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(Voice off screen) You mention there about health inequalities and that very huge agenda, in terms of leadership on human rights what do you think leaders in the NHS and non-executive board members can do in terms of championing this type of work?

(Irene Oldfather) I would guess I would challenge all of them to do a little bit of value-based reflective practice. What difference could I make? Sometimes as an organisation we speak to health and social care professionals and we say to them "I know you probably want a pay increase and actually you probably deserve it – particularly for our front-line staff. You might not have the manager that you want or like but we can't change those things today. We can campaign around them and work with you but we can't change it today. What we can say is that you can go on shift today and you can make a difference" and I guess I would issue that same challenge and call to non-executive directors on boards, think about what strengths can you bring, what's the one thing – because it's all the little steps that add up to make a social movement to bring about change – what's the one thing that you could go into a board meeting today and you could do differently, you could make a commitment, make a pledge to make a change to the lives of people in our deprived communities and think about it.

For each of us it will be a different thing because we have different strengths but for some of us, and I made a pledge around dementia and my pledge, my commitment, was that no stone would go unturned and no door would go unknocked in the pursuit of a better life for people with dementia and their carers. And thank you for today because that's helping me to keep that pledge a little bit. So, I think for all of us there is something around what is the personal thing for me. And it might be about listening, it might be about

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compassion, it might be about caring. But each of us has something there that I think we can bring to this agenda around inequalities and our communities.