GIG CYMRU NHS WALES
Bwrdd Iechyd Prifysgol
Aneurin Bevan
University Health Board

ONE AB
Everyone Together

Aneurin Bevan University Health Board

Values & Behaviours Framework



Kindness



Integrity



Respect



"Our values shape how we care and how we work. They help us build a culture of kindness, integrity and respect – for each other and those we serve."



Doing what's right, together!

At Aneurin Bevan University Health Board, we take responsibility for our actions and the care we provide. We support one another to be open, to learn, and to always act with kindness, integrity and respect.



Kindness



Integrity



Respect

<u>Our values are not optional.</u> They are essential to everything we do — from bedside to boardroom. Together, we do what's right for our patients, our colleagues, and our communities.







Kindness

Kindness is at the heart of how we care for our patients, each other and ourselves. It means showing empathy and compassion and placing the needs and experiences of ourselves and others, at the heart of all we do.

Key behaviours



Listen attentively and respond with empathy



Offer timely support and practical help



Recognise and acknowledge the emotions of others, whilst also being aware of your own and knowing when to prioritise your own wellbeing



Tailor your approach to meet individual needs with thoughtfulness and creativity



Be patient and reassuring, especially in distressing situations



How to demonstrate

- Greet people warmly and personally
- Take time to understand someone's concerns before responding
- Offer help without needing to be asked
- Use calm and reassuring language
- Listen to truly understand the views and needs of others, while staying aware of your own

What it is not

- Dismissing someone's distress or concerns
- Being abrupt, impatient, or indifferent
- Failing to act when someone is clearly in need
- Using cold, impersonal, or unkind language
- Merely listening to respond or listening with preconceived views
- Neglecting or putting aside your own well-being



Integrity

We act with honesty, fairness, and transparency — doing the right thing, taking responsibility, and earning the trust of others. We hold ourselves and each other accountable for our actions and decisions.

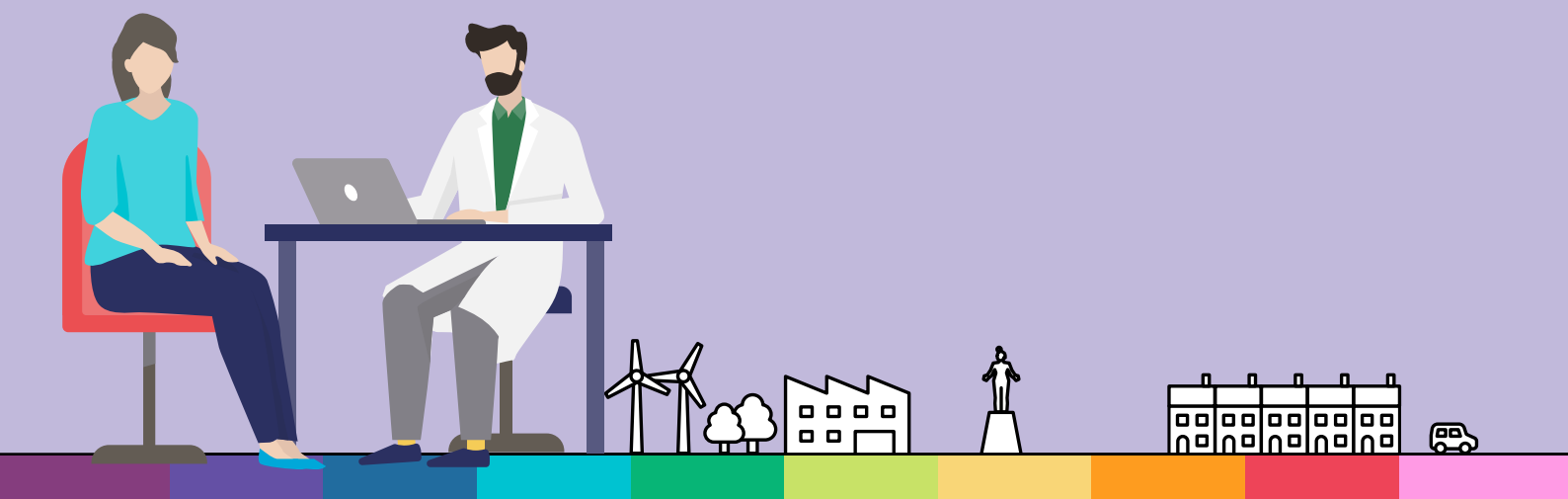
Key behaviours

Communicate honestly, openly, and respectfully, ensuring your communication is consistent and transparent

