).

Mention any details that will make the story more appetising for the journalist such as photo and interview opportunities and case studies.

▶ Send out a press release a few days before your event to all of your media contacts (see templates).

Keep it short and on point; mention all the most relevant, exciting facts in the first paragraph. Make sure you highlight the event’s uniqueness.

▶ Set up a Facebook and Twitter page.

Update your feed regularly with event information and photos. Tag all your posts with Awareness Day hashtag: #acuteaware.
Follow and like SAM: @acutemedicine.
Follow/like local media outlets, other health/medical feeds, colleagues and friends.
Ask people who are involved with or sponsoring your event to follow you.
Ask your Twitter followers to retweet your most interesting/important tweets.
To help SAM get more units involved please also tweet to encourage more participation: ‘We will be raising awareness of acute medicine on 20th June! To get involved: [link to SAM website] #acuteaware’.
Acute Medicine Awareness Day

Acute Medicine Fast Facts

- Acute Medicine is the specialty which deals with the immediate and early treatment of patients when they are first admitted to hospital.

- Acute Medical Units (AMUs) provide treatment for a wide variety of conditions, including asthma and other airways diseases, heart disease, pneumonia and other infections, deep vein thrombosis, pulmonary embolism and many illnesses affecting older patients.

- Acute medicine is distinct from Accident and Emergency ('Emergency Medicine'): Consultants in acute medicine may provide on-going care for patients for several days after their arrival in hospital; approximately 40 per cent of patients will be discharged directly from the Acute Medical Unit back to the care of their GP.

- Acute medicine is the fastest growing hospital speciality in recent memory.

- There are now 225 AMUs in the UK with over 450 consultants specialising in acute medicine.

- Acute Medical Units vary in size but most admit between 40-50 patients per day—which equates to around 16,000 patients per year.

- The Society for Acute Medicine (SAM) represents healthcare professionals working in Acute Medical Units and has over 1000 members.

- The Society for Acute Medicine is promoting a 7 day, consultant-led service in Acute Medical Units across the UK.

- Evidence suggests that hospitals where a consultant is present on the Acute Medical Unit for seven days per week provide better outcomes for their patients.

Acute Medicine Awareness Day

Event Planning Pack
Over the next few pages you will find various templates to help you organise and publicise your event/s. Use only those necessary for your particular plan. The only template we are keen for every unit to use is the **Personalised Leaflet Template**.

### The Templates

- Awareness Day Calendar Announcement
- Awareness Day Press Release
- Donations for Raffle Letter
- Celebrity Invite Letter

### The Personalised Leaflet and Poster

We very much hope that all units will use the **personalised leaflet**. It is designed to be printed out as a double-sided A4 sheet folded to form an A5 booklet. SAM has written the general information about acute medicine for the front page but it is essential that you personalise the inside and back pages with information about your unit and staff.

We want this leaflet to not only give a general overview of acute medicine but to inform your patients, colleagues and the general public more specifically about your unit. The inside pages have been filled to illustrate how the leaflet should be personalised and you can easily delete the existing pictures and text and replace them with your own.

The **poster** template will be available online at a later date, it will also be possible to personalise the content but due to printing costs we understand not all units will use it.

The leaflet template should be emailed to you directly when you register, however you can also find it on the Society website (www.acutemedicine.org.uk). If you need any help or advice when it comes to personalising your leaflet please contact the Acute Medicine Awareness Day Coordinator at acutemedicinecomms@gmail.com.
For Immediate Release: Date of announcement’s release

Event: Date

[Eg. Acute Medicine Awareness Day Fundraiser: 20th June 2012]

WHAT: Describe your event; what you are doing, who is taking part and what you hope to achieve; raising funds for... and awareness of acute medicine.

WHEN: Date and time of event/s.

WHERE: Address of event venue/s.

WHO: The Society for Acute Medicine (SAM) has launched Acute Medicine Awareness Day to raise awareness of our new and growing specialty among the general public. We hope that our efforts to raise awareness will help people to understand the hard work and excellent patient care acute medical teams provide in every hospital in the country.

A further press release will be sent out in June with more details of our event. If you would like more information before then please contact [name of communications contact] below.

