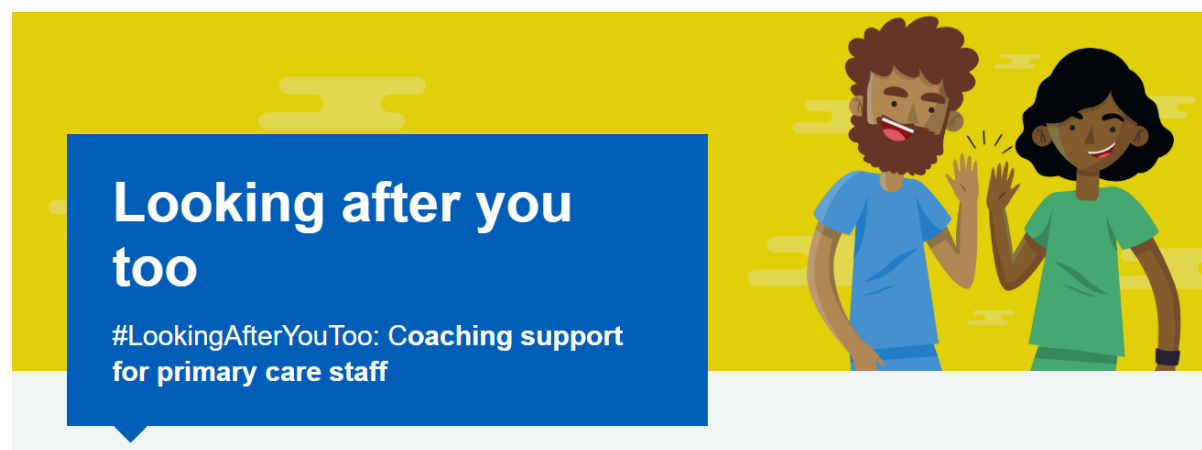


Looking after you too

Communications briefing pack for colleagues



This document will provide colleagues in comms and engagement roles who support the NHS primary care workforce an overview of the [#LookingAfterYouToo coaching support for primary care staff](#), including marketing materials that can be used to help promote the offer across appropriate channels.



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Overview

www.people.nhs.uk/lookingafteryoutoo

We recognise that our frontline primary care colleagues involved in the delivery of primary care services, both clinical and non-clinical, are facing unprecedented challenges through COVID-19. We are keen to ensure all staff delivering frontline primary care services feel supported to maintain their psychological wellbeing during this time, enabling them to maintain the delivery of frontline primary care.

#LookingAfterYouToo is an individual coaching support offer for primary care staff. Recognising that frontline staff are facing many challenges, a support programme was launched on 24 April 2020.

It's an easy to access, individually tailored coaching support service for the frontline primary care workforce, proactively supporting people through COVID-19. It's a space for staff to offload the demands of whatever they are experiencing and be supported in developing practical strategies for dealing with this.

Available 7 days a week, 8:00am – 10:00pm Monday to Friday and 10:00am – 6:00pm Saturday and Sunday.

Coaching sessions will continue throughout the COVID-19 pandemic until at least March 2021.

Key messages

The offer will support the psychological wellbeing and resilience among staff so that they can continue to deliver high quality care to patients, helping them to:

- process experiences
- develop coping skills
- deal with difficult conversations
- develop strategies for self-management in difficult circumstances.

Communication objectives

- To promote the offer to primary care staff, to reach as many colleagues as possible and signpost to the landing page to sign up.
- Ensure messages are clear and concise, promoting the benefits of the bespoke offer and key features.
- Utilise new opportunities to address and reach less represented roles and groups (more below).

Key dates to note

There are a range of upcoming key awareness days and weeks to note when promoting the offer.

- World Pharmacists Day – 25 September 2020
- National Work Life Week – 1 – 5 October 2020
- National Mentoring Day – 27 October 2020
- National Stress Awareness Day – 6 November 2020
- International Dentist's Day – 9 February 2021

Under-represented roles and groups

We can see a trend in under-represented roles and groups which we would like to try and reach. These are included below.

Groups include: North West / North East & Yorkshire regions, ethnic groups other than White British, Males, 25-34 & 18-24 age groups

Roles include: Paramedic, Nursing Associate, Physiotherapist, Therapist, Community Pharmacist, HR staff

Bulletin copy (adapt as needed)

Free virtual coaching available for all primary care staff

NHS England and NHS Improvement recognise that staff in primary care roles are currently facing many challenges, which is why they're supporting the frontline workforce with an individual coaching offer called #LookingAfterYouToo.

Available 7 days a week, staff can book a slot with experienced coaches at a date and time that suits them.

One GP who benefitted hugely from the coaching said: "This session made a huge difference to me and I am very grateful... I was thinking of quitting after the pandemic. This session was a huge relief and felt like magic. It helped change my perspective. It felt like a weight was lifted."

The offer provides staff in clinical and non-clinical roles across primary care the opportunity to process their experiences, develop coping skills, deal with difficult conversations and develop strategies for self-management in challenging circumstances.

By developing the skills and knowledge to look after themselves and stay well, they can go on to deliver high quality care and support in their communities.

