

Communications toolkit

NHS
England

Looking after
YOU

Free and confidential coaching for primary care

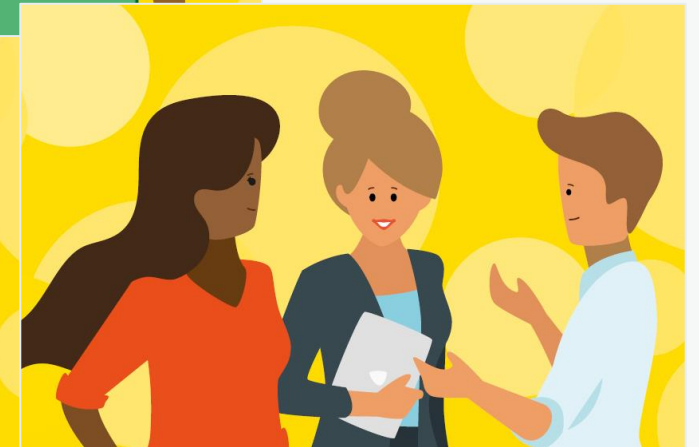
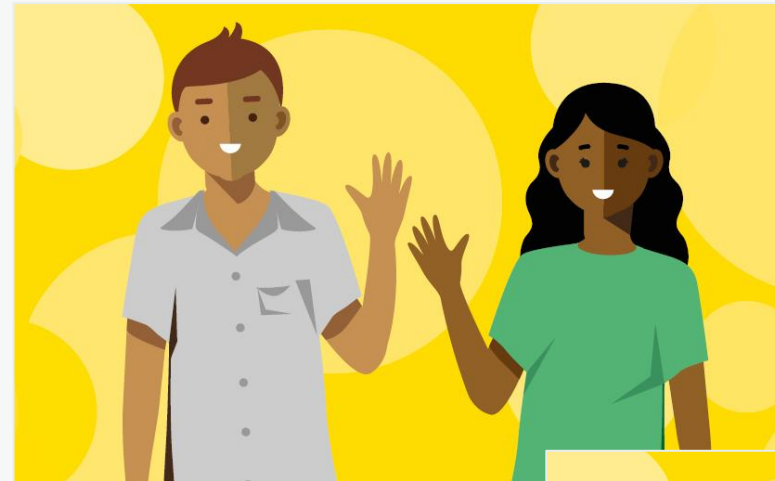
Toolkit link

Download all our
promotional resources:

<https://bit.ly/LAYcomms>

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About the programme



What is Looking After You?

[The Looking After You programme](#) was developed in April 2020, in recognition that frontline primary care colleagues involved in the delivery of primary care services were facing many challenges – and continue to do so. **It is currently funded up to March 2024.**

- This coaching support is available to all clinical and non-clinical primary care staff, either employed by the NHS or contracted to deliver work on behalf of the NHS.
- The programme comprises of three core offers: Looking After You Too, Looking After Your Team and Looking After Your Career.
- Sessions are delivered virtually, preferably via a video platform, but telephone appointments are also available.



Why is the programme important?

- Supporting the primary care workforce is critical to the ongoing delivery of frontline services. The last few years have led to increased pressures as staff have been required to adapt to an unprecedented level of change in service delivery models.
- As primary care moves forward to a period of restoration and recovery, capacity to build and nurture compassionate, collaborative, inclusive and effective relationships and teams and support career conversations has never been more important.
- Development of a culture in which staff health and wellbeing is honoured, will improve the resilience of the workforce, and create a place where staff wish to come, stay, and thrive, improving recruitment and retention.
- There continues to be growing evidence on the current pressures of working in primary care and the future anticipated effects on staff resilience and wellbeing post pandemic.

What are the benefits?

Statistical analysis conducted by the Institute of Employment Studies showed that following Looking After You coaching:

- wellbeing levels improved
- individual and team resilience improved
- healthy team working perceptions increased
- the difference in burnout levels between pre and post-coaching was significant
- all of the above decreases intention to leave primary care roles.



Who are the coaches?

Our coaches are highly skilled and experienced. They will listen, ask questions and support users to develop practical strategies to cope with their situation and stay well.

