

# The North West Wellbeing Community

**Communications and Engagement Pack**  
(to accompany the Resource Pack and Animation).

May 2023



## What Is Included in This Pack:

1. Purpose of the Wellbeing Community.
2. Strategic alignment of the Wellbeing Community.
3. Links to the Wellbeing Community Resource Pack and Animation.
4. Target audience for the Wellbeing Community.
5. Development opportunities to support Wellbeing Community members.
6. Communication's copy (short and longer version).
7. Appendix  
JPEG images for promotional use.



Colleague health and wellbeing remains a key priority for the NHS as we continue to work in an increasingly challenging and demanding climate. It remains a key focus of a number of our key strategic policies and operational documents.

### 1. Purpose of the Wellbeing Community

Creating healthy working environments is not the responsibility of a certain few, it is everyone's responsibility at every level of an organisation.

The Wellbeing Community has been created to boost the effectiveness of the wide variety of roles that exist across the NHS to support colleague wellbeing.

Some organisations will have a greater variety of these roles than others, and different role titles may be used, but the concept is about creating a network connecting these roles to share themes and insights, and collectively create a positive working environment where colleagues can thrive.

We recognise that some organisations will already be on this journey and for others they will be at the start. We hope these resources will compliment your system and organisation's work programmes and provide a beneficial tool to:



- Encourage everyone to have a voice and reach out to members of their Wellbeing Community when they need support or to raise concerns.
- Use insights from conversations and active listening, so organisations can be pro-active in creating a positive environment that meets the wellbeing needs of its people.

## 2. Strategic alignment of the Wellbeing Community

The Wellbeing Community aligns to the following strategic documents:

- The **NHS People Plan**, through the commitment of looking after our people.
- The **NHS People Promise**, aligned to the themes of ‘we each have a voice that counts’ and ‘we are safe and healthy’.
- The **Growing Occupational Health & Wellbeing (OHWB) Strategy**, realising the value our multi-professional family of OHWB people bring to enabling the wellbeing of our NHS people, which in turn leads to better patient care.

## 3. Links to the Resource Pack and Animation

**About the Resource Pack** – the pack [here](#) identifies the variety of roles that exist across our organisations. It provides details of each role and highlights the positive impact each role can have on colleagues, how they can support one another through the creation of a network, and to inform improvement strategies in a timelier manner.

**About the Animation** - the animation [here](#) is a visual learning tool introducing members of the Wellbeing Community, purpose and actions you should take to create a social movement through building networks to create a more sustainable culture of wellbeing.

## 4. Target Audience for the Wellbeing Community

The resources have been created for all organisations working in health and care.

They can be used by:

- **All Health and Care Colleagues to:**
  - Build an awareness of the wide variety of roles our health and care colleagues can reach out to, to support their own health and wellbeing.
  - Identify the opportunities available to colleagues who would like to become a member of the Wellbeing Community (for example a Wellbeing Champion).

### Members of the Wellbeing Community to:

- Enable all individuals within the roles of the wellbeing community to build awareness of other community member roles and how they can support each other.



- Create a social movement, where all members of the Wellbeing community come together to develop a network which shares a common goal of achieving a positive wellbeing culture.
- Co-create opportunities with organisation/system leads to share themes and insights to inform the development of future strategy/improvements to meet colleague needs.

- **Our System & Organisation Leads to:**

- Introduce your Wellbeing Community through your Wellbeing Guardian, HRD and senior team to gain their support.
- Bring members of your Wellbeing Community together as a network and explore how they want to be supported.
- Co-create opportunities with the network to gain and share insights to inform future interventions/strategy.
- Encourage new members to the variety of roles within the Wellbeing Community.
- System leads to use this example to identify roles/opportunities to develop a wellbeing community across our wider health and care organisations, including primary care, social care, etc.

- **Our Senior Leadership Teams/WB Guardian to:**

- Maximise the variety of roles within your organisation's Wellbeing Community by building into organisational workforce strategies.
- Role model behaviours to create a culture where the health and wellbeing of your workforce is everyone's responsibility, with the Wellbeing Community also acting as role models.

## 5. Existing Development Opportunities for All Members of the Wellbeing Community

Meeting an individual's psychological needs, includes the opportunity for our colleagues to have regular wellbeing conversations/check-ins, a sense of belonging, and to have their voice heard. The Wellbeing Community play their part by providing regular opportunities for staff to have conversations through daily interactions.

We have brought together some existing development opportunities, available for all Wellbeing Community members to enhance, where required, the day-to-day interactions they may have with their colleagues:

### ➤ **Making Every Contact Count (MECC)**

This approach can help maximise the opportunity within everyday colleague interactions to have a very brief discussion on health and wellbeing factors. Each interaction is intended to take a matter of minutes and is not intended to add to the busy workloads of health, care, and our wider workforce staff, rather it is structured to fit into and complement existing engagement approaches. MECC was designed to enable our frontline health and care staff to deliver consistent and concise health





chats during all contacts with patients, clients, and members of the public, however, health chats can be used as a normal part of all our interactions, at home, in the workplace and in the wider community.

