



Oxford University Hospitals
NHS Foundation Trust

PROJECT TITLE: ***'No Excuses for Sexual Harassment'***

Staff-facing campaign to raise awareness of unacceptable behaviour, encourage reporting, and promote a culture of respect.

DESIGNED BY: **Jacqueline Love**

Head of Design

Oxford Medical Illustration

CLIENT: **Media and Communications**

Oxford University Hospitals

Oxford University Hospitals NHS Foundation Trust faces a significant problem with sexual harassment within the organisation. Staff survey data revealed a high incidence of sexual harassment, prompting Trust leadership to prioritise tackling this issue. This mirrors findings in other NHS Trusts, where as many as 1 in 12 staff had experienced some form of sexual harassment by a colleague.

Sexual harassment is defined as unwanted conduct of a sexual nature that violates someone's dignity or creates a hostile environment. It can include sexual comments or jokes, suggestive looks, displaying sexually graphic materials, and intrusive questions about private life. **Critically, what is often dismissed as harmless 'banter' can amount to sexual harassment** if it involves inappropriate personal remarks about someone's body, private life, or sexuality and is not reciprocated.

The hierarchical culture within the medical profession, particularly in areas like theatres, can normalise inappropriate behaviour and make it difficult for individuals, especially junior staff, to speak up. This issue takes a huge toll on staff wellbeing and can potentially lead to increased sickness and absence.



Campaign Overview

In response to staff survey findings, Oxford University Hospitals NHS Foundation Trust (OUH) has launched the second phase of their internal bullying and harassment campaign, specifically focusing on sexual harassment.

This campaign aims to raise awareness of unacceptable behaviour, encourage reporting, and promote a culture of respect. It directly addresses issues such as 'banter' and the misuse of power dynamics. OUH demonstrated its commitment by signing the *NHS England Sexual Safety at Work Charter* and aligning with its 10 principles, conducting a gap analysis to identify areas for improvement.

The campaign development has been informed by research and best practices from other organisations, including Barts Health NHS Trust and Thames Valley Police. The campaign team sought input from staff networks and subject experts.

Key Messages and agreed deliverables:

The campaign carries the core message that OUH is committed to addressing unwanted, inappropriate, and harmful sexual behaviours and that everyone has the right to work in a safe, respectful culture free of abuse and harassment. Key messages define what constitutes sexual harassment, including seemingly lower-level examples like banter, jokes, or *WhatsApp* messages. It also addresses power dynamics.

The campaign utilises a multi-channel approach to communicate to staff, including:

- **A Sexual Safety webpage** with helpful information and support for staff.
- **A comprehensive toolkit** available for any member of staff experiencing, or witnessing sexual harassment is available on the Trust's intranet.
- **Online Training modules**, including '*Understanding Sexual Misconduct in the Workplace*,' are available and signposted. Further training, including bespoke sessions and potential compulsory specialist training for managers, is being developed.
- **Posters:** have been designed for display in staff-facing areas across all OUH sites. These posters remind people of the definition of sexual harassment and signpost staff to support and training resources, via a URL and QR code.
- **Vinyl wall sticker:** has been designed as an eye-catching aide-memoire for display in areas where staff are likely to retreat to find refuge, e.g. displayed on changing room mirrors, back of toilet doors and on staff lockers
- **All Staff Email:** an all-staff email launched the campaign and email branded signature banners were distributed to service heads and training leads.
- **MS Teams Background:** was designed and distributed to service heads and training leads.

The campaign design involved collaboration between Communications, HR, Culture & Leadership, and Workforce leads. Learning from the experience of other organisations like Barts Health and Thames Valley Police. This informed and collaborative approach, ensured that the first phase of the campaign resonated with staff and didn't over-promise.

By addressing sexual harassment and its toll on wellbeing, the campaign aims to improve the working environment for staff. A safer, more respectful workplace supports staff morale and reduces potential sickness and absence, enabling staff to better focus on providing patient care.

The campaign directly addresses a serious issue identified by staff survey data, fulfilling the need to tackle sexual harassment within OUH. It aligns with the Trust's commitment (Sexual Safety Charter) and aims to meet stated objectives of raising awareness, encouraging reporting, and promoting respect.

The campaign's audience includes all staff groups. Messaging is tailored using an intersectional approach to resonate with diverse audiences and avoid gendering the issue. The chosen communication channels – posters in staff areas, all staff emails, stickers – are suitable for reaching a wide range of staff within the hospital environment. The availability of online resources (webpage, toolkit, training) ensures accessibility.

Outcome

The first phase of the *No Excuses for Sexual Harassment* campaign was successfully launched in March 2025 with an all-staff email. Three bespoke campaign posters were successfully distributed in printed and digital formats. Vinyl stickers, email signature banners and MS Teams backgrounds are available to any and all staff who request them.

The *Sexual Safety* webpage and staff toolkit are now live and accessible to all staff. The '*Understanding sexual misconduct in the workplace*' training is also live on the Trust's online training hub and discussions are underway to cascade information to PFI colleagues.

A set of branded campaign materials has been successfully delivered and these have been very well received by staff.

The following slides showcase the branded collateral created specifically for the initial launch of this important campaign.

POSTERS



POSTER DESIGN: purpose

- ① **Raise awareness** about sexual harassment
- ② **Affirm** what constitutes sexual harassment
- ③ **Encourage** staff to engage with training
- ④ **Actively encourage** staff to recognise and report instances of sexual harassment
- ⑤ **Build on our existing *No Excuses* campaign brand**
- ⑥ **Stand out** in a crowded market place!

