

Behaviour change

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.

Health and wellbeing programmes and/or initiatives often aim to encourage healthy behaviours in staff and to change unhealthy habits. All these ensure that staff are supported to stay healthy at work so they can thrive to be the best they can be.

This simple, memorable framework, developed by the Behavioural Insights Team, called EAST (Easy, Attractive, Social and Timely) can help you plan and implement your communications plan, to make sure it has the maximum impact.

Easy - when planning your campaign/intervention, make it as easy as possible for your staff to get involved by:

- minimising hassle
- keeping your messages simple.

Attractive - making something attractive is about both drawing attention to it, and making the action more appealing:

- highlight benefits of an action
- use rewards to attract people to take part.

Social – we are social beings and are heavily influenced by what those around us do and say. When we tell someone else we are going to do something, we are much more likely to see it through. Make your campaign social:

- show that most people perform the desired behaviour
- use the power of networks
- encourage people to make a commitment to others.

Timely – we are much more likely to respond to something if it comes at a convenient time and are more likely to change our habits during times of transition:

- prompt people when they are likely to be most receptive
- consider the immediate costs and benefits
- link into wider national events like National Walking Month or link your campaign/intervention with changing seasons.