



# Communications toolkit for health and social care professionals

## How to use this toolkit

This toolkit has everything you need to support you to talk to your colleagues, people with Parkinson's and the people who love and care for them about the virtual [2021 UK Parkinson's Excellence Network Awards and Conference](#). You can use the language in it word for word, or adapt it as needed.

## Excellence Network Awards and Conference overview

The Excellence Network Awards and Conference will champion best practice and innovation in delivering Parkinson's services. The events will highlight how services and individuals have risen to the challenges presented by coronavirus (COVID-19), as well as celebrating and reflecting on five years of the Excellence Network.

The Awards and Conference programmes have been designed by and for a multi-disciplinary health and social care professional team, including people living with Parkinson's. The conference welcomes all those involved in the care and support of people with Parkinson's to learn, share and discuss this year's theme of: **'Progression beyond the pandemic: what have we learned from coronavirus (COVID-19)?'**. The Parkinson's community are encouraged to attend to hear about innovation in healthcare services and share their lived experiences.

To make the virtual awards and conference as accessible as possible, the live awards ceremony and the live conference will be held a week apart. Conference content will be made available on demand after the live event.

## Event dates

- Awards ceremony - 28 October, 6pm-8pm
- Conference - 4 November, 8am-6pm [start and finish times TBC]

## Awards

### Key messages

- The [2021 UK Parkinson's Excellence Network Awards](#) will bring together professionals, people with Parkinson's and the people who love and care for them to recognise outstanding work by the Parkinson's health and care community and celebrate the achievements of the Excellence Network since 2015.
- The Excellence Network Awards have been co-produced with professionals across different disciplines, and people with Parkinson's.
- Professionals, people with Parkinson's and the people in their lives are invited to nominate a health or social care professional, team or service that they feel has contributed to excellent Parkinson's care. This may be through outstanding service in their clinical or care role; or through improved service delivery and shared learning.
- We are introducing brand new awards categories for 2021:
  - > Innovation in practice
  - > Sharing learning and education
  - > Person-centred approach
  - > Wellbeing and resilience
- The awards ceremony is free for all to attend.

### Key dates

- 30 April: Awards nominations, entry and event registration opens
- 30 June: Awards nominations close
- 6 August: Awards entry closes
- 27 October: Awards event registration closes
- 28 October: Awards ceremony event, 6pm-8pm

Find more information on the awards on the [Awards and Conference webpage](#).

## Conference

### Key messages

- This year the theme of the [UK Parkinson's Excellence Network Conference](#) is **'Progression beyond the pandemic: what have we learned from coronavirus (COVID-19)?'**
- A virtual conference format will allow more people to attend, in a way that suits them.
- The Excellence Network Conference has been co-produced with professionals across different disciplines and people with Parkinson's.
- The conference will bring together professionals, people with Parkinson's and the people in their lives, to focus on the future and to share learning and experiences across the themes of:
  - > Restarting life
  - > Restarting services
  - > Technology
  - > Research
  - > Exercise
- The winners of the Excellence Network Awards will present their work as part of the conference programme.
- Professionals are invited to submit abstracts for scientific conference e-posters for work which relates to one of the conference themes, and does not meet the criteria for an awards entry.
- Anyone in the Parkinson's community - all people with Parkinson's and the people in their lives - is invited to submit abstracts for conference e-posters on service user initiatives they have been involved in which relate to one of the conference themes.
- All content will be available on the virtual platform for one month after the event. Registration will remain open after the live event so that the conference content can be watched on demand.
- The conference will have a strong focus on wellbeing with various prompts for attendees to take a moment to focus on their wellness throughout the day.
- The conference is free for people in the Parkinson's community to attend.
- Continuing professional development (CPD) is being applied for.
- Conference registration will remain open for a period of time after the event to allow professionals to watch the recorded content and claim CPD credits.

### Key dates

- 30 April: Conference registration opens.
- 30 April: Scientific conference e-poster abstract and service user initiative abstract submission opens

- 31 August: Scientific conference e-poster abstract service user initiative abstract submission closes
- 4 November: Conference takes place.
- 12 November: Conference registration closes.

## Get involved!

People with Parkinson's and the people who care for them

- Awards: Nominate a health or social care professional, team or service you feel has done a great job delivering care that's made a real difference to them or the person that they care for.
- Find out more about the [Awards and Conference](#) and register for your free place.

Health and social care professionals

- Awards: Nominate a colleague, team or service you feel has done a great job in delivering care, improving services, or sharing learning.
- Find out more about the [Awards and Conference](#) and register now.

## How to share

- Tell your colleagues and patients about the Awards and Conference and encourage them to nominate for the awards, enter the awards and book their places for the events.
- Print this [Awards and Conference flyer](#) and display it in your workplace in places where colleagues and people in the Parkinson's community will see it.
- Send the flyer by email to colleagues and people in the Parkinson's community.
- Share across social media using this shortened link: <https://bit.ly/3xuY9rW>, and the hashtag #ParkinsonsExcellence.