NHS Employers
Health and Wellbeing

Naomi Bennigsen, Senior Programme Officer
Today

10.00  Registration and refreshments
10.30  Welcome and NHS Employers update
11.30  Ten minute taster session
12.30  Lunch
13:15  Workshop – how to engage your staff
14:30  Coffee
14:50  Key challenges in health and wellbeing
15:30  Round up & Resources
15.45  Close
2015/16 programme

• Inform, engage, influence and support
• H&W leads connect, share and learn
• Key stakeholders meetings
• Healthy workplaces NHS England work
• Webpages
• Bulletins
• Social media
• Collecting and sharing good practice
Healthy NHS workforce

Simon Stevens

- Pillar 1 - improved NHS staff health
- Pillar 2 - nationally-specified occupational health service for GPs suffering with stress and burnout
- Pillar 3 - national action to raise the standards of food and nutrition
Pillar 1

• providing the **NHS health check at work** for NHS staff aged 40 or over
• providing **rapid** access to physiotherapy and mental health talking therapies, as well as smoking cessation and weight management services;
• **healthy options** in restaurants, cafes and vending machines on site, and actively promoting healthier options through targeted promotions;
• establishing and promoting a **local physical activity ‘offer’** to staff,
• fully implementing Public Health England’s **Workplace Wellbeing Charter** ([www.wellbeingcharter.org.uk](http://www.wellbeingcharter.org.uk))
• identifying a **Board level director lead** and **senior clinician** to champion this work,
• **training to all line managers** to help them support their staff’s health and wellbeing.
The Leadership Group

• Rotherham CCG
• West Midlands Ambulance Service NHS Foundation Trust
• The Walton Centre NHS Foundation Trust
• The Hurley Group, London
• York Teaching Hospital NHS Foundation Trust
• University Hospital Southampton NHS Foundation Trust
• Nottingham University Hospitals NHS Trust
• Sheffield Teaching Hospitals NHS Foundation Trust
• Bradford District Care NHS Foundation Trust
• Birmingham Children’s Hospital NHS Foundation Trust
• Epsom and St. Helier University Hospitals NHS Trust
• Northumbria Healthcare NHS Trust
Update on each of the projects (1/4)

- Better information on staff experience - staff survey
- Offering NHS Health Checks
- Healthy environment (physical activity and healthier food)
- Rapid access to health support
- Management skills and leadership
- Working with NHS England and other ALBs
- Policy development
- Cross-cutting evaluation
- Programme management
NHS England healthy workplaces

The Forward View made a commitment to ensure the NHS as an employer sets a national example in the support it offers its own staff to stay healthy. On 2 September, Simon Stevens announced further plans to support this commitment, which include a major drive to improve the health and wellbeing of NHS staff. These webpages detail the offer made, and how this work is being taken forward.

The health and wellbeing offer to NHS staff

Working with Dame Carol Black; NHS England, NHS Employers, Public Health England and the Social Partnership Forum along with 12 leading NHS organisations are developing and refining a ‘core offer’ of what NHS organisations should do to promote staff health and wellbeing.

Next steps for NHS England

Find out what the next steps are for NHS England to develop the offer and progress this work with the leadership group.

Establishing what works

There is currently little information about the health and wellbeing of NHS staff, and often insufficient evidence about programmes which work to improve them. The healthy workplaces team aim to establish what works in wellbeing through robust evaluation of the offer.

Key updates

See here for the latest updates from healthy workplaces, including good practice and evaluation.

Workforce supply: Retaining staff - the impact of staff experience

When: 26 / 11 / 2015 10.30am - 26 / 11 / 2015 4pm
NHS Employers role
Line manager training

An important part of our offer is to ensure our line managers are able to support their staff’s health and wellbeing.

We do not propose to be prescriptive about how the leadership group provide this. However, NHS England has offered to fund new line management ‘train the trainer’ training – and to evaluate its impact.