POSTER 1

A-size Poster 1



NHS
Oxford University Hospitals
NHS Foundation Trust

**it's
~~just banter~~
SEXUAL
HARASSMENT**

It's never OK • It does matter
and we all need to recognise it.

Would you know what to do...?

Go to: **My Learning Hub**
Search: 'Understanding Sexual Misconduct
in the Workplace'.


www.ouh.nhs.uk/staffsafety
SEXUAL HARASSMENT
RECOGNISE it.
REPORT it.
Get SUPPORT.

Living our Values
NO EXCUSES for sexual harassment

POSTER 2

A-size Poster 2



Oxford University Hospitals
NHS Foundation Trust

it was
~~**just a joke**~~
**SEXUAL
HARASSMENT**

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POSTER 3

A-size Poster 3

NHS
Oxford University Hospitals
NHS Foundation Trust

it's
~~just a compliment~~
**SEXUAL
HARASSMENT**

It's never OK • It does matter
and we all need to recognise it.

Worried about saying the wrong thing...?

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Full Suite of Posters – primary set (for initial launch)

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**VISIBILITY**

Large format poster: for display in staff meeting areas



A4 Poster: designed to stand out when displayed on crowded staff notice boards



A3 Poster: for display in high-stress staff areas where recognition and quick access to support may be paramount



VINYL STICKERS

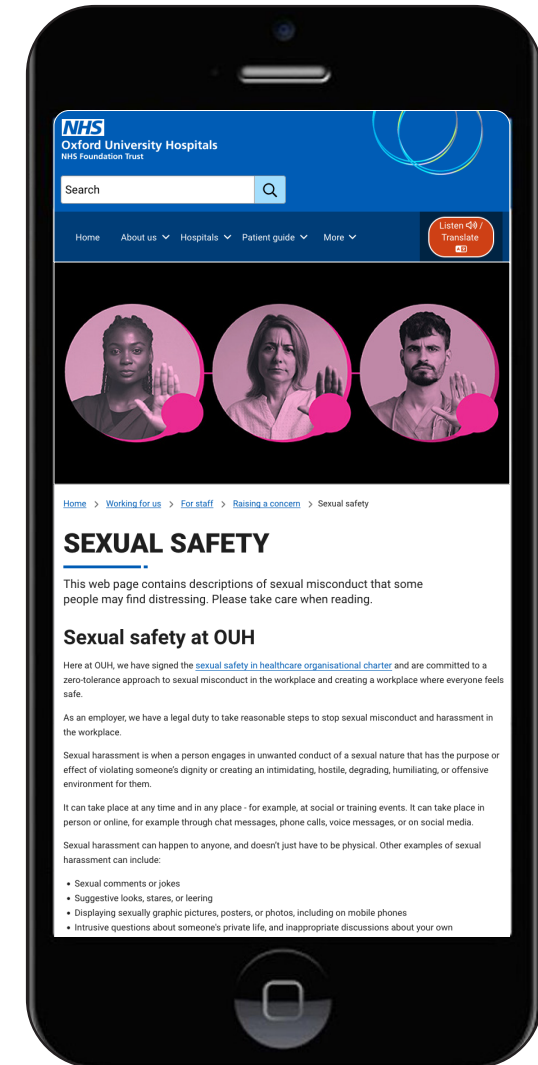
Vinyl clings and stickers: *for display on changing room mirrors, back of toilet doors and staff lockers*



WEB ASSETS



Web Banners and Navigation Tiles:



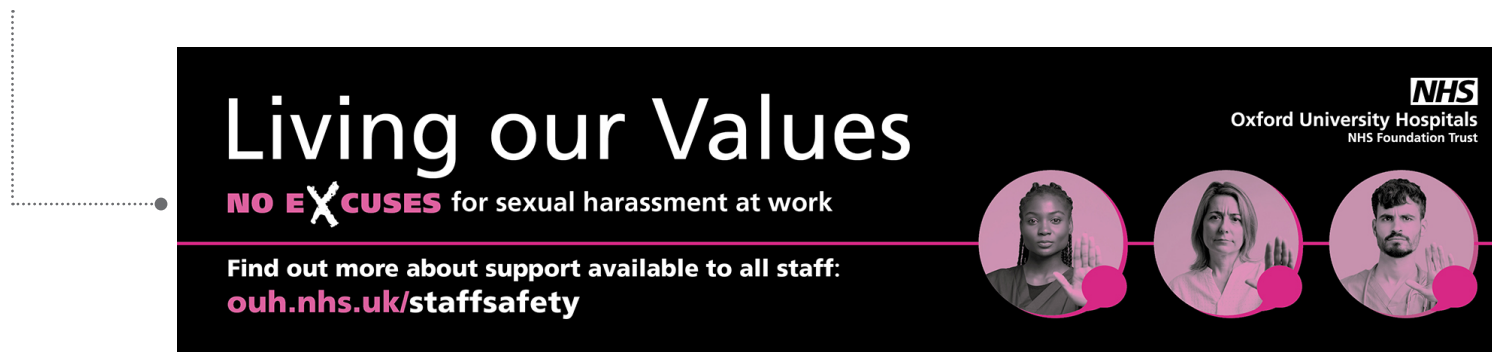
EMAIL SIGNATURES



All Staff Email Header Banner:



Email Signature Footer Banner:



MS TEAMS BACKGROUND



MS Teams Background:





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Thank you
for your consideration

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Oxford University Hospitals NHS Foundation Trust

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