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Bwrdd Iechyd Prifysgol  
Aneurin Bevan  
University Health Board

**ONE AB**  
Every♥one Together

Aneurin Bevan University Health Board

# Values & Behaviours Framework



**Kindness**



**Integrity**



**Respect**



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**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.**

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# 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**

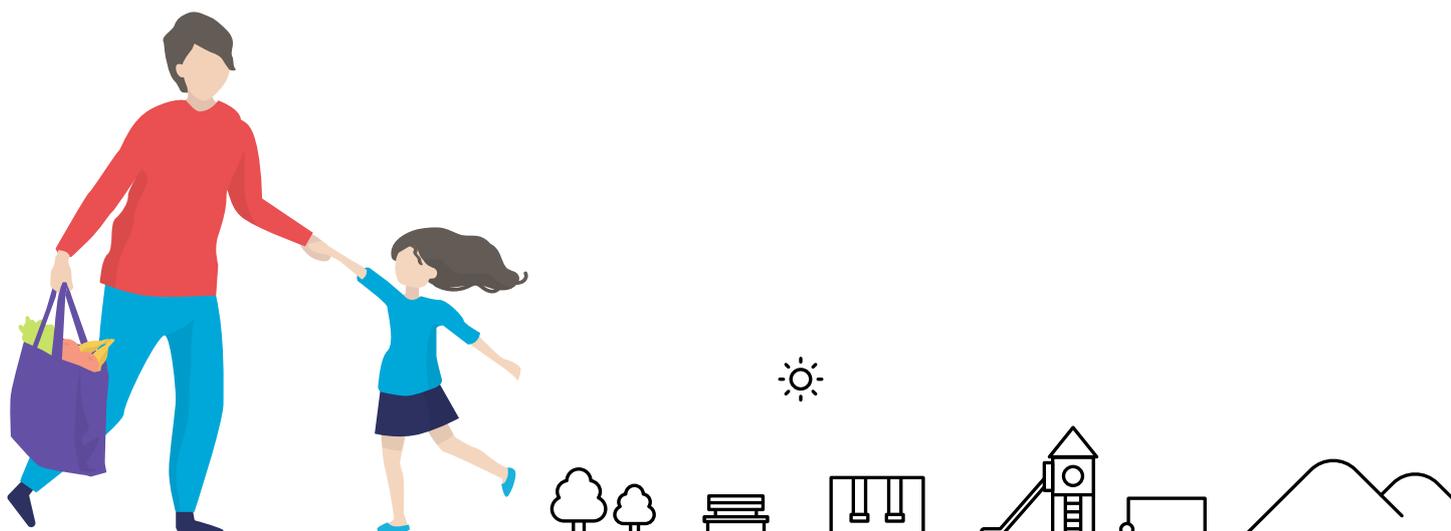


**Integrity**



**Respect**

**Our values are not optional. 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

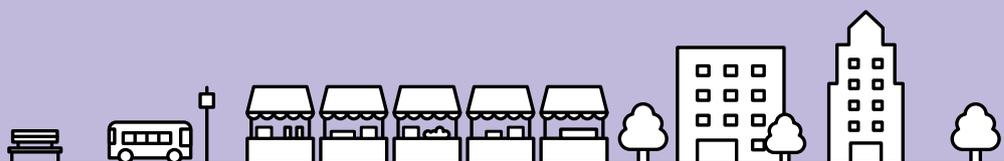
Being dishonest or withholding important information

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**



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