We are identified two options for training in:

- mentally healthy workplace training
- Supportive leadership and management behaviour training

These are excellent training programmes, developed to tackle specific issues. The plan is to develop bespoke training, using the best parts from each.
NHS Employers role  
Board leadership and clinical champion

- For the leadership group we are helping to:

1. finalise core objectives required for the board lead role,
2. support a virtual group of the 12 board leads,
3. discuss opportunities to influence NHS peers,
4. be responsive to ideas from the board leads to develop resources to support this role across the system,
5. agree a similar set of outputs for the clinical leadership role.
A | The way to health and wellbeing

Who's ahead of the curve on wellbeing? Learn from other NHS trusts and find out the latest from our wellbeing network meetings.

www.nhsemployers.org/LeadingTheWay

B | Protecting staff and preventing ill health

For everything you need to begin your journey, including how to make your business case, how to engage your board, and the latest research and evidence base.

www.nhsemployers.org/WayToHWB

C | Sustaining the momentum

Ideas to keep wellbeing relevant and engaging, including how to robustly evaluate wellbeing interventions, using demographics and data, and planning ahead using our events calendar.

www.nhsemployers.org/Momentum

D | Action on absence

For everything you need to keep staff well, make the most of occupational health, implement NICE workplace guidance, work in partnerships, support your line managers, and learn about common reasons for absence.

www.nhsemployers.org/KeepingStaffWell

E | Leading the way

When sickness absence is giving you a headache, use our sickness absence savings calculator and our step-by-step managers' guide.

www.nhsemployers.org/ActionOnAbsence
Key priorities for Quarter 3

- Roadmap to wellbeing animation
- Creating healthy workplaces - Implementing NICE guidance toolkit
- Emotional wellbeing toolkit
- Training support – Supportive leadership and management behaviours
- Network meetings
- Schwartz Rounds
- HSWPG
Health, safety and wellbeing partnership group
Resources for you...

Creating healthy NHS workplaces
A toolkit to support the implementation of the NICE workplace guidance
September 2015

Oxleas NHS Foundation Trust
Improving staff experience

The organisation
Oxleas NHS Foundation Trust is based in outer south east London and provides a range of mental health, learning disability and community health services in the boroughs of Bromley, Bexley and Greenwich. It also provides a range of physical and mental health services to patients in Kent and Medway. Oxleas provides care to about 340,000 people a year and employs around 3400 staff working across 12 sites. Its purpose is to improve lives by providing the best quality health and social care for service users and their carers.

The challenge
As in 2005 the Trust's staff survey showed that Oxleas scored average, but more importantly it was getting worse. The challenge was to increase the scores through improving their staff experience.

Steps to success
It has taken a number of years to achieve the current position and requires ongoing effort to maintain and improve the same. There is no silver bullet to solving high levels of staff engagement. The equality, diversity and human rights agenda is an integral part of the staff engagement agenda and this is Oxleas approach.

Chief Executive and board leadership
The chief executive and the board are focused on staff engagement, accessible to staff and secure staff feedback. Staff issues are an important part of patient issues and directors and senior managers are expected to address staff issues directly and in person where necessary or at either an individual or a collective level. The CEO is the first person new staff meet at the corporate induction of the trust. Members of the board make sure they have at least annually get direct feedback from staff, users and carers.

NHS Employers
EVERYTHING
YOU NEED TO KNOW ABOUT SICKNESS ABSENCE
A simple guide for NHS managers
Take a look....

- Wellbeing animation
- Emotional wellbeing toolkit
- Healthy workplaces toolkit
- Calendar of events
- Sickness absence calculator
- Reducing sickness absence using evidence based strategies
- Health and wellbeing resources library

Any questions?
Contact us

Tweet us @NHS_wellbeing
Join our Linkedin Group
NHS Employers Health and Wellbeing Leads
Follow us on Pinterest
Wellbeing Team

• E-mail us Healthandwellbeing@nhsemployers.org
• Look at our webpages www.nhsemployers.org
Health and Wellbeing programme

Staff Health Needs Assessment
The background

• LCFT H and W programme
• Baseline assessment for PHE Workplace Wellbeing Charter
• Staff engagement to support action planning
• Health and wellbeing perspective, compare with Staff Survey and Cultural Assessment
What we did?

• Constructed Survey Monkey survey (not too long!)
• Lifestyle questions and short version of WEMWBS
• Worked with Communication Team to promote
• Utilised Workplace Champions to promote
• Paper copies at Trust sites
Your health and wellbeing is important to you and us...
Workplace where we are motivated, feel valued and are happy in what we do.

