

Operation UpiftTM Team Charter

A Comprehensive Initiative to Appreciate, Nurture and Support our Caregiver Heroes.





Operation Uplift Team Charter Table of Contents

1.	Operating Uplift Charter	2
2.	Team Code of Conduct	5
3.	Team Meeting Agenda	6
4.	Team Meeting Master / Action Plan	7
5.	Team Meeting Evaluation Form	8
6.	Assessment Tool: 2021 COVID-19 Check-In	9
7.	Everyone's a Caregiver Instructions	.11
8.	Watch This / Read That: Caregiver Heroes Videos	.12
9.	Watch This / Read That: TedTalk Videos	.14
10.	Watch This / Read That: Library	.15
11.	COVID-19 Fatigue and Burnout Best Practices List	.16
12.	Morale Best Practices List	.17
13.	Retention Best Practices List	.18
14.	Self-Care Best Practices List	.19





Operation Uplift Charter

1. Mission Statement

"To take initiative to support, nurture and care for employees and their leaders, to mitigate against the adverse impact of Covid-19."

2. Role & Responsibilities

This performance improvement team is responsible for and has the authority to brainstorm, coordinate, communicate, and implement strategies to realize its mission including the following:

a) Customize Charter

Customize and update this charter to clarify and confirm responsibilities and assignments.

If there is already a team or committee working on employee engagement/wellness/ activities, please be sure to incorporate them into this project, or ensure that you do not overlap purpose and objectives

b) Seek Input

Once the team is ready to proceed, consult with the Service Excellence Council and/or Sr. Leadership Team for any further input.

c) Conduct Operation Uplift Survey

Utilize the Operation Uplift Survey (see Operation Uplift Survey) as a valuable way to meet your organization's unique needs. This survey is organized into four objectives:

- Self-Care i.
- ii. Covid Fatigue
- iii. Morale
- Retention iv.

There are three optional approaches to clarifying which of these four objectives should be priority for the team:

- **Option A:** The team to complete the assessment tool as a group and based on its i. consensus proceed.
- **Option B:** To request the organizations leaders to complete the assessment tool and ii. based on their consensus, begin its work.
- **Option C:** To seek input from a large sampling or all employees and utilize the iii. compiled results as a guide for proceeding.
- **Option D**: Some combination of the above

Results can be compiled manually via the attached document, or via CareSay, (see CareSay Guide).

d) Operation Uplift Best Practice Guide

We have provided an alphabetical inventory of best practices that you have the option to use as a menu of choices for action. (See Operation Uplift Best Practice Guides). Your next task will be to review those options that fit your targeted objective and choose the ones the team feel best fit the needs of your organization, that you get excited about, and committed to implementing.



The Operation Uplift Charter (cont'd)

e) Caregiver Hero Library

An invaluable resource your team will want to consider utilizing is the "Caregiver Heroes Video Library." (See Caregiver Heroes Library). These videos can be viewed by individuals or teams. We have provided a table of contents organized by the four objectives for your convenience.

f) Ted Talk Library

We have also provided an inventory of brilliant Ted Talk videos, all easily accessible via YouTube which are organized by the four objectives. (See Ted Talk Library)

g) Recommended Reading

Provided for your use, is a Recommended Reading List, organized by the four Uplift objectives. (See Recommended Reading)

3. Meeting Effectiveness

We recommend this performance improvement team meet at least every 2 weeks, until you are
satisfied you have completed this project. Ensure meetings are conducted in a timely and effective
manner using these tools found on the following pages:
☐ Code of Conduct
☐ Agendas
☐ Minutes
☐ Meeting Evaluations

4. Communication Plan

The goal is to keep everyone informed with your progress and project plans via:
☐ Regular Agenda Items on:
O Administrator Meetings
O Leadership Meetings
O Service Excellence Council Meetings
☐ Service Excellence Training

5. Recommended Team Membership

We recommend this team be comprised of the following:

☐ Internal Newsletters and Press Releases

Chair to be a member of the C-Suite

Co-Chair to be a frontline employee

Additional team members should include representatives from the following departments:

- HR
- Nursing
- ER
- Imaging
- Therapy
- Lab
- Clinics
- Billing/HIM
- Dietary
- Maintenance/EVS



The Operation Uplift Charter (cont'd)

6. Why is this Important:

Article by Lizzie Ryan

By the numbers

Amid the worst staffing shortage in decades, 60% of nurses and 20% of physicians say they're planning to leave their professions as a direct result of the well-being impacts caused by COVID-19.