Notes for editors

- [You can add some relevant background information about your unit/staff/event here].
- Acute medicine (also known as acute internal medicine) is the specialty which deals with the immediate and early treatment of adult patients with a variety of medical conditions who present in hospital as emergencies.
- The Society for Acute Medicine is the national representative body for the specialty of acute medicine and represents over a thousand members.

Contact: [Name and contact details of communications contact]
Press Release

For immediate release: [Date]

Title: [Name of your Hospital] Celebrates Acute Medicine Awareness Day!

Wednesday 20th June 2012 marks the first ever Acute Medicine Awareness Day. As part of this national event [name of your hospital/unit] will be [description of your event/s; what you are doing, who is doing it and what you hope to achieve].

[QUOTE from a participant: Eg. Sarah Hunter-Argyle, Lead Acute Consultant says: ‘We are incredibly excited about our charity auction for Awareness Day. We are delighted to welcome our celebrity auctioneer, the Antique Roadshow’s Fiona Bruce, whose efforts will hopefully help us raise over £1000 for our unit.]

The Society for Acute Medicine (SAM) has launched Acute Medicine Awareness Day to raise awareness of our growing specialty among the general public. Hospitals from all around the UK are holding events, for more information please see the Society’s website.

Chris Roseveare, President, the Society for Acute Medicine, says: ‘Acute medicine is an increasingly important speciality in the UK; improving patients’ awareness of what to expect when they are admitted to hospital in an emergency will help to reduce the anxiety which many will feel during this difficult period.’

Notes for editors

- [You can add some relevant background information about your unit/staff/event here and or some Acute Medicine Fast Facts].
- [Insert name] is available for interview.
- [Photo opportunities available].
- Acute medicine (also known as acute internal medicine) is the specialty which deals with the immediate and early treatment of adult patients with a variety of medical conditions who present in hospital as emergencies.
- The Society for Acute Medicine (SAM) is the national representative body for the specialty of acute medicine and represents over a thousand members.

Contact: [Name and contact details of communications contact]
Dear [insert name]

Re: Acute Medicine Awareness Day Raffle

On 20th June this year, the Acute Medical Unit (AMU) at [name of hospital] will be participating in a national charitable event, Acute Medicine Awareness Day. One of the aims of the day is to raise money for the ward charity fund, which is used to purchase medical equipment and other items to improve the ward environment for patients.

We are planning a number of fundraising activities, which will include a raffle and silent auction, to be held on the day. We are therefore contacting local businesses to request donations of prizes for these events; we would be extremely grateful if you would be willing to donate a voucher or prize for this excellent cause.

During the day we will be handing out leaflets about the work of the AMU, and will be inviting local celebrities to launch the event, tour the unit and help with the raffle draw. If you are able to donate a prize we will ensure that your generosity is acknowledged in our paper work and in a poster to be displayed on our event stand outside the hospital entrance.

Many thanks for your consideration.

Yours faithfully
Dear [insert name]

Re: Invitation to join us for Acute Medicine Awareness Day

On 20th June this year, the Acute Medical Unit (AMU) at [insert hospital name] will be participating in a national charitable event, Acute Medicine Awareness Day. Our unit will be [describe your plans].

One of the aims of the day is to raise money for the ward’s charitable fund, which is used to purchase equipment and other items to improve the ward environment for patients. In addition, we are also hoping to raise awareness of the important work which is done by the unit in providing safe and effective care for patients admitted to hospital as emergencies.

Local media will be invited to the unit to cover our exciting activities and to help us to make the day a success we would be delighted if you would be able to come and join us as well. [Detail what you would like them to see/do, eg draw the raffle, tour your unit, etc]. If you are able to come and spend even a short time with us on the day it would be greatly appreciated.

Many thanks for your consideration.

Yours faithfully
Contact:

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SAM’s Acute Medicine Awareness Day Committee
Chris Roseveare, President
Mark Holland, Secretary
Rachel Wicks, AHP Representative
Helen Pickard, Nursing Representative
Mike Jones, Chairman, Education Subcommittee
and Specialist Advisory Committee for Acute Medicine