Reflective sessions are scheduled to ensure that coaches obtain the necessary support and governance to deliver the service successfully and any feedback is captured and acted upon.



The coaching services



Coaching about you and your wellbeing

www.england.nhs.uk/looking-after-you-too

This coaching focuses on the user's wellbeing, where they can talk about things like:

- the pressures and challenges they are facing
- how they are thinking and feeling
- coping with the demands of their role.

The coaching is designed to support you to develop practical strategies to cope with your situation and stay well. The first session will last up to 45 minutes.

Peer wellbeing sessions are also available. These sessions will bring together 6-8 people alongside a trained coach to discuss and plan how to improve and maintain wellbeing. Users will participate in four one-hour virtual group sessions in a safe and supportive space.



Coaching about you and your team

www.england.nhs.uk/looking-after-your-team

This coaching is for those who lead, manage, or organise a team or group in primary care to talk about things like:

- how a team is working together
- developing ways to improve team relationships
- developing a more compassionate and collaborative culture.

The coaching is orientated towards supporting users to develop practical strategies and make small improvements that enable healthy team working. The first session will last up to 60 minutes.

A **virtual away day** can also be booked for the manager/leader and up to seven members of their team. A coach will work with the manager/leader beforehand to design the away day session to suit their objectives and to ensure the session focuses on their team needs. Sessions are available in two or four-hour slots.



Coaching about you and your career

www.england.nhs.uk/looking-after-your-career

This service is an opportunity for users to focus on themselves and their career. They can use this coaching to talk about things like:

- planning their career progression
- their options and making choices
- career decisions.

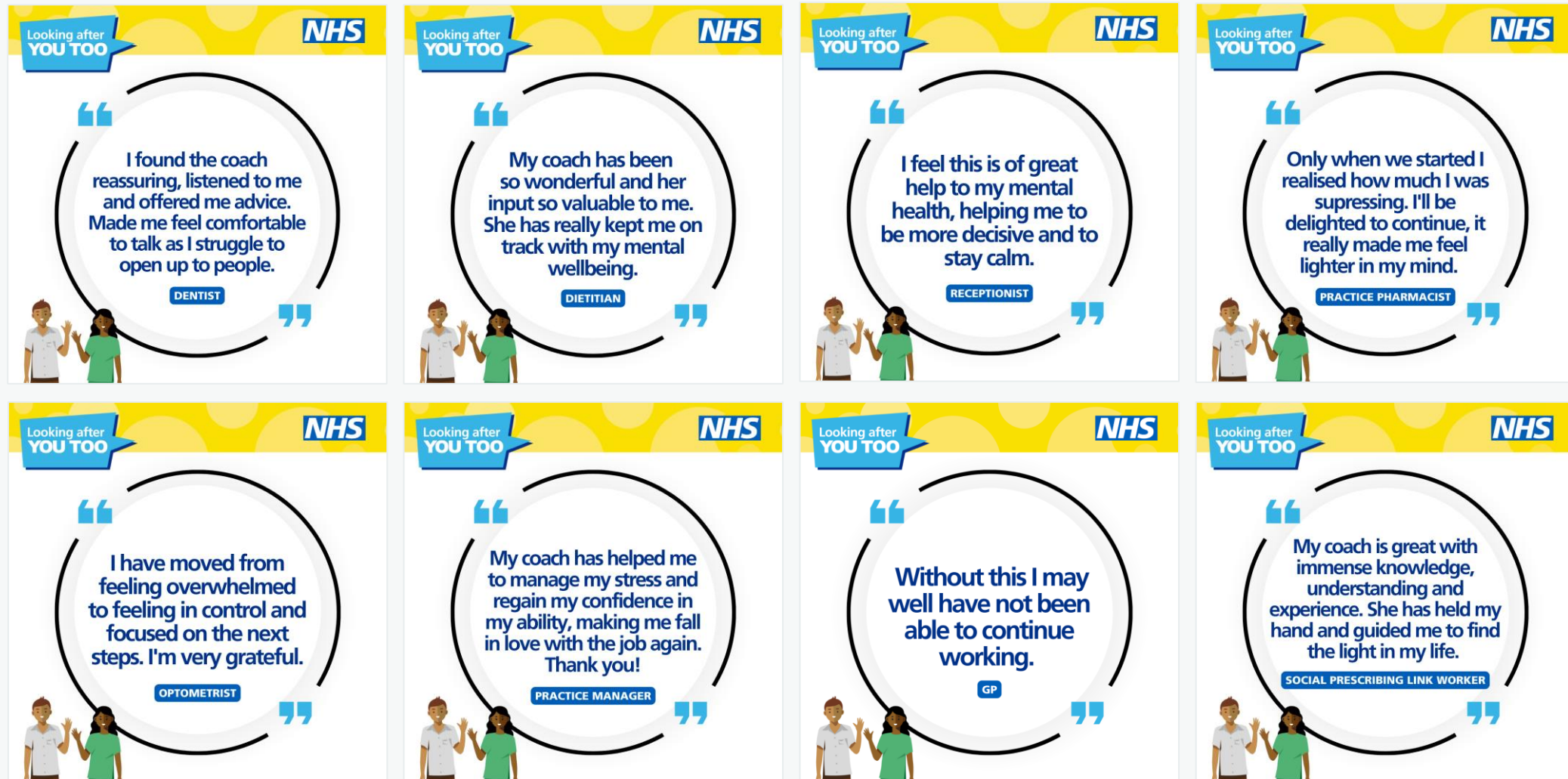
The coaching is designed to support users take practical steps, take more control over their career direction and proactively advance it. The first session will last up to 45 minutes.

