



**South Western  
Ambulance Service**  
NHS Foundation Trust



# Revising Health and Wellbeing Strategies to Improve Workplace Culture



South Western Ambulance Service  
(NHS) Foundation Trust  
Vikki Matthews, Interim Executive  
Director of People and Lauren Dunn,  
Head of Wellbeing

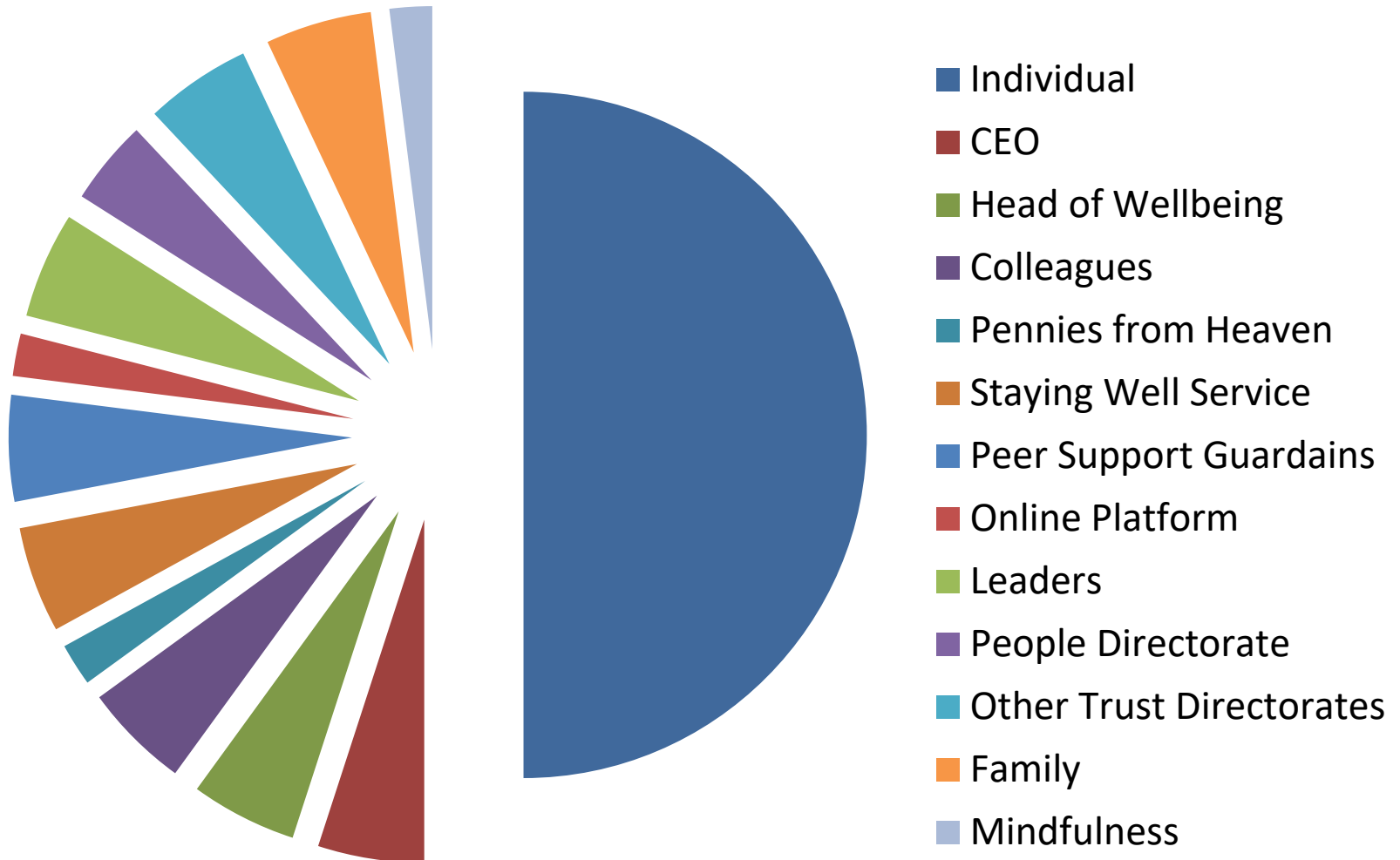


# WELLBEING

Who is responsible for this?

