MSW Week 2019
The RCM: Valuing and Supporting MSWs

Are you ready for MSW Week taking place from Monday November 25th to Sunday December 1st 2019?

This year we also celebrate 10 years of MSW membership at RCM, even more reason to celebrate!

Our previous MSW celebrations in November have been a great success over the last two years, resulting in a vastly improved understanding of our membership category for support workers in maternity.

Our week of activities aims to celebrate the work MSWs do in maternity services and how we at the RCM can support the role.

Celebrating and supporting the MSW roles

The RCM welcomes Support Workers (bands 2-4) in Maternity including MSW’s, HCA’s, MA’s, Community Support Worker’s or those in clerical or administration roles into membership and to get more involved in our organisation.

Let’s use this week to raise awareness that the RCM is the only union and professional organisation with the expertise and knowledge necessary to support the development of support worker roles and improve working lives.

How are you celebrating MSW Week?

RCM branches, activists and members are planning activities to take place during MSW Week to celebrate the support worker role in the maternity setting; this could an MSW awards ceremony, recruitment event, trolley dash, tea party or community event.

Do make sure you get involved and help make this high profile week of activity a success.

Please let us know the details of your event so that we can promote this and also support with RCM Staff attendance on the day, you can do this via survey monkey here:

www.surveymonkey.co.uk/r/MSWWeek2019
Your guide to celebrating MSW Week 2019

1. Speak to support workers in your maternity workplace, let them know what we are doing and why, ask them to get involved. If you have an MSW Advocate in your workplace make sure they are involved.

2. Agenda a discussion at every workplace or Branch meeting to agree on an event or activity follow our ideas and messaging guide on the next page.

3. Set a date and get planning for your event, get the members, Branch, MSW Advocates and WPR’s together to discuss ideas and speak to your RCM Regional/National Officer or Organiser for support.

4. Let us know the details of your event so that we can promote it and support with RCM staff attendance on the day, you can do this via: www.surveymonkey.co.uk/r/MSWWeek2019

5. Promote your event; engage with colleagues, use a noticeboard poster (downloadable poster and bunting templates at www.rcm.org.uk/mswweek2019) and get the support of your managers and your Trust/Health Board Press Office in promoting your event.

6. Order our range of specific MSW Week materials on Storefront to support your event.

7. Get Facebooking & Get your tweet on! - there will be a high profile communications and social media campaign using the hashtag #MSWWeek2019 leading up to and during the MSW Week in November.

We will be asking our members to be active on social media and to tell the world of Maternity (and beyond) that “I ♥ being a Maternity Support Worker because........” or “I ♥ Maternity Support Workers because.........” – you’ll be able to download the placards via www.rcm.org.uk/mswweek2019

8. Celebrate and enjoy!

Please share your plans and good ideas for events using the hashtags above and feel free to send any photographs to msw.week@rcm.org.uk so we can promote them!
Resources

Our dedicated web area will support you with resources and guidance as well as the latest news on our campaign: [www.rcm.org.uk/mswweek2019](http://www.rcm.org.uk/mswweek2019)

Lots more information for MSWs is available via our branch resources web page here [www.bit.ly/RCMBranches](http://www.bit.ly/RCMBranches) (for RCM activists only)
What can you do to celebrate Maternity Support Worker Week?

**Hold a Tea Party**

In your parent craft/education room or in a staff area. A theme can be “celebrating our support workers!” Make it fun, encourage conversation, use an ice breaker e.g. interesting questions for a pair of colleagues to ask each other.

**Hold a Support Worker Awards Event**

This can be held at a suitable room within your Trust/Health Board. Decide on award categories; give prizes and certificates on the day.

**Hold a Community Event**

A suggestion could be that you bring current and former service users together with staff to meet and discuss the support they received from Maternity Support Workers. This can be held within the hospital or perhaps a local community centre of church hall.

**Hold a recruitment stall or trolley dash**

Get at least two MSW Advocates, Branch Officers or Workplace Reps, order materials from the RCM Storefront and the branch can fund some snacks and treats to hand out from a trolley whilst engaging with staff about MSW Week.

*Make sure you register your event with us online via*

www.surveymonkey.co.uk/r/MSWWeek2019
Key campaign messages

1. The RCM is the only union and professional organisation for all Support Workers in maternity.

2. The RCM welcomes Support Workers including MSW’s, HCA’s, MCA’s, Community Support Worker’s or those in clerical or administration roles in maternity into membership and to get more involved in our organisation.

3. RCM i-learn has a range of online learning modules designed to support members’ continuous professional development (CPD) with specific courses for MSW’s as well as our interactive Career Framework to help develop and support the work you do.

4. We promote the role of Support Workers in maternity, ensuring that the essential support you provide in the maternity setting is recognised and supported.

5. We can support you in the workplace in regards to your roles, responsibility and banding with our workplace reps and officers expert knowledge in the maternity setting.

6. The RCM is the only organisation that has influence on the developing nature of the Support Worker role, bringing consistency to the application of apprenticeships, career framework, training, development, responsibilities and pay banding in maternity services. We have successfully lobbied for a consistent approach to be developed with Health Education England, following on from work undertaken in Scotland, Wales and Northern Ireland.
Suggested social media posts

If you need some help on how to show your support for MSW Week 2019 on social media platforms feel free to use the below pre-prepared messages to spread the word and show your support:

Hashtags: #MSWWeek2019 #MSWs

Mentions: @MidwivesRCM

Twitter/Facebook/Instagram

• Today begins MSW Week 2019. Let’s celebrate the integral role MSW’s play in the maternity workforce #MSWWeek2019 #MSWs

• The RCM: Valuing and Supporting MSWs #MSWWeek2019 #MSWs

• Happy Maternity Support Worker Week 2019! #MSWweek2019

• Celebrating #MSWWeek2019 (include graphic)

• I’m supporting MSW Week 2019 #MSWWeek2019 (include graphic)