Social media

Please use our range of social media assets across your channels. There are quote cards from each offer and real-life photography to choose from.

There is social media copy provided that can be used alongside. Please feel free to adapt copy.

Social media: Quote cards – Looking After You Too



Social media: Quote cards – Looking After Your Team

Looking after YOUR TEAM

NHS

“
The coaching sessions have really supported me and allowed me to be honest with myself and workplace. It's definitely made a difference. They are saving me.
”

PRACTICE MANAGER



Looking after YOUR TEAM

NHS

“
My coach helped me to get to the nub of the issue and deepen my understanding of it. I felt a profound shift in my experience and approach to the question at hand.
”

PARTNER



Looking after YOUR TEAM

NHS

“
My coach really listened and guided me appropriately. She is a brilliant coach and incredibly insightful. Really enjoy our sessions.
”

PRACTICE PHARMACIST



Looking after YOUR TEAM

NHS

“
My coach is very good! He helped me a lot and taught me useful tips in managing myself and my team.
”

PRACTICE NURSE



Looking after YOUR TEAM

NHS

“
My coach was great and she gave me some awesome ideas. I look forward to catching up with her soon.
”

COMMUNITY PHARMACIST



Looking after YOUR TEAM

NHS

“
It feels really good to have someone looking in, seeing things a little different, giving an alternative perspective.
”

SOCIAL PRESCRIBING LINK WORKER



Looking after YOUR TEAM

NHS

“
Fantastic session with a fantastic coach. I was able to speak at length and ease with some pressing issues regarding my current working situation and felt safe and supported to do so.
”

MANAGER




Looking after YOUR TEAM

NHS

“
Brilliant session that helped bring focus to the current situation and has set the scene for us to forge forwards with the changes that we need.
”

OPTOMETRIST




Social media: Quote cards – Looking After Your Career

Looking after YOUR CAREER **NHS**

“
The session was way more impactful than I had imagined it would be. Left me with hope by the end and lots of options on the table.
”

ADMIN



Looking after YOUR CAREER **NHS**

“
My coach is fantastic, very relatable. I look forward to speaking with my coach and feel I have known her for years.
”

HR MANAGER



Looking after YOUR CAREER **NHS**

“
I felt refreshed and as though a load had been taken off. The coach immediately connected with where I was, I felt understood and capable.
”

MANAGER



Looking after YOUR CAREER **NHS**

“
Helped me prioritise some space to think about my job and what I want from it and how I can move forward. Very thought provoking and useful.
”

PRACTICE PHARMACIST



Looking after YOUR CAREER **NHS**

“
I felt very comfortable in the session, establishing a rapport of trust with my coach which enabled me to be open about my feelings.
”