This sea change is projected to cost individual U.S. hospitals an average of \$5 million in turnover costs per year-\$137 billion dollars in total.

Healthcare worker burnout puts patient care at risk

Healthcare workers need more resources. In a study of 2,000+ frontline nurses, 60% experienced emotional exhaustion and burnout, 42% reported symptoms of depersonalization, and 91% said they were experiencing moderate to high levels of anxiety, depression, and fear due to the pandemic.

What this means

If hospitals and healthcare systems do not look for new ways to improve worker well-being, they may risk decreasing levels of patient care while putting millions of dollars in turnover costs on the line. Research led by the University of Pennsylvania shows that patients suffer worse outcomes and increased mortality rates of up to 20 percent as a direct result of lowered nurse engagement and turnover. On the more positive side of the coin, happier nurses can boost patient care by up to 20%, according to the American Nursing Association.

Why this matters

For leaders at hospitals and health systems, the challenge is clear: mitigate staff turnover to help preserve highquality patient care. To do so, hospitals must invest meaningfully in healthcare workers' physical, emotional, and financial well-being. But the reality is that most hospitals in the U.S. are facing financial challenges, so it's up to their leaders to invest in high-impact programs that directly impact the safety and well-being of their employees while also helping meet organizational goals. Not only can addressing the commute boost worker engagement and loyalty, which mitigates turnover, but it can also add to the hospital bottom line. One study of 23 U.S. hospitals and healthcare systems found that those with more engaged workers resulted in 8% higher net revenue per patient than facilities with lower engagement.

Lizzie Ryan is the Communications Manager at Scoop, leading external communications and bringing Scoop's brand to commuters everywhere. In her spare time, you can find her teaching and practicing yoga across the San Francisco Bay Area.





Team Code of Conduct

Select 3-5 areas of concern that may prevent your Team from working effectively. Then write a Ground Rule to post at the meeting to remind the team of their commitment to working together.

Areas of Concern:	Ground Rule:						
1. Timeliness							
2. Agenda	(What should we do about lateness?)						
2. Agenua	(How important is it to stick to the agenda?)						
3. Minutes	(Who, when, how?)						
4. Attitude	(who, when, how:)						
5 Dasisian Makina	(What should we do about negative attitudes?)						
5. Decision Making	(How will we make group decisions?)						
6. Participation							
7. Unjustified Absence(s)	(Is it OK to not participate?)						
•	(What if we can't make a meeting?)						
8. Accountability	(What if team members don't do what they say they will?)						
9. Mutual Support							
10. Flexibility	(How should we give it, get it?)						
10. I leability	(Is it important to be open to new ideas?)						
11. Conflict	(How should we handle personal conflicts?)						
12. Buddy Assignment	Every participant is to be assigned a "Buddy". They are responsible to each other for:						
	Confirming attendance						
	Briefing on missed meetingsCompleting assignments						
13. Team Attendance	 Any team member not able to make a Team Meeting must RSVP their planned absence to their Team Leader (or Assistant Team Leader) 						
	 If a team member misses a team meeting without the courtesy of advising the Team Leader, they will be deemed to have "withdrawn" from their team and the CEO will be notified. Withdrawing from a team is not an option, unless the team member 						

has written approval from the CEO.



Team Meeting Agenda

Team Na	ame:	Day:	Date:
Location	:		
Team M	ission:		
	T .		
#	Topic		
1.	Call to Order –		
2.	Good News/Inspirate Each team member si	· ·	or business, since previous meeting.
3.	Action Plan from P	revious Meeting	
5.	Progress Reports Each team member re	eports on their assignments.	
6.			
7.	Acknowledgement/I Which team member	Recognition (s) deserve special recognition?	
8.	WWW & H (Who's	going to do What, by When, a	nd How)
9.	Calendar Announce Preview upcoming m	ements eetings, training, and deadlines.	
10.	Next Team Meeting		
	Day:	Date:	
	Location:		
	Time From:	To:	
11.	Good of the Team Each team member s	hares their best idea gained from	the meeting, or any comment, suggestion

or criticism (along with a positive solution) in the best interest of the group.