Recognise the contribution that protecting and improving the health of the workforce can make you are our most valuable asset.

Not solely about medical intervention, occupational health or management it is and should be much more.

A quick and simple, anonymous survey to self-assess, identifying priorities and consulting with you.

Appreciate your involvement and comments, take no more than 10 minutes of your time and is completely confidential.
Why do it?

‘Employee level health needs assessment is an invaluable foundation upon which to base a sustainable workplace health programme and it is important for identifying the key issues affecting staff health. A health needs assessment survey provides a systematic way to plan workplace health initiatives, while also giving an opportunity to engage staff and helping to emphasise employer commitment.’

Improving health and work: changing lives
The Government's Response to Dame Carol Black's Review of the health of Britain's working-age population 2008

Indicator 1: Knowledge and perceptions about the importance of work to health and health to work

Indicator 2: Improving the promotion of health and well-being at work

Indicator 3: Reducing the incidence of work-related ill health and injuries and their causes

Indicator 4: Reducing the proportion of people out of work due to ill health

Indicator 5: Improving the self reported health status of the working age population

Indicator 6: Improving access to appropriate and timely health service support

Indicator 7: Improving business productivity and performance
How we evaluated it?

- **If there was one thing in your workplace that you feel would improve your health and well-being, what would that be?**

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<thead>
<tr>
<th>Theme</th>
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<th>% as proportion of the number of comments received (out of 341)</th>
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<tbody>
<tr>
<td>Environmental resources including comments on the physical environment, access to healthy food, outdoor space</td>
<td>141</td>
<td>41.3</td>
</tr>
<tr>
<td>Organisation of work including management of working time and staffing</td>
<td>122</td>
<td>35.8</td>
</tr>
<tr>
<td>Values/Management/Organisation including feeling valued and listened to, management behaviour</td>
<td>110</td>
<td>32.3</td>
</tr>
<tr>
<td>Resources to support well-being including access to exercise and mental well-being</td>
<td>76</td>
<td>22.3</td>
</tr>
<tr>
<td>Increase in pay and/or holidays</td>
<td>11</td>
<td>3.2</td>
</tr>
<tr>
<td>Positive or neutral comments</td>
<td>10</td>
<td>2.9</td>
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</tbody>
</table>

341 participants made comments out of a total sample of 539 giving a comment rate of 62.5%.
539 respondents giving a response rate of 7.7%, gender distribution was similar to that of the organisation. Self-report anonymised survey completed electronically or via paper returns. General health reported as good or fair by the majority but a significant proportion reported musculoskeletal problems, anxiety and stress, concerns with obesity and weight. Self-reported smoking was higher than general population estimates and exercise participation was lower than national estimates. Self-reported mental well-being was consistent with population norms. Interested in participating in physical activity, healthy eating and stress management activities and identified barriers to healthy living as being family and work commitments. Recommendations emerging:

- Promoting access to smoking cessation
- Review provision and promotion of health improvement programmes – physical and mental health
- Ensuring that findings contribute to ongoing work in LCFT in relation to management and values
- Continuing to work towards Achievement level of the Workplace Well-being Charter
Staff Engagement

Supporting Health and Wellbeing
Network Name

Lancashire Care NHS Foundation Trust
Champions

Supporting Health and Wellbeing

Network Name
Top tips to implement...

- Buy in and awareness at all levels
- Support and understanding from Comms Team
- Get out there and engage
- Right language
- Reassurance of confidentiality
- Utilise resources (champions)
What would you do differently?

• More buy in!
• Clearer communication
• Link to other agendas that may be seen to be higher up the list
• Explore different approaches
• Better networking to identify manpower
Joanne Smith
Health and Wellbeing lead
Joanne.smith2@lancashirecare.nhs.uk

Gareth Beck
Workplace Health Improvement Specialist
Gareth.beck@lancashirecare.nhs.uk
Mark Caffrey
Human Resources Manager
(Health and Wellbeing)
Royal Liverpool University Hospitals NHS Trust.

- Approximately 6,200 staff
- 2 main sites, City centre and shared suburban site.
- Representative of the community we serve.
- High levels of illness including cancers, liver disease etc.
- Mortality rates can vary by a decade within areas.
Health and Wellbeing

Established position in 2012 – Recognition of economies of scale.