ADVANCED NURSE PRACTITIONER



Looking after YOUR CAREER **NHS**

“
I signed up for the session to in order to organise my thoughts about my career and my coach helped me with just that.
”

PRACTICE MANAGER



Looking after YOUR CAREER **NHS**

“
My coach helped me to re-connect with parts of myself not seen for a while and to gently challenge long held behaviours. I cannot thank them enough.
”

GP



Looking after YOUR CAREER **NHS**

“
I feel that I have much more direction and motivation after my session.
”

CARE CO-ORDINATOR



Real photography social media



Looking after **YOU** **NHS**

Coaching is an umbrella
in the rain



Looking after **YOU** **NHS**

Coaching is a
helping hand



Looking after **YOU** **NHS**

Coaching is a
chance to reflect



Looking after **YOU** **NHS**

Coaching
provides the tools
to find your **strength**



NHS

Looking after **YOU TOO**

Free and confidential coaching



NHS

Looking after **YOUR TEAM**

Free and confidential coaching



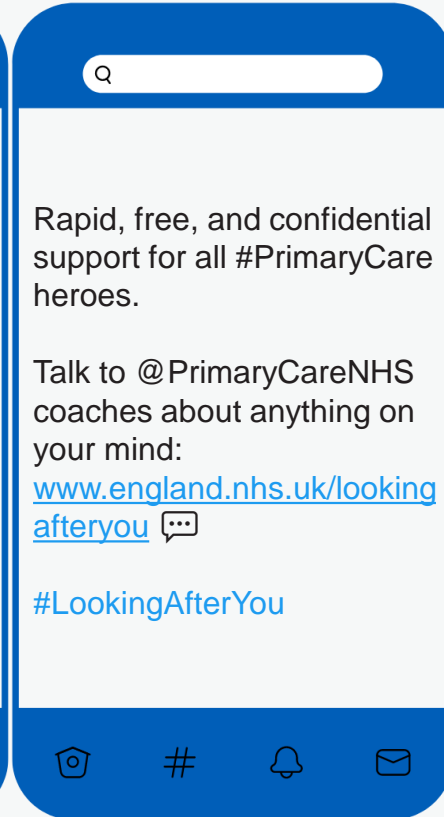
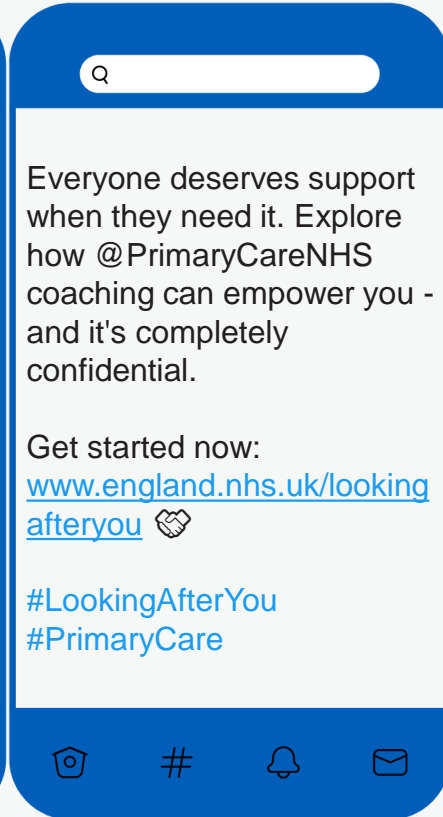
NHS

Looking after **YOUR CAREER**

Free and confidential coaching

Examples social media posts

Please adapt as required. Our profile is @PrimaryCareNHS and hashtag is #LookingAfterYou



Videos

Videos of coaches



We have several videos from coaches on the service that can be used across website and social media platforms.

If using on social media, we have included SRT (subtitle) files which can be uploaded alongside for accessibility.

Copy for newsletters and emails

Newsletter/bulletin copy

Looking After You – free, confidential coaching in primary care

Do you feel like you need someone to talk to? You're not alone. The NHS England Looking After You coaching service has supported thousands of primary care staff across general practice, pharmacy, dentistry, and optometry roles.

