



# Employee wellbeing

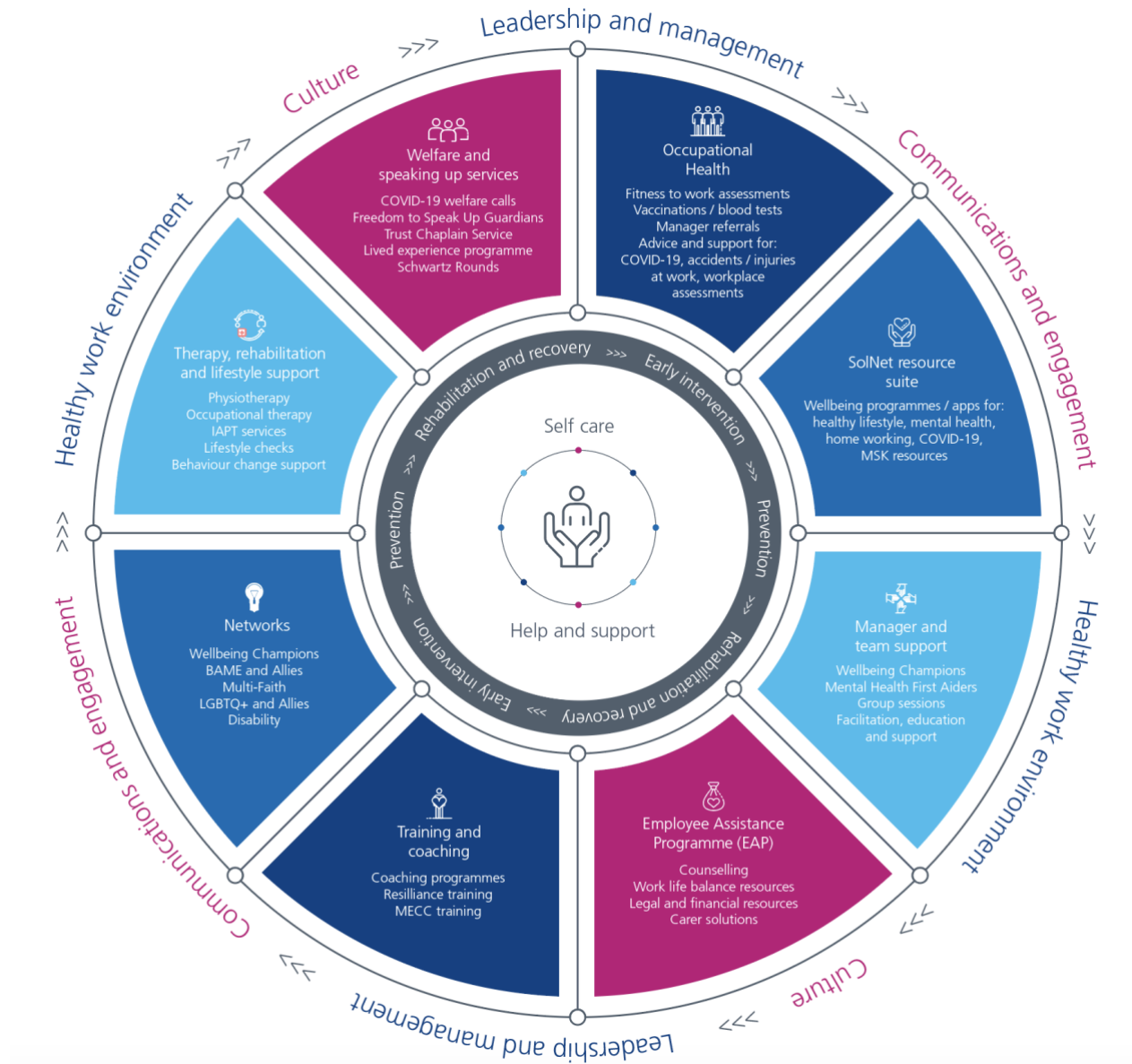
Communications and engagement plan 2021

# Aim

To communicate the importance of keeping healthy and well during difficult times, and putting the wellbeing of staff at the forefront of COVID-19 communications response.

# Objectives

- Identify key topics and trends through Occupational Health and Wellbeing data and key feedback groups to drive communications.
- Using a range of media, ensure information, resources and services are easily accessible across Trust.
- Use the EAST framework to help raise awareness of wellbeing across the Trust.
  - Easy: simple messaging that is easy to access across our channels.
  - Attractive: Use of a variety of visually appealing, informative communications to attract maximum impact.
  - Social: Engage resource groups and managers to help spread the word and influence on a local basis within services.
  - Timely: Communicate information in a timely manner based on trends.
- Consistently review data to help inform next steps / areas to give more focus.
- Aid, encourage and promote connection through communications and wellbeing channels.