Take personal responsibility by acknowledging mistakes, reflecting on their causes, and seeking opportunities to improve

Uphold policies, procedures, and ethical standards,and support others to do the right thing

Be curious, open to change, and lead by example in driving improvement and innovation





How to demonstrate

- Take responsibility for your actions, honour commitments, be accountable, and always aim to improve
- Think before you act, consider the impact of your decisions on others
- Speak up and learn from mistakes. Raise concerns constructively and support others to do the same, with a focus on learning and improvement
- Be fair, consistent, and trustworthy. Apply shared standards and values in all decisions and actions
- Be open to ideas and feedback. Listen to others, share your ideas, and take steps to improve services and experiences

What it is not

- Avoiding accountability or shifting blame
- Being dishonest or withholding important information
- Ignoring rules or ethical responsibilities
- Acting differently depending on who is watching
- Failing to take ownership for the impact of your actions
- Just doing things because it is the way it's always been done

Respect

We treat everyone with dignity and fairness, celebrating diversity and creating a culture where everyone feels seen, heard, and valued.

Key behaviours

Speak to everyone with courtesy and consideration

Encourage inclusive and open dialogue

Recognise and celebrate contributions

Encourage creativity, collaboration and shared learning

Respect ideas and perspectives that challenge your own



How to demonstrate

- Listen openly and without judgement, giving others space to share their views and avoiding interruption
- Use inclusive and respectful language, avoiding assumptions and valuing difference
- Support others to speak up and contribute by encouraging everyone to share what matters to them
- Value and appreciate others by thanking people for their efforts and recognising their achievements
- Challenge unhelpful behaviours constructively by reflecting on your own actions and helping others to work in more positive ways

What it is not

- Speaking over others or dismissing views
- Putting your own views or opinions over what matters to others
- Using judgemental, biased, or discriminatory language
- Ignoring others' input or achievement
- Reacting with blame, aggression, or avoidance



Who is this framework for?

This framework is for everyone working across the Health Board and supports:



Recruitment and induction



Appraisal and personal development

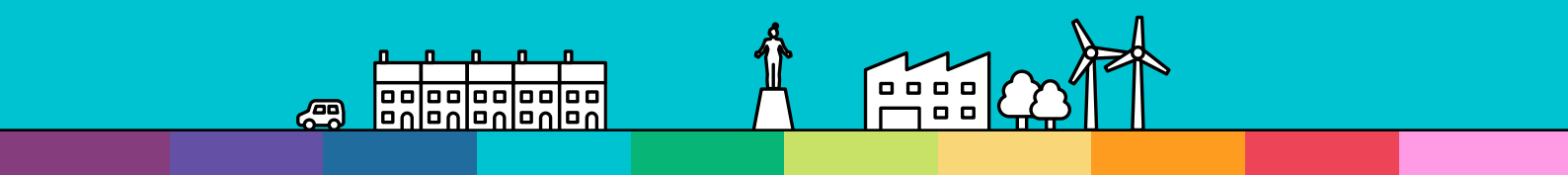


A positive, values-driven workplace



Resolving concerns and modelling behaviour

Research across NHS systems, shows that organisations with strong values – led cultures have better CQC ratings, improved health outcomes, fewer incidents of avoidable harm, and stronger leadership at all levels.





Our values are not optional.
They are essential to delivering safe, effective, compassionate care — and to creating a workplace where staff thrive. They underpin everything we do, from bedside to boardroom.

Together, we do what's right —
for our patients, our colleagues,
and our communities.



Kindness



Integrity



Respect

GIG CYMRU NHS WALES
Bwrdd Iechyd Prifysgol
Aneurin Bevan
University Health Board

ONE AB
Everyone Together