Team Minute Master/Action Plan (WWW)

Team Name:		Day:	Date:	
Location:	Room:	Address:		
Chaired by:		Secretary:		
In Attendance:				
Not in Attendan	ice:			
Meeting Called	to order at:	Meeting adjourn	ned at:	
Agenda Item	Decision/Action -	WHAT	WHEN	WHO
		· ·		

All members within 48 hours cc



Team Meeting Evaluation Form

Please Print Clearly:

You've just heard from us, now we'd like to hear from you. Evaluation is the "Breakfast of Champions" - and a critical part of our goal of continuously improving customer satisfaction. Thank you for your help.

Facilitator/Chair Name:	Date:						-	
My First Name:	Last Name:	Last Name:						
Department:	Position:							
1. What I liked best about this meeting	ng was:							
2. Recommendation on how the meet	ting and/or process could be imp	orove	ed:					
3. Constructive feedback for the faci	litator:							
4. I rate the value of my participation	n in this meeting as: (Excellent)	5	4	3	2	1	(Poor)	
5. I rate the overall value of this mee6. The one area I am going to work n	_					1	(Poor)	
P.S								





Assessment Tool: 2021 COVID-19 Check-in

Your company's leaders are working hard to support you and your co-workers during these challenging times. Your straightforward feedback to the following questions would help in understanding the current challenges staff members are having.

The sections in this questionnaire labeled **Self-Care** and **Covid Fatigue** contain questions for learning more about internal, personal factors that tend to impact people, while the sections labeled Morale and **Retention** contain questions that focus on external factors affecting work groups and company culture.

IMPORTANT NOTE: This survey <u>IS NOT</u> a psychiatric screening nor a mental health assessment. It is a questionnaire designed to help respondents share their opinions about four key issues typically experienced by work groups during a crisis/pandemic. Like satisfaction surveys, the results are anonymous (unless someone chooses to identify him/herself) and confidential .									
SELF-CARE: " how I support and nurture myself."	" a decrease in, or total loss of, the ability to function normally at work because of the current pandemic."								
MORALE: " the level of mental and/or emotional well-being of an individual or group."	" the activities a company does to keep / retain its staff."								
Please rate the questions below using the following scale: 1= Strongly Disagree	2 = Disagree 3 = Neither 4 = Agree 5 = Strongly Agree								
Self-Care: 1. At this time, I am satisfied with my current level of health & well-being: 1	Covid Fatigue: 1. I believe my efforts at work make a difference for patients and my colleagues. □ 1 □ 2 □ 3 □ 4 □ 5 2. I can handle the changes and challenges in my work setting caused by Covid19: □ 1 □ 2 □ 3 □ 4 □ 5 3. I can ask for help if I feel overwhelmed by the impact of Covid19 on myself or others. □ 1 □ 2 □ 3 □ 4 □ 5 4. I do not feel the need to vent my frustration and anger with the changes created by Covid19. □ 1 □ 2 □ 3 □ 4 □ 5 5. Despite all the hassles, I still care about and can connect with the people we serve. □ 1 □ 2 □ 3 □ 4 □ 5 6. Other: □ 1 □ 2 □ 3 □ 4 □ 5								



	Morale:		Retention:			
of "team spirit" i	enges, there is an excellent level n my work group. 3 4 5	1.	Management has worked hard to help create and maintain "team spirit" companywide. ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5			
	ooperate well with each other. 3 4 5	2.	This company regularly requests feedback from me and my co-workers.			
for patients and f	lmost always "go the extra mile" ellow staff.	3.	This company clearly communicates its responses to feedback from staff.			
work group is eff	enges + changes due Covid19, my ficient and productive.	4.	This company follows through on complaints and/or problems raised by patients or staff.			
	or conflict occurs at work, my cohother "the benefit of the doubt" rather	5.	This company offers incentives to keep working for it, especially during challenging times. 1 2 3 4 5			
6. Other: 2	3 4 5	6.	Other: 1			
OPTIONAL: After responding to this survey, I have decided I would like help in finding a professional with whom I could discuss my responses to the Pandemic and its effects on my life.						
Name			Phone			

CareSayTM COVID Check-In Instructions

This assessment tool is available online for you and your team to complete. Please contact Dorian at dorian@customlearning.com or 1-800-667-7325 ext. 206 to register 1 person from your organization to receive the results of this assessment digitally.