What we have achieved:

• Strategy – “Creating a Healthy Hospital”
• Workplace Wellbeing Charter - Re-accreditation 2015.
• NHS Confederation Sports Challenge – Gold Award
Getting the Basics Right

Goal for 2015.

Where we Were: - Lots of interventions:
Weekly Physical activity sessions – Pilates, Dancercise, Tai Chi
Many yearly sessions – Staff Therapy Service, Love Your Liver, Skin Cancer Awareness, Self-Care and other training opportunities
Many different providers, many different priorities.
All needed to be on the OLM system
Recording of Activity

- Ensure it was a Weekly requirement (Don’t mention the Podiatrists!!)
- Monthly print outs monthly with chase up
- Involve workforce analyst.
- OLM / ESR issues
- Number of instances of HWB activity expressed as a %
Results

- Print out variance
- Logged over 1500 HWB attendances Jan- July 2015.
- Plotted this against the number you would expect to attend.
- Plotted % sickness absence for each area.
- Was there a variance from sickness target- YES
Results

- Areas who attended a higher proportion of health and wellbeing activity had a tendency to have lower than expected levels of sickness.
- Not wholly clerical heavy areas: Imaging, Palliative Care, Dental etc.
- Also highlighted less engaged areas: Theatres, Health Records, Ophthalmology.
Future Action

• We can now target new health and wellbeing activity to areas where it can do the greatest good.
• Health Trainers initiative December 2015. Will run the pilot in Respiratory
• Individual Departmental Sickness Absence plans to include HWB activity.
NHS Employers Health & Wellbeing Network Meeting 1 December

Weight Management

Lesley Smith-Payne
HNA Questionnaire Analysis

1485 staff completed the questionnaire

- 89% rated their health as good or excellent
- 99% stating good health is important or very important to them
- 87% do not use tobacco or electronic cigarettes
- 49% of those who do (13%) would like to quit
- Health checks are favourable along with; healthy eating sessions, stress workshops, staff exercise groups and weight loss support

- 83% fail to meet recommended exercise guidelines of 30 minutes 5 days per week at moderate intensity
- 56% would like more information: exercise opportunities across north Lancashire, Fylde and Wyre
- 61% would like information on recognising and reducing stress
- 40% would be interested in attending a 12 week weight loss management programme subsidised through the Trust
- Stress workshops, staff exercise classes, salad bar in the canteen, dietary specific option in the canteen, staff shortages and better working relationships with managers were common suggestions providing added value to the questionnaire
Maintaining & improving the health & wellbeing of our staff is fundamental to achieving high quality, safe and compassionate patient care.


Priorities Key Areas

- **Key areas** for improvement are **Weight Management**, improving **Physical Activity** and **Emotional Wellbeing** by improving resilience and reducing work related stress.
- Developed New Stress policy underpinned by HSE management standards and incorporates NHS Employers Emotional Wellbeing toolkit.
- Internal support for Counselling, CBT, Hypnosis.
- Developed self referral pathways to external MH services who provide short term psychological interventions.
- Developed OHS & self referral pathway for weight management.
- Developed in house 12 week course for staff who have a BMI over 25 to support them to lose weight.
Health and Wellbeing

- Working with HRBPs to manage attendance to support staff to return to work

- Exploring Fit for Work Scheme

- Healthier Workforce Taskforce in place

- Recruiting Champions to support embedding of the health & wellbeing agenda – training them to provide brief interventions (RSPH Level 2 – Understanding Health Improvement)
Health and Wellbeing

- National campaigns
- Branding
- Working in partnership with key stakeholders to provide a holistic approach
- Dedicated website information, guidance and signposting
- Health prevention initiatives will be targeted across Trust
- HR policy awareness of practices closely related to the wellbeing agenda
- Develop Managers to support their Teams (New NICE Guidance)
Slimming World

- OHS working in partnership with Slimming World to offer staff a 12 week referral scheme at their local Slimming World group subsidised by Staff Health & Wellbeing Centre (OHS).

