



NHS Health & Wellbeing

Supporting our NHS People
england.nhs.uk/people

NHS England and NHS Improvement



Campaign Toolkit includes:

- Campaign Overview
- Key messages
- Suggested copy
- Suggested social media copy and resources
- Posters
- Animations and graphics
- Brochure
- Plan On A Page

Overview

COVID-19 has presented challenges and obstacles that we've never experienced before. Looking after the health and wellbeing of our NHS people is vital, to allow them to continue to be able to help their patients, colleagues and loved ones. We've developed a range of options to support staff health and wellbeing, with evidence-based approaches supporting our NHS people. The comprehensive health and wellbeing offer for all NHS staff can be accessed via england.nhs.uk/people

The offer has been accessed over 700,000 times by people from all across the NHS and has something to suit everyone, including:

- [Support now](#) – access to helplines, a text line and various wellbeing apps.
- [Support offers](#) – access wellbeing support such as counselling, coaching, virtual common rooms as well as support with bereavement, substance misuse, gambling and financial wellbeing.
- [Support for all leaders](#) – access coaching, mentoring and leadership support circles.
- [Support for exec leaders](#) – access to 1:1 psychological support, mentoring, chief executive common rooms and stories from other leaders.

We want all our NHS people to know that if they are struggling, or simply want to better manage their health and wellbeing, support is available to help. The complete offering is available via england.nhs.uk/people

Key Messages

- All NHS colleagues can access our [staff health and wellbeing programme](#).
- The HWB support offer has moved to: england.nhs.uk/people
- The health and wellbeing offer has been accessed over 700,000 times by our NHS people and includes:
 - [Support now](#) – access to helplines, a text line and various wellbeing apps.
 - [Support offers](#) – access wellbeing support such as counselling, coaching, virtual common rooms as well as support with bereavement, substance misuse, gambling and financial wellbeing.
 - [Support for all leaders](#) – access coaching, mentoring and leadership support circles.
 - [Support for exec leaders](#) – access 1:1 psychological support, mentoring, chief executive common rooms and stories from other leaders.

Suggested copy & social media assets

Bulletins

All content where appropriate should be accompanied by an image, graphic or animation – these are provided in the resources pack.

Medium length

COVID-19 has presented challenges and obstacles that we've never experienced before. Looking after your health and wellbeing is vital, and means that you will continue to be able to help your colleagues and loved ones. There are a range of options to support your health and wellbeing, with evidence-based approaches supporting our NHS people. The comprehensive health and wellbeing offer for all NHS staff can be accessed via england.nhs.uk/people

The offer has been accessed over 700,000 times by people from all across the NHS. The health and wellbeing offer has something to suit everyone including:

- [Support now](#) – access to helplines, a text line and various wellbeing apps.
- [Support offers](#) – access wellbeing support such as counselling, coaching, virtual common rooms as well as support with bereavement, substance misuse, gambling and financial wellbeing.
- [Support for all leaders](#) – access coaching, mentoring and leadership support circles.
- [Support for exec leaders](#) – access 1:1 psychological support, mentoring, chief executive common rooms and stories from other leaders.

If you're struggling, or simply want to better manage your health and wellbeing, support is available to help, in a way that's comfortable for you. Please share with colleagues and encourage them to seek help as and when they need it too. Head to england.nhs.uk/people.

Short length

Colleagues across NHS are working hard, day in, day out and we have released a wide range of support to help you manage your health and wellbeing and encourage all staff to access support if and when you need it. The health and wellbeing offer has something to suit everyone:

- [Support now](#) – access to helplines, a text line and various wellbeing apps.

- [Support offers](#) – access wellbeing support such as counselling, coaching, virtual common rooms as well as support with bereavement, substance misuse, gambling and financial wellbeing.
- [Support for all leaders](#) – access coaching, mentoring and leadership support circles.
- [Support for exec leaders](#) – access 1:1 psychological support, mentoring, chief executive common rooms and stories from other leaders.

The full range of support available can be accessed at our new website england.nhs.uk/people

Brief length

Colleagues across the NHS are working hard, day in, day out, and we want all staff to know support is available if and when you need it. With confidential emotional support, free access to wellbeing apps, and a range of other health and wellbeing offerings, there is something for everyone: england.nhs.uk/people

Social media content

All content where appropriate should be accompanied by an image, or animation – these are provided in the resources pack.

Free, easy to access health and wellbeing support is here for all of #OurNHSPeople. You can call, text or access free resources and wellbeing apps at england.nhs.uk/people

We want to support #OurNHSPeople colleagues who may be facing new challenges, so as well as your local support, we provide:

 Helplines and text support

 Free access to wellbeing apps

 Guides to help you support colleagues

 england.nhs.uk/people

- Free, easy to access health and wellbeing support is here for all of #OurNHSPeople. You can call, text or access free resources and wellbeing apps at england.nhs.uk/people.
- We know #OurNHSPeople are doing an incredible job during these difficult times, it is so important that you look after ourselves too. You can access

health and wellbeing support to help you and your colleagues.
england.nhs.uk/people.

- Our support is here to help all #OurNHSPeople manage your own health and wellbeing, while looking after others. england.nhs.uk/people.
- Our range of evidence-based support is here for all of #OurNHSPeople - look after your health and wellbeing because you're important too. There's helplines, apps, virtual staffrooms, personalised coaching and more at england.nhs.uk/people.
- We're helping our colleagues take care of themselves and each other with our range of support, plus free access to wellbeing apps for #OurNHSPeople. Head to england.nhs.uk/people to find out more.

Animation

An animation has been produced to promote the health and wellbeing offer, this can be accessed or embedded in tweets and other content from: [#OurNHSPeople - Health and Wellbeing](https://twitter.com/OurNHSPeople)