Watch This / Read That **Caregiver Heroes Videos**

#	Title	Length	COVID-19	Morale	Retention	Self-Care
1	Rise Above the Chaos - Carolyn Gross	5:11	X			
2	Through Your Patient's Eyes - Mark Black	6:15	X			
3	What Will You Be Remembered For? Daniel Burrus	5:14	X			
4	Professional Paradise in a Pandemic? - Vicki Hess	5:46	X		X	X
5	Social Distancing and Staying Sane - Frank King	5:52	X			X
6	Top Gun Resilience - Lt Cl Waldo Waldman	7:00	X	X		
7	Staying Present While Distancing - Marcus Engel	6:29	X	X		X
8	Recalculating/Precalculating - Karen Jacobsen	5:17	X			
9	Resilience Skills for Caregiver Heroes - Eileen McDargh	5:51	X			
10	Know Your Limits - Kathy Dempsey	5:41	X			
11	Emotional Wellness in Turbulent Times - Stephanie Staples	7:06	X			X
12	Tools for Tough Times - Dr. Willie Jolley	7:46	X			X
13	One Word Can Make the Day - Bruce Lee	4:37		X		
14	Bolstering Resilience - Meg Soper	5:17		X		
15	CARE Matters - Donna Cutting	5:59		X		
16	Lift Up Your Spirits - Marilyn Suttle	4:32		X		
17	Love Louder - Michael Hoffman	6:09		X		
18	Managing Anxiety & Inspiring Hope - Joe Tye	6:36		X		
19	Service, Self-Care, And Contribution - Blair Kolkoski	6:24		X		
20	Staying Positive in A Difficult Time - Darci Lang	6:57		X		
21	Resilient Leadership for Disruptive Times - Eileen McDargh	6:32		X		
22	Leading in Turbulent Times - Jeff Tobe	5:07		X	X	
23	Leading in Uncertainty - Jody Urquhart	5:16		X	X	
24	Never Lose the Recognition Momentum - Sarah McVanel	5:41		X		X
25	Turn on Your GPS - Scott Friedman	5:47		X		X
26	One Minute Humor Break - Scott Friedman	5:36		X		X
27	Commitment to ConflictReconciliation - Valerie Cade	5:53			X	
28	Culture Eats Strategy for Lunch - Pam Tripp	6:06			X	
29	Leadership in Times of Crisis - Richard Hadden	6:25			X	
30	Reset Expectations - Joe Mull	7:53			X	
31	Seek Comfort with Change - Michele Matt	5:01			X	
32	Subtle Shifts for Strong Leadership - Marilyn Suttle	5:29			X	
33	The Art of Caring Leadership - David Irvine	6:53			X	
34	Walking the Talk - Michael Klein, MD	5:14			X	
35	Conflict: When There's No Time For It! - Andrew Lewis	5:07			X	
36	Simple Truths About Appreciation- Barbara Glanz	6:45		X	X	
37	Conquer Your Key Moments - Robert Grossman	6:34				X

#	Title	Length	COVID-19	Morale	Retention	Self-Care
38	Creating Light in The Midst of Darkness - Donna Cardillo	5:11				X
39	Fire Up Your Life: Raise Your Vibrational Energy - Donna Hartley	5:48				X
40	Hope Happens - Catherine DeVrye	8:25				X
41	Lighten Up - Patricia Morgan	6:47				X
42	Listen to Your Inner GPS - Karen Jacobsen	5:03				X
43	Putting Humor to Work - Michael Kerr	6:12				X
44	Sanity Savers - Christine Cashen	5:11				X
45	Start Fresh Each Day - Michele Matt	5:01				X
46	The Paradox of Self Care - David Irvine	5:37				X
47	The Power of Laughter - Sheila Brune	6:20				X
48	4 Ways to Renew Your Energy - Karen McCullough	6:59				X
49	Do You Want to Be Happy? - Linda Edgecombe	7:18				X
50	How to Cope with Stress - LeAnn Thieman	4:45				X
51	Purposeful Playlists - Jennifer Buchanan	6:01				X
52	E +/- R = O - Alvin Law	5:39				X

How to Access Caregiver Heroes for FREE



Go to everyonesacaregiver.com or download our FREE Everyone's a Caregiver® smartphone app





Sign Up or Register your FREE account

Log in, choose a module in Caregiver Heroes and start watching









Search YouTube for "Caregiver Heroes"

Hit the **Subscribe** button

Need Help?