- Working with Slimming World to offer an in house group in 2016

- Working with Catering Dept. with Slimming World input to provide SW recipes as “Healthier Options / Dish of the Day”

- Working with Catering Dept. to gain Healthier Catering Award

- Reviewing vending and Trolley service to offer healthier options
love food
love Slimming World

Would you like help to lose weight?

Occupational Health has joined forces with Slimming World to offer staff a 12 week referral scheme at their local Slimming World group. This will cost staff £45 which has been subsidised by Occupational Health.

For further details please contact Occupational Health on 01253 957950 or Occupational.health@bfwh.nhs.uk

Enjoy all your favourite meals
Lose weight without ever going hungry
Receive a truly warm welcome to a world of support...
...on your journey to a happier, healthier, slimmer life!

* More people choose to attend a Slimming World group each week than any other weight loss group.
ABL Health

Referral Pathways

• **Choose to Change** - Level 3 Service
  BMI 35-39.9 with Co-morbidities or BMI 40+
  Health Professional referral only

• **Energise Blackpool** - Level 2 Service
  BMI 25-29.9 with Co-morbidities or BMI 30+
  Self / Health Professional referral
Motivational interviewing

• is described as a process of exploring a person’s motivation to change through interview in order to assist them towards a state of action.

• …it can be understood as an approach which can be adopted for delivering a brief intervention”

Motivational Interviewing


Motivational interviewing (MI) is not a theory. It is a tool to be used in conjunction with other theories.

Motivational interviewing is an approach that aims to engage people’s intrinsic motivation to change their behaviour.

Motivational interviewing is more of an interpersonal style than a distinct ‘technique.’ The approach has a guiding philosophy focused on what triggers change.
The techniques used may include seeking to understand a person’s frame of reference through reflective listening, expressing acceptance, recognising the patient’s degree of readiness to change, eliciting and reinforcing the clients own self motivational statements and affirming the clients freedom of choice and self direction.

It is a semi directive technique that uses questions and support to help people set their own goals and see discrepancies between where they are and where they would like to be and develop strategies to move forward.

MI acknowledges that people both want and don’t want to change.
Cycle of Change

- Pre-contemplation
- Contemplation
- Preparation
- Action
- Maintenance
- Relapse
MI – Key Elements

• Use open questions – what concerns to you have about your drinking?
• Express Empathy through reflective listening
• Note discrepancies between current and desired behaviour
• Avoid Argumentation
• Support self-efficacy
• Complementing the patient rather than denigrating
• Persuade gentle but understand the decision of change is with the individual.
Next Steps

- Working with Blackpool Council to develop MECC with a view to rolling out to all staff @ BBC and BTH
Health & Wellbeing Strategy

Hilary Winch
Head of Workplace Health, Safety & Wellbeing
Strategy

• Work environment where staff can:
  – Reach full potential
  – Deliver excellent patient care
  – Support staff to take responsibility for their own HWB
  – Promoting prevention, intervention & rehabilitation
Programme

Devised through HWB working group

• Year theme
• Monthly newsletter
• Specific events linked to theme
• Taster sessions – mindfulness / sports
• Challenges (active norfolk)
• Regular clubs
2015 – themed programme

A YEAR OF RESILIENCE – 12 steps to wellbeing
A YEAR OF RESILIENCE – 12 steps to wellbeing

- Beware drink and drugs
- Be Kind to yourself
- Help Others
- Exercise regularly
- Take up a new hobby
- Eat Healthily
- Connect with others
- Relax
- Balance
- Sleep
- Have fun, Be creative
- See the bigger picture
- Accepting – It is what it is!
Accepting ‘It is what it is’

• We can’t change some situations – but we can change our response!
• Emotional wellbeing pilot
Emotional health is not about consistently experiencing positive emotions but is linked to people’s ability to understand and manage emotional reactions to things. When people are in a positive emotional state they find it easier to be energised and motivated at work and as such are able to adjust to and deal with setbacks and pressure. In doing so, they help others as well as themselves to get satisfaction out of life. In short, it is about having more good days than bad and being able to recover from the bad days when they happen.
Diary Card

Good Days and Bad Days

Emotional Health isn’t about having a good day every day, it is about having more good than bad and being able to recover from a bad day. In the last two weeks have you had?

More bad days than good?

A balance between good and bad days?

More good days than bad?

