

Date: 05 July 2012

*Richmond House  
79 Whitehall  
London  
SW1A 2NS*

To: All NHS Chief Executives  
All NHS Directors of Communications

Gateway reference: 17831

Dear Colleague

## **NHS Heroes**

I am sure you do not need reminding that there are a vast number of amazing people, throughout the NHS family, who are doing great things every single day. People who go above and beyond - men and women who give so much more of themselves.

As we approach the 64th anniversary of the NHS, we feel that now is the perfect opportunity to recognise the efforts of this army of heroes. This is why we are about to introduce our NHS Hero celebration.

NHS Heroes is a celebration of care at its very best. Starting on 5 July we will be encouraging staff, patients and their families to nominate their own personal NHS heroes. This is an initiative that has been developed with input from across the NHS involving clinicians, trade unions and other stakeholders.

We are well aware that some NHS organisations already have similar local schemes in place and the intention is to use this national initiative to complement not replace such existing schemes.

Using extensive local and regional PR coverage, extensive staff engagement and internal communications, supported with social media, the initiative will encourage nominations for NHS Heroes from across the country and from all walks of NHS life. It is being designed so that it can support local staff recognition schemes where they already exist.

It will recognise the efforts of local staff whose expertise, passion for care, concern and everyday kindness indelibly touches the lives of patients and their families. It will not only be recognising hospital staff but those working in local community health services, people whose day-to-day work has changed, enhanced or even saved a life dear to them.

You will soon be receiving your NHS Heroes launch pack. I hope you will play

a key role in the celebration, by encouraging patients, public and staff to get fully behind the scheme and to nominate their NHS Heroes.

Look out for your launch pack which will be arriving soon. If you have any questions please email [info@nsheroes.com](mailto:info@nsheroes.com)

Kind regards

A handwritten signature in black ink, appearing to read 'D Nicholson', written over a thin red horizontal line.

**Sir David Nicholson KCB CBE**  
**NHS Chief Executive**