



# Your audience

**The Long Term Workforce Plan emphasised the importance of retaining our valued NHS workforce. Employers should be looking at their wellbeing offer and critically evaluating the experience of staff through all stages of their careers.**

**A positive staff experience and a rounded support offer are vital to encouraging staff to remain in the workplace. Our guide provides practical tools that will help NHS health and wellbeing and staff experience leads deliver successful communications campaigns and initiatives to support their colleagues.**

It's essential that you define your target audience and think about the best channels and timings to communicate with them. You should also:

- decide which staff groups you need to engage with and why
- consider if the information is applicable to all staff
- consider the demographics in your organisation. Understanding this data, and how it may impact preferences in communication style
- use clear, simple, and honest messaging
- use simple language and keeping your sentences short and punchy will help people in your organisation to digest information easily
- keep an open mind when engaging your audience, considering that perhaps not everyone is eager to be reached or to take part. Listening to what staff want and need can help you communicate the right message to the right people, at the right time

- consider how will you engage your hard-to-reach staff members. This includes busy frontline staff who may not have time to access emails or attend events
- ensure your messages are inclusive. Visit our [equality, diversity and inclusion web pages](#) to read more about how you can implement inclusive practices into your strategy.

Through building strong connections across the organisation, you can spread the message more effectively, engage your audience in sharing your content and encourage them to get involved. It can also raise your profile, and foster trusting relationships where staff feel able to approach you.

Other opportunities to get buy-in include:

- reaching out to managers and ask them if you can attend team meetings to introduce yourself and highlight key initiatives. Actively reaching out to staff is more effective than expecting them to come to you for information. Ensure staff know who you are, where to find you, and create a safe environment to for them to be open and honest
- see if you can introduce yourself and share details of local initiatives, for example during new staff inductions
- network and collaborate externally too. Building strong connections with charities to support you campaigns or initiatives can strengthen your general wellbeing offer.

Our [supporting line managers to communicate the reward offering](#) is a template that can use to summarise and communicate your reward package.

[Twelve top tips on staff engagement](#) is a collection of top tips from the organisations that saw the most improvement on the NHS Staff Survey.

### **Use facts, figures and statistics**

Think about how you can incorporate figures and statistics into your messaging, as they are an effective way of getting the reader's attention. It is beneficial to use localised data to make your messages relevant to your audience. Modifying your communications can engage those who are hard to reach in any particular group. Take a look at our article which offers [high-level analysis from the results](#). You can find more detailed information from [NHS England](#).

Find out what local data is available to you to make your messages more interesting to your audience. For example, could you use the exact amount of stairs in your organisation and how many calories they would burn walking up them rather than getting the lift to nudge people into making positive choices?

[Understanding intersectionality and engaging with diverse staff and communities](#) - As part of Equality, Diversity and Human Rights Week, Dr Shamaila Anwar talks about intersectionality and creating psychological safety.

[A guide to improving staff disability data](#) - This guide will help employers improve their staff disability data by using the recruitment process, manager engagement and data collection.

## Good practice examples:

- Newcastle upon Tyne Hospital Foundation Trust acted on feedback from a staff member on a digital resource that was not legible for colour blind staff. They immediately acted to adjust the colours to ensure accessibility and took the learning point for future resources.
- Newcastle Upon Tyne Hospitals NHS Foundation Trust also rolled out a staff survey to explore what staff want in reality, which informed their approach and shaped their communications strategy. They found that most staff preferred flyers and key dates visible on the notice boards and in the toilet facilities as opposed to emails about wellbeing, as people don't have time to access information online. The survey also indicated that Band 6 and above staff often prefer emails whereas lower bands do not.
- Read how London Northwest University Hospital Healthcare NHS Trust implemented wellbeing rounds for the hard-to-reach wards as a way of communicating their health and wellbeing offer.