Call us 1 (800) 667-7325 extension 206 or email us at info@everyonesacaregiver.com

Watch This / Read That **TedTalk Videos**

		T	ı			ı
#	Title	Length	COVID-19	Morale	Retention	Self-Care
1	Guy Winch: Why we all need to practice emotional first aid.	17:24 m	X			X
2	Brené Brown: The power of vulnerability.	20:19 m				X
3	Emily Esfahani Smith: There's more to life than being happy.	12:18 m	X			X
4	Andy Puddicombe: All it takes is 10 mindful minutes.	9:24 m	X			X
5	Susan David: How to be your best self in times of crisis.	46:03 m	X			X
6	David Steindl-Rast: Want to be happy? Be grateful!	14:30 m	X			X
7	Kelly Mcgonigal: How to make stress your friend	14:26 m	X			X
8	Carl Honoré: In praise of slowness	19:15 m	X			X
9	Nilofer Merchant: Got a meeting? Take a walk.	3:28 m				X
10	Angela Lee Duckworth: Grit: The power of passion and perseverance	6:01 m	X			X
11	Mandadi, Tilak: Three ways companies can support grieving employees	11:49 m		X	X	
12	O'Neill, Onora: What we don't understand about trust	9:38 m		X		
13	Frei, Frances: How to build (and rebuild) trust	14:43 m		X	X	
14	Edmondson, Amy: How to turn a group of strangers into a team	12:59 m		X		
15	Sinek, Simon: How good leaders make you feel safe.	17:34 m		X		
16	Schwartz, Barry: Using our practical wisdom	23:08 m			X	
17	Dunn, Elizabeth: Helping others makes us happier- but it matters how we do it.	14:21 m		X		
18	Harfoush, Rahaf: How burnout makes us less creative	4:51 m			X	



Watch This / Read That **Reading List**

#	Title		19		_	43
		Length	COVID-19	Morale	Retention	Self-Care
1	Emmons RA. <i>Thanks! How the new science of gratitude can make you happier</i> . Boston: Houghton Mifflin; 2007.	256 pgs.				X
2	Emmons RA. Gratitude Works! San Francisco: Jossey-Bass; 2013.	242 pgs.	X			X
3	Emmons RA. <i>The Little Book of Gratitude</i> . London: Gaia Books; 2016.	98 pgs.	X			X
4	Korb A. The Upward Spiral: Using Neuroscience to Reverse the Course of Depression, One Small Change at a Time. Oakland, CA: New Harbinger; 2015.	240 pgs.				X
5	Roszak Burton L. <i>The neuroscience of gratitude</i> . Wharton Health-care Quarterly. Winter 2017.	8 pgs.				X
6	Roszak Burton L. <i>Gratitude Heals – A Journal for Inspiration and Guidance</i> . Amazon; 2019	181 pgs.				X
7	Ryan, M.J. Attitudes of Gratitude: How to Give and Receive Joy Every Day of Your Life. Berkley, CA; Conari Press: 1999	180 pgs.	X			X
8	Duckworth, A. <i>Grit: The power of passion and perseverance</i> . New York. Simon & Schuster, 2016.	352 pgs.				X
8	Garrett, H. J. <i>This Book Will Make You Kinder: An Empathy Handbook.</i> New York: Penguin Books. 2020	197 pgs.	X			X
9	Floyd, J. <i>Resilience: How to Turn Adversity into Strength</i> . London. Circus Books; 2019.	147 pgs.	X			X
10	Greitens, E. Resilience. New York: Mariner Books; 2015	301 pgs.				X
11	Hanson, R., Ph.D. Resilient. New York: Harmony Books; 2018.	278 pgs.	X			X
12	Leonard, G. Mastery. New York. Plume; 1991.	176 pgs.	X			X
13	Seibert, A, Ph.D. <i>The Resiliency Advantage</i> . San Francisco. Berrett-Koehler Publishers, Inc.;2005.	225 pgs.				X
14	Viscott, D., M.D. Emotional Resilience. New York: MJF Books; 1996.	357 pgs.	X			X
15	Gilbert, P. <i>The Compassionate Mind: A New Approach to Life's Challenges</i> . New York: Harbinger Publications; 2010.	513 pgs.				X
16	Trzeciak, S, M.D. & Mazzarelli, A., M.D. Compassionomics. Pensacola, FL.: Studer Group; 2019.	371 pgs.				X
17	Feng, G.F + English, J. <i>Tao Te Ching by Lao Tsu</i> . New York: Random House; 1972	162 pgs.				X
18	Kaye, Beverly, <i>Love 'em or Lose 'em</i> . Oakland. Berrett-Koehler Publishers; 2014	328 pgs.			X	
19	Nelson, Bob, Ph.D.: 1501 Ways to Reward Employees. New York. Workman Publishing Co.; 2012	576 pgs.			X	



