

Resources and budget

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.

Your trust may or may not have a dedicated budget for health and wellbeing communications, it is important nevertheless to use your existing resources effectively. Below are some tips and hints for you to consider:

- Use your health and wellbeing champions or clinical champions effectively, especially when reaching busy frontline staff. Build in regular time to inform them of upcoming initiatives and to share ideas on effectively engaging staff. Read our guide on how you can [introduce wellbeing champions into your trust](#).
- Use existing channels where possible. For example, attending some staff network meetings (such as disability or BME networks) allows you to reach these audiences and spark further conversation with staff. Listen to how [staff networks can support the health and wellbeing of staff in our webinar recording](#).
- Consider what funding your trust can provide (if any). Are you able to put in a bid to your trust's charity? Using evidence from previous evaluations will support your bid.

Further reading:

A collaborative approach to delivering a staff benefits portal - South West London acute provider collaborative has delivered a single contract staff benefits portal with four South West London NHS trusts.