### How to sign up for the training

The online training resource consists of 4 modules that in total will take approximately 1 hour 45 mins to complete. It is freely available to access without having to register. To obtain evidence of learning (CPD), sign up is easy and can be done using an NHS or non-NHS email address.

<https://www.e-lfh.org.uk/programmes/making-every-contact-count/>. Once you sign up, e-learning for health will send you a username and a link to set up a password.

### Benefits of the training

- It has a positive impact on staff health and wellbeing, improving retention and reducing sickness absence.
- Increases people's motivation, confidence, skills, and intention to have healthy conversations in work and at home.
- Enables teams of people to see that they have a role in promoting health and wellbeing.
- There is evidence to suggest it has also improved individual's own health behaviours.

#### ➤ **Wellbeing Conversations**

Health and wellbeing conversations are intended to be regular, supportive, coaching-style one to one conversations that focus on the wellbeing of our colleagues, and in turn help to create cultures where people feel heard and valued, and in which diversity is respected. They consider the whole wellbeing of an individual (e.g., physical, mental, emotional, social, financial, lifestyle, safety), so that you can identify areas where the individual may need to be signposted to support. One of the most important skills that you will need to facilitate an effective and supportive wellbeing conversation is listening – empathic and active listening.

Click on the link for more information and resources relating to holding wellbeing conversations with colleagues [NHS England » Wellbeing conversations](#)

#### ➤ **Handling Difficult Situations - Caring For Yourself and Others with Compassion**

This training aims to teach colleagues the skills and techniques to handle difficult situations with compassion, including using appropriate communication techniques and active listening skills, whilst focussing on how to keep yourself safe and seek support if you feel affected by a situation.



The skills learnt in the training are considered transferable and can be used in a wide range of difficult situations, for example where patients may present in a challenging or distressed manner, during instances of uncivil behaviour, or when speaking about difficult topics of conversation. The training also offers insight into models of self-awareness, self-compassion and emotional intelligence, all of which are important in looking after our own wellbeing, as well as that of others - [NHS England » Handling difficult situations with compassion – training programme](#)

#### How to sign up for the training

The online training resource consists of 5 modules and can be accessed for free through the Health Education E-Learning for Healthcare website - [HEE elfh Hub \(e-lfh.org.uk\)](#). Click on the sign in button at the top right of the webpage to sign into the modules.

#### ➤ **Zero Suicide Alliance Training**

Through training you will gain the skills and confidence to help someone who may be considering suicide, covering how to spot suicide warning signs, how to have a conversation with someone you're worried about, and where to signpost to for further support.

#### How to sign up for the training

This training takes approximately 20 minutes to complete, and you will get a certificate when you have completed the training. Click on the following link to access – [20-minute suicide awareness training \(zerosuicidealliance.com\)](#)

## 6. Communications Copy

### Shorter Copy

#### **The Wellbeing Community – Resource Pack and Animation**

A wide variety of roles exist within secondary care organisations to support colleague wellbeing, but they do not always come together as one group meaning they have less opportunity to influence strategy as one voice.

The Wellbeing Community is designed to boost the effectiveness of these roles by creating a network connecting them, to share themes and insights and collectively create a working environment where colleagues can thrive.

The resource pack, accompanying animation, and communications pack [here](#) provide more details and set out key activities to help create a wellbeing community in your organisation.

The Wellbeing Community resources have been created for all organisations working in health and care.



## The Wellbeing Community – Resource Pack and Animation

Colleague health and wellbeing remains a key priority for the NHS as we continue to work in an increasingly challenging and demanding climate, and as such is a key focus of a number of our strategic policies and operational documents.

There is clear evidence that creating cultures of kindness and compassion leads to higher levels of wellbeing for everyone, so actively listening and understanding the challenges and frustrations our colleagues may be facing, empathising, and supporting each other is something we can all do, and members of the Wellbeing Community are there as our role models.

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The Wellbeing Community Resource Pack [here](#) identifies the variety of roles that exist across our organisations. It provides details of each role and highlights the positive impact each role can have on colleagues, and how each role can support one another through the creation of a network and to inform improvement strategies in a timelier manner.

The Wellbeing Community Animation [here](#) is a visual learning tool introducing members of the Wellbeing Community, its purpose, and actions you should take to create a social movement, building networks to create a more sustainable culture of wellbeing.

The communications and engagement pack [here](#) provides more detailed information, communication resources, and access to development opportunities for Wellbeing Community members.

The Wellbeing Community resources have been created for all organisations working in health and care.



## 7. Appendix

### JPEG images to Use in Your Communications Channels







**We would like to thank our Northwest System and Organisation colleagues who have shared their knowledge and experiences to support the co-design of the NW Wellbeing Community.**

**Created by the North West People Experience and Engagement Team**  
**Any comments or feedback please contact Jude Hever- [j.hever@nhs.net](mailto:j.hever@nhs.net)**