COVID-19 Fatigue and Burnout Best Practices List

See COVID-19 Fatigue and Burnout Best Practices Document

- 1. COVID-19 Fatigue and Burnout Quick Hits
- Ways to Respond to Intense Emotional Stress
- 3. Productive Ways to Multi-Task and Not Be Overwhelmed
- 4. Productive Ways to Learn to Say "No"
- 10 Ways to Put an End to Procrastination
- 6. Stressful Behavior Check-Up
- 7. 12 Stages of Burnout
- 8. 5 Ways to Beat Burnout
- 9. 5 Ways to Navigate Burnout During the COVID-19 Pandemic
- 10. A Guide to Burnout
- 11. Burnout Isn't Just in Your Head It's in Your Circumstances
- 12. How to Cope with Job Stress and Build Resistance
- 13. Managing COVID-19 Anxiety
- 14. Overcoming Burnout at Work
- 15. Physician Burnout in the Wake of COVID-19
- 16. Preventing Burnout Is About Empathetic Leadership
- 17. Your Psychological PPE



Morale Best Practices Table of Contents

See Morale Best Practices Document

- 1. Morale Quick Hits
- 2. My L.I.S.T.
- 3. We've Got Values
- 4. FROG Forward
- 5. Thank You Habit
- 6. Tell Your Story
- 7. Healing Hearts
- 8. Give One, Take One
- 9. 10 Ways to Boost Employee Morale in the Workplace: Actionable Tips
- 10. 11 Ways to Boost Employee Morale
- 11. 20 Creative Ways to Boost Employee Morale
- 12. 5 Benefits of High Employee Morale in the Workplace
- 13. 5 Questions to Ask Your Team Every Month
- 14. 6 Proven Methods for Boosting Employee Morale
- 15. Employee Benefits
- 16. Survey Questions to Evaluate Your Employee
- 17. What Causes Low Employee Morale
- 18. You Can Boost Employee Morale



Retention Best Practices Table of Contents

See Retention Best Practices Document

- 1. Retention Quick Hits
- Employee of the Month Program
- 3. Employee Recognition Program
- 4. Going the Extra Mile
- 5. Awards & Recognition
- 6. Various Awards Descriptions
- 7. 3 Subtle Signs You Need to Revisit Your Employee Retention Strategy
- 8. 5 Actionable Employee Retention Strategies
- 9. Administrator's Guide to Retaining Nurses
- 10. Employee Insights: The Best Perks of the Job
- 11. Employee Retention in Health Care 4 Keys to Keep Your Best and Brightest
- 12. Employee Retention Strategy for the Health Care Industry
- 13. How Companies Are Keeping Their Talent
- 14. Improve Employee Retention by Letting Them Work Less
- 15. Non-Monetary Rewards
- 16. The Passion Pyramid
- 17. The Secret to Happy Employees



Self-Care Best Practices Table of Contents

See Self-Care Best Practices Document

- 1. Self-Care Quick Hits
- 2. External Efforts
- 3. Nature Break
- 4. 24 Tips to Boost Your Mental Health
- 5. 24 Ways to Step Up Your Self-Care
- 6. 5 Self-Care Practices for Every Areas of Your Life
- 7. 50 Ways to Take a Break
- 8. Practical Self-Care Tips for Nurses
- 9. Self-Care Bingo
- 10. The Seven Pillars of Self-Care
- 11. Types of Self-Care
- 12. Weekly Self-Care Checklist
- 13. What Self-Care Is and What It Isn't

