

Our NHS People Wellbeing Support Go Faster Campaign
Mental Health Awareness Week 2020 18th – 24th May

This is for you

Narrative

The NHS People Directorate Health and Wellbeing team's response to the outbreak of coronavirus is designed to protect and preserve the mental and physical safety, individual and collective psychological resilience, leadership and decision-making capacity of our NHS people.

Why? So people can go home well and feel safe, supported and able to meet the demands of both their personal and professional lives.

We want to make sure that our NHS people get the support they need consistently from their employers, and that our teams and people managers feel prepared and can provide active support to each other.

The People Directorate have worked in partnership with leading experts to ensure a timely, quality and risk assessed approach, that is driven by the need to support our staff to keep well both during and beyond the current emergency.

The first suite of support launched in April, with new, free services, dedicated solely to NHS colleagues;

- A listening line operated by Samaritans **0300 131 7000 7am-11pm, 7 days a week**
- Support by **texting frontline to 85258** operated by Shout
- A dedicated NHS **bereavement support line 0300 303 4434** operated by Hospice UK
- The new **people.nhs.uk** portal
- **Free apps** from Sleepio, Unmind and Headspace
- The **SilverCloud online course** to manage anxiety and depression
- A number of other bite size support guides from how to deal with bereavement to talking to children about covid-19 and support for leaders, all at people.nhs.uk

In line with feedback, the Our NHS People Health and Wellbeing benefits have extended and the new suite will launch this May, during Mental Health Awareness Week 2020. It includes;

New Our NHS People Health and Wellbeing Initiatives

- **Hub of Hope** – Uses your geographical location mapping to bring up all the options of mental health support available locally

- **Stay Alive** - This is a suicide prevention app that you can use personally if you are feeling suicidal, or you can use it if you identify that someone you know is feeling suicidal. It can offer support and also direct you to crisis if needed and you can tailor your own account to best manage your wellbeing. It is currently being offered through the People site in both the help and bereavement sections. The app has been designed by a charity called Grassroots, who aim to prevent suicide through open and direct conversations. The app (which is free for anyone to use) is considered an easily accessible suicide prevention resource – it includes useful information on how to help colleagues stay safe and can be used either by individuals who are having thoughts of suicide, or you can use it if you are concerned about someone else.

- **NHS Bereavement & Trauma Line for Filipino Staff 0300 3031115** 8am – 8pm, 7 days a week, NHS colleagues can contact a team of fully qualified and trained professionals, all of whom are Tagalog speakers for Filipino Staff. This assistance is available from anywhere in the country and is provided by Hospice UK. Tagalog speaking specialist counsellors and support workers are available to support NHS Filipino staff who have experienced a bereavement, whose wellbeing has been affected by witnessing traumatic deaths as part of their work or to discuss any other anxiety or emotional issues they are experiencing as a result of the Corona virus epidemic.

- **Daily Virtual Common Rooms** - The staff common room is an opportunity for our NHS people to come together virtually and to support each other during this difficult time. The staff common rooms are a safe and supportive environment through which colleagues can continue to stay mentally well. They are open to anyone working in the NHS.

- **One to One Support** We've partnered with Project5 to offer FREE 1-2-1 support sessions for our NHS people. Project5 can link you to coaches and mental health practitioners that have the skills to assist you whenever you feel that life or work is getting too hard. You can choose the type of help you need when you need it (prevention is as good as a cure).

- **Bright Sky Domestic Abuse Support** Bright Sky is a free to download mobile app, launched in a partnership between Thames Valley Partnership, Hestia and the Vodafone Foundation. It provides support and information to anyone who may be experiencing domestic abuse, or is concerned about someone they know. Bright Sky offers the online, nation-wide directory of specialist domestic abuse services and a unique risk assessment that can support a user to better understand their situation. The app offers information about issues around domestic abuse such as online safety, stalking and harassment, and sexual consent. We know that the population levels of DV are rising sadly through lockdown and given the pressure our NHS people are under, that they are also going to be at risk.

- **Suicide or death in service** – there is now a new guide online and materials to support colleagues.

The Campaign – This is for you

Research from both the mental health and people teams indicate that for a number of reasons, a percentage of people haven't accessed support. We will talk directly to each of these groups to show them that their reservations or reluctance to seek help are recognised and encourage them with the hook of mental health awareness week to make this week the week they make a move.

Concept




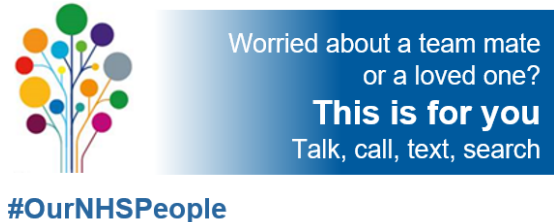
This week is for you - the people who don't like to ask and those who have never asked before, the people who are too busy, the people who don't know what to say, the people who think it's only for when things are serious, the people who think what's on their mind is too serious, the people who don't think it's confidential, the people who think their problem isn't worth it, the people who don't believe help will really help them, the people who think the help is for everyone else not them...