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
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<tr>
<td>Date</td>
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<tr>
<td>In work or off work?</td>
<td>In / Off</td>
<td>In / Off</td>
<td>In / Off</td>
<td>In / Off</td>
<td>In / Off</td>
<td>In / Off</td>
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</tr>
<tr>
<td>What colour / type of day?</td>
<td>Yellow Blue Red</td>
<td>Yellow Blue Red</td>
<td>Yellow Blue Red</td>
<td>Yellow Blue Red</td>
<td>Yellow Blue Red</td>
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</table>
• Pack including
  – Instruction sheet
  – Link to Resilience questionnaire
  – Diary card
  – Tips from fact sheet / action plan
  – Where to seek further help
• Targeted 3 areas – range of clinical setting
• Presented to ward teams – 2 week period
• Evaluation ............................
Challenge

- Engagement of staff
- Do people get to know about the events?
- Feedback .......
- Evaluation .........

- Moving towards full staff experience with reports to Exec board!
2016 – Theme Work / Life balance

- Plot some YOU time
- Be realistic
- Take a break
- Have a holiday
- Manage your mind
- Prioritise your time
- Do what you love
- Make a holiday
- Know your peaks & troughs
- Make your workspace work for you
- Make exercise a must do not a should do
Running an effective campaign
Raquel Derevo and Lexie Clark
Agenda

• Planning your campaign
• Linking with national campaigns
• Defining your audience and setting deadlines
• Developing meaningful objectives and key messages
• Partnership engagement
• Utilising your communications team
• Promoting your campaign and using social media
• Evaluation
Planning your campaign

- This should always be the first step
- Planning is essential to ensure your campaign is as effective as possible
- Evaluation of past campaigns is a good starting block and one which can throw up some interesting points, so make sure you look back at what you’ve done before.
Linking with national campaigns

- Movember
- Let’s Turn Obesity Around
- National Obesity Awareness Week
- Dry January
- February is National Heart Month
- Stoptober
- Backcare Awareness Week
- Breast Cancer Awareness Month
Nowadays, there’s a national awareness day for almost everything, so you need to make sure you know your stuff.

Often, national campaigns offer free resources to download or send off for, so this should be your first port of call. Even if there are no resources on offer, these campaigns still provide a national backdrop for you to host your own.

Introducing a new exercise class during national obesity week or running a campaign about reducing your employees’ alcohol consumption during dry January makes sense and helps to get your audience on board.
Calendar of national campaigns 2015

24/11/2014 4.33pm

We have put together this selection of national campaigns and awareness days to help you plan ahead for the coming year.

1 - 31 January, Dry January

The aim of Dry January is to start a new conversation about alcohol and raise awareness about the effects of alcohol. The challenge is to go alcohol free for 31 days. It’s a chance to lose weight, feel better, save money and make a difference. Find out more about running a local campaign.

12 - 18 January, National Obesity Awareness Week

Obesity is a major UK public health problem with 1 in 4 adults considered obese and current trends suggest this could exceed 50 per cent by 2050. National Obesity Awareness Week is about promoting how we as a country can eat healthier, be more active, improve our overall health, and get support if we need it. Find out more by visiting the National Obesity Forum’s website.

1 - 31 March, Ovarian Cancer Awareness Month

Ovarian cancer is a disease that can disrupt the normal function of the ovaries. When women are diagnosed in the early stages of ovarian cancer they have a 90% chance of surviving for more than five years but this reduces to 22% when diagnosed in the later stages. A greater level of awareness of the signs and symptoms of ovarian cancer is key to earlier diagnosis and improving survival rates. For more information visit the Ovarian Cancer website.

16 - 22 March, Brain Awareness Week
Defining your audience helps to give your campaign direction and makes it easier to develop your specific objectives.

Each campaign will have its own audience and it’s important you know who they are and how best to reach them.

How and when to reach your audience can differ depending on their place of work, rota and access to digital resources.

You may have objectives that apply to some of your audience, but not all.