# Stay well. Stay connected.



## Connection

Employee wellbeing Zooms and Managers Zooms  
Fitness and yoga sessions  
iCare app  
Colleague driven content on Team Solent



## Data

Consistent monitoring of feedback and wellbeing data to drive communication topics and support



## National campaigns

Regularly tapping into national awareness days and weeks to create topical content and drive conversation and engagement around wellbeing.



## Accessibility

Online wellbeing hub via SolNet to ensure easy access, regularly sharing direct links via Team Solent, using digital noticeboards and premise managers to engage with harder to reach groups.



## Digital comms

Regular posts on social media and Team Solent  
Regular updates in Managers' Matters, Staff News and COVID-19 weekly update  
Use of SolNet and external website



## Promotion

Stay well. Stay connected - New branding  
Regular engaging visuals and online media  
Adhoc printed media  
Lifestyle blogs and new wellness podcast series



## Engagement

Wellbeing Champions and MHFAs  
H&WB Wellbeing Lead and H&WB Group,  
FTSU guardians  
Resource groups



## Leadership

Lead by example  
Share communications within their services  
Provide guidance and support



# Communications plan

| Launch date                          | Plans  | Status |
|--------------------------------------|--|--------|
| <b>Market research</b>               |  |        |
| On-going                             | <ul style="list-style-type: none"> <li>• Work with wellbeing team and FTSU guardians to review current trends and topics for wellbeing.               <ul style="list-style-type: none"> <li>○ Some themes include: Anxiety around childcare and home schooling, re-deployments, home working.</li> </ul> </li> </ul>  |        |
| <b>Employee Zooms</b>                |  |        |
| On-going                             | <ul style="list-style-type: none"> <li>• <b>Comms lead:</b> Ellen Anderson</li> <li>• <b>Wellbeing lead:</b> Sian Kilmister and Pamela Dicko</li> <li>• Work with wellbeing team to identify topics, trends and times people would like for wellbeing Zooms.</li> <li>• Work with wellbeing team to set up fitness and yoga Employee Zooms.</li> <li>• Organise more wellbeing Zooms with colleagues from outside the wellbeing team e.g. Mindfulness with Tom Richardson, Self-compassion with Hazel AndersonTurner etc.</li> </ul>   |        |
| <b>Psychological thoughts series</b> |  |        |
| On-going                             | <ul style="list-style-type: none"> <li>• <b>Comms lead:</b> Ellen Anderson</li> <li>• A series of thought provoking wellness messaging on Team Solent Facebook group to help remind people of the positive aspects in their lives. Ideas include:               <ul style="list-style-type: none"> <li>○ Weekly wellness challenges and let us know in the comments when you have completed it and how you felt after. Challenges could include:                   <ul style="list-style-type: none"> <li>▪ Complete a 5 minute meditation</li> <li>▪ Complete a 5 minute breathing exercise</li> <li>▪ Share a positive story or thought</li> </ul> </li> <li>○ Share your winter walks. Launch on a Thursday or Friday and ask people to share picture and location of their winter walks over the weekend to inspire others and share ideas on local walks</li> <li>○ Positive questions a couple of times a week e.g. what are you grateful for today? who has made a positive impact on your life this week? what's one nice thing you could do for somebody in your life today?</li> <li>○ Tag a colleague who has made you smile this week</li> </ul> </li> </ul> |        |