## SWASfT Wellbeing

It is our belief that wellbeing is the responsibility of us all; us as individuals but as colleagues and as an organisation.



**'A Word from Will'**

# SWASfT Wellbeing Journey

- Staying Well Service started in 2015
- A confidential service for staff providing mental and physical health support and signposting
- Promotion = increase in demand on the service mixed with more awareness of mental health issues nationally
- 2/3<sup>rd</sup> referrals into the service were for mental health related concerns
- 2019/20 a desire to move from a reactive, signposting service to a innovative proactive service to empower our people with their wellbeing
- Invest in Yourself; Happy, Healthy and Fit was create for health promotion
- Pennies from Heaven charitable funds now donated to SWS
- The Kindness Awards
- Exploration of alternative therapies
- Then the pandemic hit... creating new ways of working and change needed to happen

# SWASfT Wellbeing Journey cont...

- Our new CEO, Will Warrender and Vikki Matthews, Interim Executive Director of People joined the Trust
- Responding to the pandemic, the needs of our people and their families
- Increase in moral injury and social issues, the impact of the pandemic being the 'straw that broke the camels back' for many of our people's wellbeing
- Wellbeing response to the pandemic risk assessment completed to ensure wellbeing was integrated in each function in the trust; welfare gifts, self help guides, national webinars, menopause café, feel good Friday bulletin, staff wellbeing and engagement group.
- Psychological Wellbeing Pack – self help, mindfulness, sleep guidance
- SWS team growing, appointing 2 x outreach support workers and 2 x wellbeing supporters
- SWS incorporating support for social, emotional and financial issues
- Employee Assistance Programme provider changed and a new Health and Wellbeing app and portal was introduced to our people and families
- The People Strategy – Wellbeing being at the core of organisational vision and strategic goals
- Head of Wellbeing appointed
- Linking with local public, private, voluntary and charitable organisations for a better wellbeing provision

**The Staying Well Service has received 5575 referrals for wellbeing support to date**

# Reactive vs Preventative

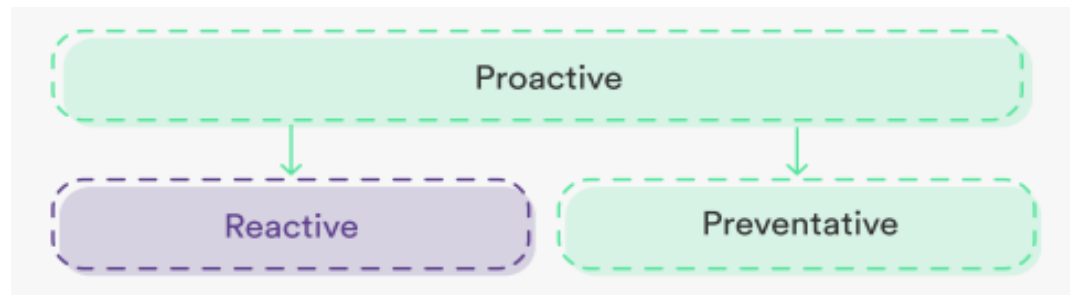
Being a Emergency Service Organisation we are reactive in nature, but when it comes to the wellbeing of our people we take a different approach.

**A sole focus on reactive** = feeding into negative stigma around mental health, resulting in poor uptake and engagement of initiatives.

