



Campaign Summary

Welcome to the VetLed Civility Saves Lives Campaign

THE AIM:

The aim of the VetLed Civility Saves Lives Campaign is to raise awareness about the importance of civility and focus on the positive steps we can take to reduce the frequency of incivility in veterinary practice.

The VetLed Civility Programme offers practices in-person bespoke training to support your whole veterinary team.

THE FACTS:

Incivility is defined as rude or unsociable speech or behaviour.

The most important thing to remember is that rudeness is defined by how the recipient interprets it, regardless of the intent.

Rudeness can take many forms.

It can be insidious or blatant and can include verbal aggression, blaming, inappropriate humour, closed body language, public humiliation and many other guises.



- 73% of respondents have been belittled in front of other staff
- 65% of respondents have been criticised minutely
- 54% of practice managers have been shouted at or screamed at
- 48% of nurses have felt deliberately excluded or ignored



WHY ARE WE SO PASSIONATE ABOUT CIVILITY?

IT MATTERS FOR TEAMS

We can feel that rudeness and incivility is “just part of the job” in a stressful workplace.

But the statistics show that developing civility is critical to performing at our best and thus providing the highest standards of patient care.

80% of recipients of incivility lose time worrying about it afterwards, 38% reduce the quality of their work (deliberately) and a huge 78% reduce their commitment to work.

Porath and Pearson 2013

In another survey of doctors and nurses found that 75% of those surveyed identified bad behaviours within their teams which led to medical error. A

worrying 25% were convinced that these behaviours contributed to the death of their own patients.

Civility really does save lives!

IT MATTERS FOR CLIENTS

As those in leadership, when considering our veterinary businesses, we must consider the wider effect of incivility among our team members. It has been shown that (in line with the statistics demonstrated in human healthcare) our clients may be “75% less enthusiastic about the organisation after witnessing incivility”.

IT MATTERS FOR PRACTICES

At a time where the veterinary profession is experiencing significant recruitment issues it is thus vital that we take active steps to reduce incivility.

25% of bullied victims and 20% of witnesses leave their jobs

Rayner



THE SOLUTION: A Balanced Approach

Individual:

Be aware of the impact of our own thought/actions/words

Acknowledge our responsibility to ease the experience of others

Make an effort to adopt and exhibit civil behaviour as a non-negotiable part of our character

Ask yourself, "Could what I am saying be interpreted as rude?"
If yes, apologise, if only to avoid being misunderstood



Team:

Excel in teamwork to reduce external stressors which may lead to incivility

Call it out with compassion

Organisation:

Consider adopting a zero-tolerance policy

Ensure disclosed core values are upheld

Avoid employing those who have exhibited these behaviours in the past

For more information on civility in veterinary practice, and how to make positive, sustainable change, contact us to book our VetLed Civility Programme.



What can I do?

We believe the VetLed Civility Saves Lives Campaign will have a positive impact on your team.

We hope it will help to establish a culture in which all members feel 'safe' at work; a culture where the whole team supports one another to perform at their best and so provide a high level of patient care.

We believe that positive team dynamics and healthy relationships at work are critical to high-performing veterinary teams. To optimise patient care it is essential that our teams function at their best.

Tackling incivility in the workplace is critical to achieving this.

Every practice is different so please ensure you fully consider how to make this campaign work for you in a safe and effective way.

- Download our free posters
- Get your team bought in - why should it matter to them?
- Nominate a civility champion
- Discuss at a practice meeting or run a lunch-and-learn
- Book a VetLed Civility Programme workshop