Find out more at www.people.nhs.uk/lookingafteryoutoo

Social media posts (adapt as needed)

You could also mention or tag our Primary Care social media accounts:

Twitter: @PrimaryCareNHS

LinkedIn: @ We are primary care

- The #LookingAfterYouToo individual coaching support service is for all #NHS staff working in #dentistry #optometry #communitypharmacy and #generalpractice. Available 7 days a week by phone or video: www.people.nhs.uk/lookingafteryoutoo
- You're doing a great job looking after others, but don't forget about #LookingAfterYouToo. Individual coaching support by highly skilled coaches for all #NHS #primarycare staff working in #dentistry #optometry #communitypharmacy and #generalpractice. Available 7 days a week by phone or video: www.people.nhs.uk/lookingafteryoutoo
- We know the many challenges #primarycare workers are facing every day looking after others. #LookingAfterYouToo individual coaching support is for all primary care staff in clinical and non-clinical roles. Available 7 days a week by phone or video: www.people.nhs.uk/lookingafteryoutoo

Social media images

These images can go alongside social media posts.



Looking after you too
#LookingAfterYouToo - Coaching
support for primary care staff



'The coach listened incredibly well, she asked some really great questions that helped me in a way I wasn't expecting. I was actually really moved by the session and so grateful for the support.'

Receptionist

people.nhs.uk/lookingafteryoutoo



Looking after you too
#LookingAfterYouToo - Coaching
support for primary care staff



'I didn't think that I needed it, only when we started I realised how much I was supressing, I'll be delighted to continue, it really made me feel lighter in my mind.'

Practice Pharmacist

people.nhs.uk/lookingafteryoutoo



Looking after you too
#LookingAfterYouToo - Coaching
support for primary care staff



'This session made a huge difference to me and I am very grateful....I was thinking of quitting after the pandemic. The session was a huge relief and felt like magic. It helped change my perspective. It felt like a weight was lifted.'

Salaried GP

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Looking after you too
#LookingAfterYouToo - Coaching
support for primary care staff



**'Very timely. Really useful sounding board
to help navigate a whirlwind of competing
demands... Provided space to get clarity
of thought whilst otherwise feeling
foggy headed.'**

Practice Pharmacist

people.nhs.uk/lookingafteryoutoo



Looking after you too
#LookingAfterYouToo - Coaching
support for primary care staff



**'I couldn't have asked for someone more
caring and understanding, to hold my
hand and guide me from the storm that
had become my world.'**

Nurse Associate

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Looking after you too
#LookingAfterYouToo - Coaching
support for primary care staff



**'These sessions have been
extremely useful to help me
manage difficult emotions.'**

Paramedic

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Looking after you too
#LookingAfterYouToo - Coaching
support for primary care staff



'This is a really crucial service and I am recommending it to my colleagues. My coach was fantastic at pulling out solutions and ideas from me and it was a welcome half hour escape from work.'

Social Prescribing Link Worker

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Looking after you too
#LookingAfterYouToo - Coaching
support for primary care staff



'I feel a lot more positive after this session and I am actually looking forward to the next one. I feel I was given techniques to help manage my anxiety and accept how I feel right now.'

Practice Nurse

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Email banner

If you can, please save and add this banner to your email footer and link to the webpage. You could also send it on to NHS colleagues to use (*you may need to resize*).

Looking after you too
#LookingAfterYouToo
Coaching support for primary care staff



people.nhs.uk/lookingafteryoutoo

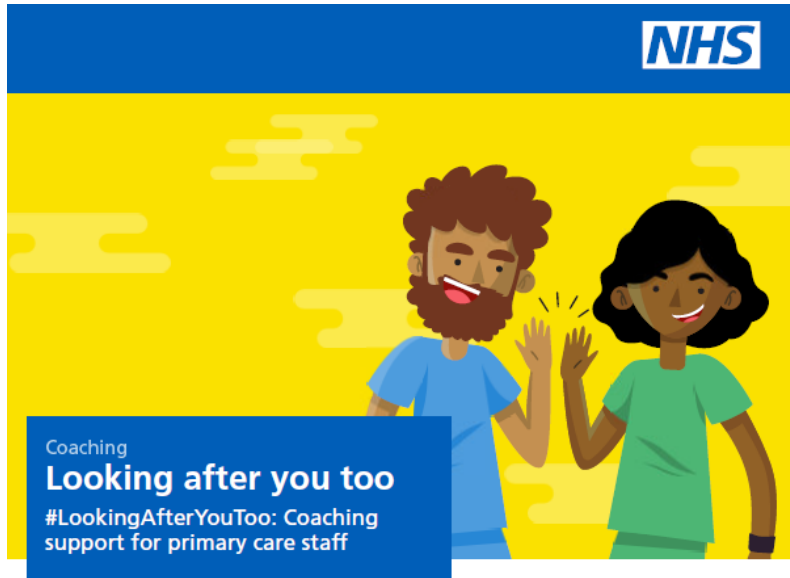


Case studies (coming soon)

We're currently working on a number of case studies which we will host on the main webpage. These can be signposted to once available.

Poster

This poster [can be downloaded](#) by services and displayed in their primary care settings. Please share this poster with primary care staff so they can help to promote the offer to their colleagues. <https://people.nhs.uk/download/2949/>



Coaching
Looking after you too
#LookingAfterYouToo: Coaching support for primary care staff

Are you facing challenges in your work right now?

Would it be helpful for you to talk to someone who can help you process the experiences you are facing, develop coping skills and importantly, develop practical strategies to manage the situation, so you can carry on with your work and your life?

Individual coaching support with highly trained, experienced coaches is now available to frontline primary care staff by video link or telephone.

We recognise that it's not just clinicians who are facing challenges right now.

- If you are working within general practice, community pharmacy, dentistry, optometry or any other primary care service
- If you are employed by the NHS, or contracted to deliver work on behalf of the NHS

Then this offer is for you.

Coaching support is provided independent of your employer and your employer will not be informed that you are accessing coaching support unless you choose to tell them.

Book your session at a time to suit you.
Sessions are available 7 days a week, either by video or telephone.

people.nhs.uk/lookingafteryoutoo