Objectives

- **Encourage as many people as possible to use mental health awareness week as the driver to pick up the phone, text or have a conversation**
- **Embed preventative help seeking as the norm**
- **To provide some words and context to make talking about some difficult topics including death, suicide and domestic advice the norm**
- **Challenge stigma associated with seeking help and the coping culture of the NHS and show people that there is strength and reward in asking for help sooner rather than later**

This includes;

- Narrative for bulletins and key messages for each of the new services, one partner post per day for the duration of the week
- Information to be cascaded to any NHS colleague
- Details on how to access the many services
- Social media assets for use in Trust Facebook and WhatsApp channels.
- Health and Wellbeing tree graphic for any associated materials e.g. drop in sessions their own collateral
- As a complement to these comms through trusts, these will be promoted to the People Directorate and Health and Wellbeing Community on Twitter using the #OurNHSPeople and the mental health awareness week #.
- **The universal simple call to action e.g. talk, text, call or search online must be used in the body text of any social media posts**

DATE	PARTNER	GRAPHIC	CTA
Monday	Samaritans	<p>Wellbeing support for our NHS people NHS</p>  <p>#OurNHSPeople</p>	<p>There are people waiting to listen to you, now, in confidence, about anything that's on your mind this #MentalHealthAwarenessWeek To talk, Call 0300 131 7000 Text 'frontline' to 85258 Search people.nhs.uk</p>
Tuesday	Project 5	<p>Wellbeing support for our NHS people NHS</p>  <p>#OurNHSPeople</p>	<p>10 thousand reasons not to get in touch? There are now 10 thousand free 121 mental wellbeing support hours for #OurNHSPeople from @WeAreProject5 https://bit.ly/3dKbrGp Talk now, Call 0300 131 7000, Text frontline to 85258, Search people.nhs.uk</p>
Wednesday	Stay Alive + other apps	<p>Wellbeing support for our NHS people NHS</p>  <p>#OurNHSPeople</p>	<p>Thoughts of giving up or self-harm? You're not alone. Get trusted confidential help now. Talk to your team or ours. Call 0300 131 7000, Text frontline to 85258, Search people.nhs.uk or download the new, free, StayAlive app</p>
Thursday	Common Rooms	<p>Wellbeing support for our NHS people NHS</p>  <p>#OurNHSPeople</p>	<p>You can now meet other professionals in a safe and guided space for health and wellbeing support and to share your experiences. Talk daily https://bit.ly/2AwvHwT Call 0300 131 7000, Text 'frontline' to 85258, Search people.nhs.uk</p>

		<p>Wellbeing support for our NHS people NHS</p>  <p>Need to share with someone in confidence? This is for you Talk, call, text, search</p> <p>#OurNHSPeople</p>	
Friday	Bright Sky + other apps	<p>Wellbeing support for our NHS people NHS</p>  <p>Serious or important problem on your mind? This is for you Talk, call, text, search</p> <p>#OurNHSPeople</p> <p>Wellbeing support for our NHS people NHS</p>  <p>NHS colleague? This is for you Talk, call, text, search</p> <p>#OurNHSPeople</p>	<p>Strained relationships on or off duty? Home life becoming difficult? Don't go it alone</p> <p>This</p> <p>#MentalHealthAwarenessWeek</p> <p>Get effective, confidential help now. Talk now, Call 0300 131 7000, Text frontline to 85258, Search people.nhs.uk or download the BrightSky app.</p>
Saturday	Hub of Hope	<p>Wellbeing support for our NHS people NHS</p>  <p>Wondering if there's support as unique as you are? This is for you Talk, call, text, search</p> <p>#OurNHSPeople</p>	<p>Want to find self-care that's right for you? Find out what type of support is available in your local area this</p> <p>#MentalHealthAwarenessWeek</p> <p>with Hub of Hope. Talk now, Call 0300 131 7000, Text frontline to 85258, Search people.nhs.uk</p>
Sunday	Bereavement and Trauma	<p>Wellbeing support for our NHS people NHS</p>  <p>Need to share with someone in confidence? This is for you Talk, call, text, search</p> <p>#OurNHSPeople</p>	<p>We know bereavement and loss can be a struggle, but you don't have to go it alone. Call in confidence 0300 303 4434, 7am-11pm, 7 days a week. Text 'frontline' to 85258 or search people.nhs.uk</p>

		<div>Wellbeing support for our NHS people</div> <div></div> <div></div> <div><div>Don't know who to tell or what to say?</div><div>This is for you Talk, call, text, search</div></div> <div>#OurNHSPeople</div>	<div>#MentalHealthAwarenessWeek</div> <div>#OurNHSPeople</div>
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Wellbeing support
for our NHS people





Always something
more important to do?

This is for you
Talk, call, text, search

#OurNHSPeople