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|  | <ul style="list-style-type: none"> <li>○ Sharing your recommendations e.g. recommend a book, podcast, recipe, song, film or series</li> <li>○ Positive morning mantras</li> </ul>   |             |
| <b>Design / digital content series</b>                 |   |             |
| On-going   | <ul style="list-style-type: none"> <li>● Based on current topics and trends within Solent, our ideas for new content include: <ul style="list-style-type: none"> <li>○ Going home checklist to promote looking after yourself at home (print as bookmarks)</li> <li>○ Anxiety to do list via Instagram reels and shared on internal channels.</li> <li>○ Graphic on mental wellbeing while staying at home e.g. stay connected with family and friends – video calls, texts / talk about your worries, look after physical health e.g. 10 min walk a day at least, take a break from the news, revisit old hobbies eg. reading / painting / puzzles, take time to relax and improve sleep. <a href="https://www.nhs.uk/oneyou/everymind-matters/coronavirus-covid-19-staying-at-home-tips/">https://www.nhs.uk/oneyou/everymind-matters/coronavirus-covid-19-staying-at-home-tips/</a></li> <li>○ Positive re deployment blog</li> </ul> </li> </ul>  |             |
| <b>Messaging in comms channels</b>                     |   |             |
| On-going   | <ul style="list-style-type: none"> <li>● On-going wellbeing communications to support current trends, topics and resources in COVID-19 update, Staff News, Managers Matters, social media and SolNet.</li> </ul>  |             |
| <b>Team Solent health and wellbeing package launch</b> |   |             |
| 11 January   | <ul style="list-style-type: none"> <li>● <b>Comms lead:</b> Bex Tarrant</li> <li>● <b>Wellbeing lead:</b> Michaela Tarrant and Claire Tromans</li> <li>● Delivered by the Occupational Health and Wellbeing team, the Trust will launch its extensive package of health and wellbeing services and resources for Solent employees. The launch will include: <ul style="list-style-type: none"> <li>○ A brand new SolNet suite to aid and guide people to finding the right services / resources for them.</li> <li>○ A launch trailer advertising the new wellbeing package.</li> <li>○ Launch messaging across all internal comms channels including; Staff News, Managers' Matters, SolNet (news), Team Solent NHS, COVID-19 update.</li> <li>○ An easy to locate route to access the package via to SolNet suite by adding it to homepage.</li> <li>○ Launch messaging to FTSU guardians, resource groups, execs and ops directors to help cascade messaging across the Trust.</li> <li>○ A Managers Zoom to launch and explain the offers included within the package.</li> <li>○ A6/A5 printables to cascade across the Trust and in staff copies of the latest edition of Shine. The printables will include information on the wheel and the 5 ways to wellbeing.</li> </ul> </li> </ul> | In progress |

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|  | <ul style="list-style-type: none"> <li>○ A copy of the film will be shared at inductions going forward.</li> </ul>  |             |
| <b>Branding</b>                        |   |             |
| 18 January                             | <ul style="list-style-type: none"> <li>● <b>Comms lead:</b> Beth Clark</li> <li>● Introduce 'Stay well. Stay connected' branding for all things comms and wellbeing and create templates for the wellbeing team e.g. presentation for Zooms.</li> </ul>   | In progress |
| <b>Blue Monday - Hygge competition</b> |   |             |
| 18 January                             | <ul style="list-style-type: none"> <li>● <b>Comms lead:</b> Catherine Morrow</li> <li>● To celebrate our exploration of the benefits of Hygge – the Danish concept of cosiness – on our mental health and wellbeing at this time of year, we are launching our Hygge competition on Blue Monday.</li> <li>● The competition involves inviting children across three age categories to draw or paint what cosiness means to them this winter. The drawing might feature things from outdoors (during their daily exercise time), or even things from around the home – all we ask that it is in colour.</li> <li>● To submit their drawings, parents will need to email communications@solent.nhs.uk with the heading 'Hygge competition' and the age category: 0-3, 4-7 or 8-12. The email will need to also include the child's name, age and your contact details.</li> <li>● The deadline is 5pm on Sunday 31 January.</li> <li>● There will also be exciting prizes for the winner and runner up in each category.</li> </ul> | In progress |
| <b>Words of wellness campaign</b>      |   |             |
| 25 January                             | <ul style="list-style-type: none"> <li>● <b>Comms lead:</b> Bex Tarrant and Beth Clark</li> <li>● <b>Wellbeing lead:</b> Hetty Thomson</li> <li>● Now, more than ever, it is important that we do everything we can to support one another and empower people to spend time doing things that support their own and one another's wellbeing.</li> <li>● Words of wellness is a campaign created for Solent employees and delivered by Solent employees to help boost morale during these uncertain times and upkeep our sense of community within Solent.</li> <li>● Delivered via team Solent week by week, we will be asking colleagues to share their 'words of wellness' using whichever media they feel relates personally to them. This could be via their own written words, an image or by sharing their own selfie-film.</li> </ul>  | In progress |

