



# Timescales

**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.**

Looking ahead and having an idea of what you would like to deliver as far ahead as possible allows you to remain in control and helps your communications team anticipate and support upcoming work. You should:

- build your timeline, starting with the delivery date and working backwards. This will help ensure you have considered the time and resources you need in each step of the process. What are your deliverables and timescales? Think about any upcoming health and wellbeing initiatives, awareness days and events that are already on your radar
- consider the timing of your communications and how much support you will need for each initiative. For an event, ensure you factor in the communications for the build-up, during and after the event. Post event communications can help ensure it remains in the spotlight and to encourage staff to engage in future events
- ensure you build in flexibility into your plan. This is especially useful in the ever-changing climate and with the unpredictable nature of the COVID-19 pandemic and workforce issues

- build some contingency into your timeline to handle any unexpected issues.