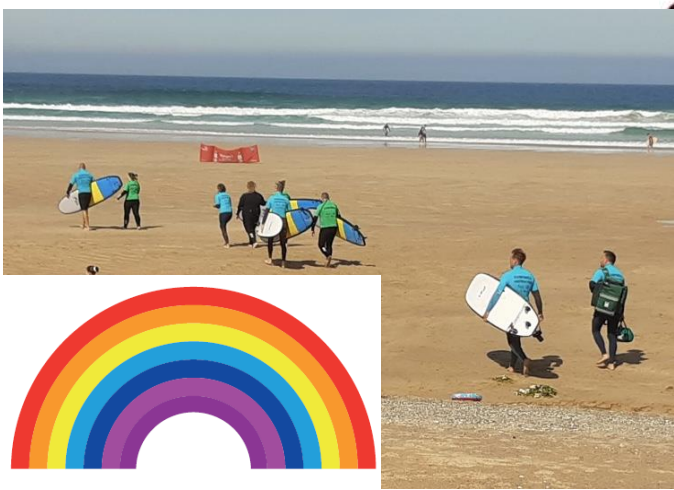
**Prevention is better than cure**, so how do we engage our people to understand, nurture and celebrate their wellbeing?

It isn't about providing our people with prevention **or** reaction; its about providing our people with the **right care at the right time**.

Providing opportunities to improve awareness, education and prevention on health related issues is the journey we are currently on to provide a more inclusive, needs led and individualised wellbeing provision for our people.



<b>tone</b> Using aspirational and engaging messaging	<b>MEASUREMENT</b> Empower employees to measure and manage their wellbeing
<b>VARIETY</b> Cater to a diverse range of needs and preferences	<b>CREDIBILITY</b> Ensuring initiatives are designed by experts in their respective fields
<b>ACCESSIBILITY</b> Ensure that employees have access to services anytime, anywhere	<b>SIGNPOSTING</b> Direct employees to reactive support when necessary
<b>VISIBILITY</b> Combine a top down and bottom up approach to commination	<b>DATA</b> Use data and insights to influence support and interventions



Kindness Award



How are you feeling today?

Start

Stacey Colwill  
Me too! Thank you soo much, so very kind xx

1 h Like Reply

Emma Jane Trebilcock  
And me! Hate being off too! Cheered me up too! Thank you 😊 xx



# Virtual staff 'Common Rooms' - staff health and wellbeing support

#OurNHSPeople  
**Wellbeing support**

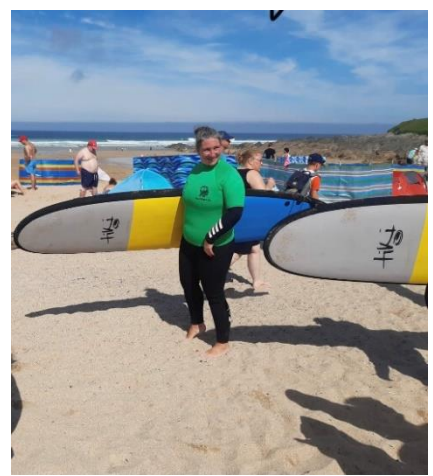
for all our NHS people, we are here for you whenever you need us

24/7 text support  
Text 'nhs' to 85258

Free access to mental health and wellbeing apps  
Unwind, Headspace, Sleepio and Daylight for all NHS staff

people.nhs.uk  
Helping you manage your own health and wellbeing whilst looking after others

Call 0300 131 7000  
7am - 11pm seven days a week emotional support and onward signposting to specialist financial advice, bereavement care and coaching





104,117

101,792

96,262

99,510

91,806

100,161

43,694

35,396

" We have a long way  
to go " sighed the boy.

" Yes but look how far  
we have come " said the  
horse.



Charlie Mackay

# What does this all mean...

We have integrated health and wellbeing to be at the core of all we do as an organisation; we look after those who choose to look after others. We strive to give our employees the opportunity to thrive by having:

- Compassionate leaders; aware and educated around complex wellbeing subjects
- Proactive mechanisms for support to compliment necessary reactive support
- An embedded learning culture
- An inclusive and educational organisation
- Inspiring creativity and working in partnership
- A empowered workforce to invest in their own wellbeing
- Streamlined organisational policies promoting integration between teams
- A strategy that reflects the needs of our people
- A organisation dedicated to the personal recovery of our people from the pandemic