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|   | <ul style="list-style-type: none"> <li>• Some 'words of wellness' messages will be taken from the Wellbeing Champions / MHFA's profiles to aid connectivity and promotion within their roles.</li> <li>• For external purposes, we plan to create a podcast to fit in with our first ever series Solent Sessions. As part of the podcast we will identify people who would like to 'call in' during the podcast and share their words of wellness. These guests could be anyone from solent employees to members of the communities we serve.</li> </ul>   |             |
| <b>Time to talk day</b>                         |  |             |
| 4 February                                      | <ul style="list-style-type: none"> <li>• <b>Comms lead:</b> Beth Clark</li> <li>• <b>Wellbeing lead:</b> Claire Tromans</li> <li>• Plans TBC with Claire</li> <li>• Explore Zero Suicide Alliance 5 minute training and how we can link to MHFAs on Time to Talk Day.</li> <li>• Zoom resources from Time to Change.</li> <li>• A lived experience blog will be shared on our website and social media channels</li> </ul>   | In progress |
| <b>Valentines day campaign - #LoveYourSmile</b> |  |             |
| 14 February                                     | <ul style="list-style-type: none"> <li>• <b>Comms lead:</b> Bex Tarrant</li> <li>• <b>Comms lead:</b> Hetty Thomson</li> <li>• #LoveYourSmile is a self-love / self-compassion campaign launching on Valentines Day across our digital channels.</li> <li>• By encouraging people to notice and share the little things they do that make themselves smile throughout the day, the concept behind this campaign is to empower people to think and speak compassionately about themselves, whilst inspiring others to do so themselves.</li> <li>• This could be as simple as sharing the things they've learnt to love about themselves, the positive affirmations they share with themselves each morning or the small things they do to put themselves at the forefront of their own to do lists each day.</li> <li>• As well as a thought provoking film with special guests from our community, community partners and small local businesses, the campaign will include messaging across our social media channels promoting self-confidence, a blog and the introduction of our new wellbeing podcast series Solent Sessions.</li> <li>• From guests like the Saints Foundation, All Call Signs, other community partners and small local businesses, the film will help to promote important message of self-love and compassion this valentines day. The film will include shots of: <ul style="list-style-type: none"> <li>○ Each guest sharing their self-love messages</li> </ul> </li> </ul> | In progress |

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|  | <ul style="list-style-type: none"> <li>○ Shots of their smiles</li> <li>○ Shots of a written message on their hand saying #LoveYourSmile</li> <li>● <b>Ideas for podcast:</b> <ul style="list-style-type: none"> <li>○ Include a montage of audio clips from film at the end of the podcast.</li> </ul> </li> </ul>  |                    |
| <b>Launch of Solent Sessions, our new podcast series</b> |  |                    |
| <b>14 February</b>                                       | <ul style="list-style-type: none"> <li>● <b>Comms lead:</b> Bex Tarrant and Emily Munns</li> <li>● To coincide with our valentines day campaign, #LoveYourSmile, we will be launching our first ever podcast series, Solent Sessions.</li> <li>● Each session will follow a specific theme, but the overarching concept for these podcasts is to educate people both in and outside of Solent using a variety of content - this could be a stories and experiences from our staff, lifestyle and wellbeing information sessions to improve health, open discussions for a specific themed month or week (aka awareness days), stories from community projects, discussions with partner organisations/other health organisations and more - each subject will relate to Solent in some way.</li> <li>● Series one session plan is as follows: <ol style="list-style-type: none"> <li>1. Fri 5 Feb - Intro trailer with hosts</li> <li>2. Fri 12 Feb - #LoveYourSmile with guest Hazel Anderson Turner</li> <li>3. Fri 19 Feb - Staying connected with guest TBC</li> <li>4. Fri 26 Feb - Words of wellness with Dr Joe, someone from our community and 1 external guest – guests TBC</li> <li>5. Fri 5 Mar - Goals (Name TBC) with guest Pamela Dicko</li> <li>6. Fri 12 Mar - A path to better health with guest Hetty Thomson</li> </ol> </li> </ul> | <b>In progress</b> |
| <b>Nutrition and Hydration Week</b>                      |  |                    |
| <b>15 – 21 March</b>                                     | <ul style="list-style-type: none"> <li>● <b>Comms lead:</b> Emily Munns</li> <li>● <b>Wellbeing lead:</b> Hetty Thomson</li> <li>● Plans to promote a different theme each day of the week: <ul style="list-style-type: none"> <li>○ Emily to find out whether all staff received trust bottle and idea surrounding bottle and drinking reminders in different locations. Use some of the resources on the Nutrition and Hydration website for ideas/re-shaping.</li> <li>○ <b>Obesity and functional ability, ageing and Immune system, and COVID e.g. alcohol (Deb)</b></li> </ul> </li> </ul>   |                    |



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|                         | <ul style="list-style-type: none"> <li>○ <b>Nutrition and mental health - possible opportunity to promote MHFAs (Pamela)</b></li> <li>○ <b>Hydration key messages and barriers vs negative consequences (Hetty):</b> Explore community nurse opportunity for case study</li> <li>○ <b>Nutrition, obesity and weight loss (Pamela and Hetty):</b> Promotion of new screening tool and behaviour change support</li> <li>● Methods of delivery ideas: <ul style="list-style-type: none"> <li>○ videos/animations</li> <li>○ community staff case study regarding hydration and toilet facilities</li> <li>○ quote cards</li> </ul> </li> </ul> |  |
| <b>World Health Day</b> |  |  |
| 7 April                 | <ul style="list-style-type: none"> <li>● <b>Comms lead:</b> Ellen Anderson</li> <li>● <b>Wellbeing lead:</b> Sian Kilmister</li> <li>● Link day to lifestyle and health checks, as well as screening tools for Cancer awareness.</li> <li>● Plans TBC</li> </ul>   |  |