A team of expert coaches provide individual coaching sessions designed to boost your individual wellbeing. You can also tap into a peer wellbeing service to connect with colleagues who are on similar journeys.

Leaders and managers can discuss individual coaching or bring up to seven team members together for a virtual team away day.

Coaches can also support careers conversations, helping users to take charge of their career direction.

All coaching is confidential and free. As you continue to look after others, remember to look after yourself. Book a session at www.england.nhs.uk/lookingafteryou.

Direct email

Subject line: Confidential coaching available for everyone in NHS primary care

Looking After You – confidential coaching and support from NHS England

Your dedication to patient care often means putting your own wellbeing on the back burner. NHS England has a range of free confidential coaching offers designed with primary care teams in mind.

Individual or group coaching can support you in many ways:

Looking After You Too

- Individual coaching sessions with experienced coaches.
- Confidential discussions on any aspect of your wellbeing.
- Access to a peer wellbeing service, connecting you with supportive colleagues.

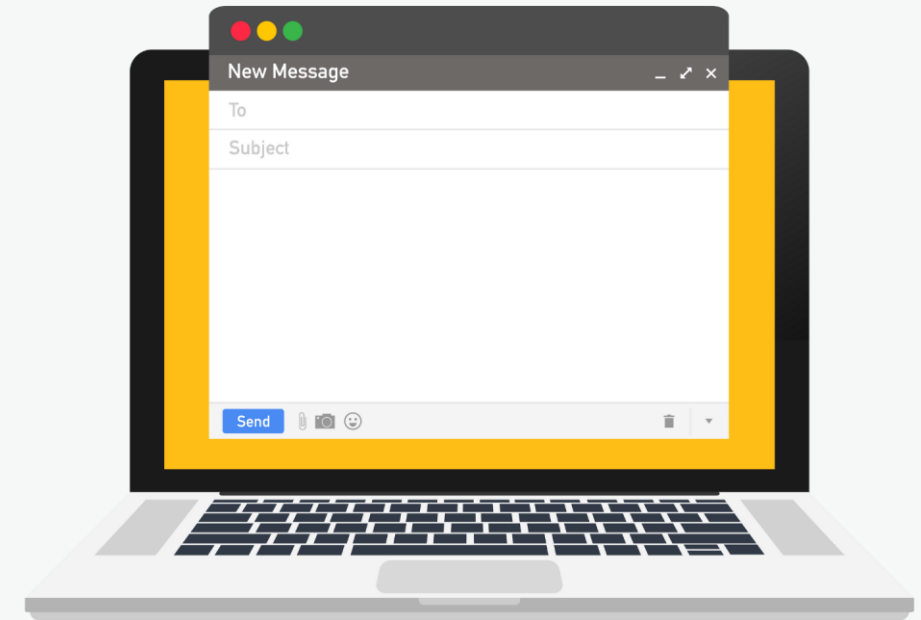
Looking After Your Career

- Explore your career goals and aspirations.
- Discuss your current role or future opportunities.
- Gain valuable insights to guide your career journey.

Looking After Your Team

- Coaching centred on collaborative team leadership approaches.
- Tailored strategies to manage and lead effectively.
- A virtual team away day for you and up to seven of your team members.

Invest some time in your own wellbeing and remember to look after yourself.



Case studies

Case studies

We have over 20 case studies [published on the Institute for Employment Studies website](#). Please feel free to use these in your promotion.

Looking After Your Team Case Study: Katie – Health and Wellbeing Coach

Role and Context

Katie is a health and wellbeing coach for four GP practices in her local PCN. She started her role early in 2021, just when the pandemic was in the height of the second wave. This is a newly created role for the area and the aim of the health and wellbeing coach is to work alongside social prescribers, nurses and the GP practices in which they are based.

As the role is very new, Katie felt it was important to build relationships with the doctors and staff she would be working alongside, as well as adjusting to working across four different surgeries to promote her newly developed role. The aim of the role is to help patients to manage their long-term conditions in a holistic manner, engaging different lifestyle elements that could improve and empower patients to take control of their condition and their overall health and wellbeing.