Frequency is important to think about. When will you communicate with your audience and how often?
## Defining your audience and setting deadlines

<table>
<thead>
<tr>
<th>Objective</th>
<th>Audience</th>
<th>Communication channel</th>
<th>When and frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase awareness of flu and the need to have the vaccine</td>
<td>All staff with direct patient care</td>
<td>Computer pop-ups giving details of clinic times</td>
<td>Daily during flu season</td>
</tr>
<tr>
<td>Provide mythbusting information on flu and the vaccination</td>
<td>All staff with direct patient care</td>
<td>Internal email bulletin</td>
<td>Weekly during the flu season</td>
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<td></td>
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<td>Canteen drop-in sessions</td>
<td>Every fortnight during season</td>
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<tr>
<td>Raise awareness that the flu jab doesn’t give flu but protects against the virus</td>
<td>Nurses</td>
<td>Mythbusting via intranet and Twitter</td>
<td>Weekly</td>
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<td></td>
<td></td>
<td>Flu facts leaflets in all clinical areas</td>
<td>Throughout flu season</td>
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<tr>
<td>Promote the vaccine to pregnant mothers</td>
<td>Midwives</td>
<td>Leaflets</td>
<td>Throughout flu season</td>
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<td></td>
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<td>Staff training sessions</td>
<td></td>
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<tr>
<td>Promote accessibility to drop-in or mobile clinics</td>
<td>Paramedics / ambulance staff</td>
<td>Call centre staff to contact ambulance staff via their radios</td>
<td>Whenever clinics are on in their area</td>
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<tr>
<td>Join healthcare colleagues in the fight against flu</td>
<td>Support to clinical staff</td>
<td>Leaflets</td>
<td>Throughout flu season</td>
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<td>Emails</td>
<td>Weekly</td>
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<tr>
<td>Peer vaccinators are available at all hours to administer the jab</td>
<td>Night workers</td>
<td>Direct email</td>
<td>Weekly in flu season</td>
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<tr>
<td></td>
<td></td>
<td>Intranet</td>
<td></td>
</tr>
<tr>
<td>Advertise that they are entitled to a free flu jab</td>
<td>Carers</td>
<td>Via healthcare workers</td>
<td>Whenever carers come into the trust</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Leaflets in clinical areas</td>
<td>Throughout the flu season</td>
</tr>
</tbody>
</table>
Developing meaningful objectives and key messages

• Meaningful objectives are vital for ensuring your campaign has structure and defined goals
• Spend time to make sure your messaging is clear and your audience is taking away the right information
• Objectives don’t need to be complex.
Partnership engagement

• The next step on the journey to a first-class campaign is to get key partners on-board
• Senior management, HR, occupational health and line managers can all be vital links to getting your campaign off the ground
• Team up with colleagues who also have an interest in H&W ie occupational health, HR, flu, find out their plans and join forces
• Put activities under one big staff H&W campaign and plan for the year ahead – develop a brand
• Check there are no conflicting dates
• Get buy in from your board – sell the benefits, joined up approach, may help you acquire a small budget
• Use manages to cascade information
Utilising your communications team

• Comms teams can be particularly useful if they buy-in to your products, but resources can be limited and will vary from trust to trust

• Talk to your comms team, tell them about your plans and find out how they can support you

• They could help with the design of a logo, poster templates, email footers or screensavers.
Promoting your campaign and using social media

• There are a huge variety of ways to promote your campaign:
  • Posters
  • Leaflets
  • Videos
  • Blogs/vlogs
  • Social media
  • Briefings
  • Newsletters/emails
  • Intranet
  • Screensavers
  • Payslips.
Promoting your campaign and using social media

- Promotion that’s eye-catching, thought provoking, amusing or shocking tends to get people talking and helps to spread your campaign, however, this isn’t always appropriate. It can be just as simple as using bright colours and good images.
Developing a brand

- Communicating individual campaigns is much easier if your audience recognises your brand.
- These charities have developed recognisable logos, which appear on every item of promotion that they produce. By developing your own brand for your health and wellbeing strategy, you give your audience context for your campaign.
- By utilising your comms team, you can quickly, easily and cheaply pull together a logo and/or a colour scheme to give your strategy an identity.
- Over time, your audience will get to know your logo and associate it with your previous campaigns.
Evaluation

- Evaluating the success and/or failures of your campaign is important for a number of reasons
- It gives you information and statistics to learn from and to feedback to your board, which can be useful when planning future campaigns
- It helps to justify the cost and can help you with future initiatives