Challenge of Covid-19 on the team

Katie started her role during the pandemic and decided to base herself in the workplace so that she could get to know the teams she would be working with. She also believed that the social interactions with staff would be positive for her own wellbeing. However, due to the nature of the pandemic restrictions, this was not always as easy as first expected.

Looking After You Too Case Study: Claire Deare – Practice Manager

Claire Deare is a Practice Manager for a large practice. Many staff members (including Claire) were in the high-risk category and had to work from home during COVID-19, which meant that she found herself trying to run the practice from a completely different location from the rest of the team.

Role and context

Claire is a practice manager for a large practice, spread over two sites covering 16,500 patients in the Northamptonshire region. The practice has eleven GPs (54 permanent members of staff in total) and is also a dispensing practice. Claire has been in the role for nearly two years and had just overseen a practice restructure when the COVID-19 pandemic started which “shook things up a bit.”

Twelve staff members (including Claire) were in the high-risk category and had to work from home, which meant that she found herself trying to run the practice from a completely different location from the rest of the team.

Challenge of COVID-19 on own wellbeing

At the start of the pandemic, Claire reported a high level of anxiety both in relation to contracting COVID-19, but also ensuring that “the huge amount of daily guidance is updated every day” and found that the practice staff were responding to the stresses differently. To help this, the practice set up a range of systems to enable communication and internal relationships to help those working from home. This included video-linked morning catchups so teams could see everyone face-to-face and restructuring of some roles to adapt them to homeworking.

Looking After Your Team Case Study: Manager - Social Prescribing Project

Role and Context

This Midlands-based manager co-ordinates a team of eight Social Prescribing Link Workers. The service provides support to adults who frequently attend GP surgeries or A&E with both clinical and non-clinical needs (e.g., social support, reducing isolation, debt, mental health, housing). The manager started in February 2020, one month before the first national lockdown.

Just before the Covid-19 pandemic the service had undertaken a planned restructure to widen its social prescribing offer and adapt to the changing local landscape. The manager mentioned the restructuring process ‘*had been hard on the team.*’

Challenge of Covid-19 on the team

The manager said that ‘*the change process was harder to manage because of Covid.*’ The pandemic meant that the nature of team roles had to change quite dramatically. The social prescribers were prevented from undertaking home visits during the first lockdown, and instead the focus changed to provide greater community support, matching vulnerable patients to volunteers to arrange food and medication deliveries and provide crisis support management.

“The changes were all quite unsettling, especially with a pandemic on top, and the additional work that this caused.”

Other promotional material

If anything else would be useful for you, please let our team know.

Poster to download and share

Looking after YOU **NHS England**

Free, rapid access to confidential support

Thousands of your colleagues across primary care have benefitted from sessions with an experienced coach at a time that suits them. And so could you.

“ Really useful to be able to air concerns openly with someone who is completely impartial and the calls allow you the space to reflect and consider actions - would definitely recommend. ”

Looking after YOU TOO

Your coach can support you to develop practical strategies to cope with workload pressures and stress. You can choose to speak about whatever is important to you - the service is designed to be bespoke to your individual needs.

Looking after YOUR CAREER  **Looking after YOUR TEAM**

This service can help you to think about your career decisions and how to get the most fulfilment out of your career.

This service is for leaders and managers, to support you as you lead your team through change, improve working relationships and healthy team working.

www.england.nhs.uk/lookingafteryou

Email our team at england.lookingafteryou@nhs.net if you have any questions and we'd be happy to help answer them.

Looking after YOU **NHS**

Confidential coaching for the primary care workforce
www.england.nhs.uk/lookingafteryou

Looking after YOU TOO Coaching about you and your wellbeing

Looking after YOUR TEAM Coaching about you and your team

Looking after YOUR CAREER Coaching about you and your career

PowerPoint slides

Looking after YOU **NHS**

Coaching for the primary care workforce
www.england.nhs.net/lookingafteryou

Email banners

Coaching for the primary care workforce
www.england.nhs.uk/lookingafteryou

Looking after YOU

Web and social media banners

Get in touch

If you have any questions,
please contact our team:

england.lookingafteryou@nhs.net