



Communications toolkit





Download our promotional materials:

bit.ly/LAYcomms

Visit our website:

www.england.nhs.uk/lookingafteryou

What is Looking After You coaching?



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.

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 four coaching offers: Looking After You Too (which also includes a service for ethnically diverse colleagues), Looking After Your Team and Looking After Your Career, supporting psychological wellbeing, team development and career conversations.

- Supporting the primary care workforce is critical to the ongoing delivery of frontline services. The last two 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.
- All benefits are measured through qualitative and quantitative KPIs and monthly impact evaluation.

Why recommend coaching?



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

- changes in team resilience were significant
- resilience scores continue to improve following the coaching intervention
- the increase in healthy team working perceptions were significant
- changes in wellbeing levels were significant
- the increase in resilience levels were significant
- difference in burnout levels between the pre- and post-coaching was significantly significant
- as average burnout levels decline, intention to leave decreases.

A [study by Warwick Business School](#) showed a **12% improvement in productivity and effectiveness** when staff happiness improved.

Our coaches



Our coaches are highly skilled and experienced, and all coaching is free and confidential. The sessions are delivered virtually, preferably via a video platform, but telephone appointments are also available.

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



A few of our amazing coaches.

Our services



Looking After You Too

This coaching focuses on you and your wellbeing, and you can talk about things like the pressures and challenges you are facing, how you are thinking and feeling, and coping with the demands of your role.



Looking After Your Team

This coaching for leaders and managers is orientated towards supporting you to develop practical strategies and make small improvements that enable healthy team working.



Looking After You Too Coaching for staff from ethnically diverse backgrounds

Looking After You Too also has a service available especially for ethnic minority colleagues to talk to coaches from similar backgrounds.



Looking After Your Career

This is an opportunity to focus on you and your career. The coaching is designed to support you to take practical steps, take more control over your career direction and proactively advance it.

Feedback from users of the service



“My coach has been very supportive and understanding. Their encouragement and belief in me has helped me to feel there is a way forward and to refine my decision processes.”

“My coach was really supportive. Hearing from someone else things I already knew but was too scared to admit has really helped me move forward. I’m feeling lighter and much more hopeful about my future career.”

“I approach each session with my coach with somewhat of a dilemma, and lots of ideas floating around my head with how to approach it. I'm quite an indecisive person anyway, but end up leaving each session with a concrete list of ideas and approaches. It's so brilliant to experience coaching in this way and I thoroughly enjoy each session.”

“Excellent session, I have felt really supported through all my coaching. It has been just the right balance of informal but challenging. I have some excellent resources to use in the future. Thank you so much to my mentor. I highly recommend this service.”

Key messages

- All coaching is free and confidential – details will never be shared with employers.
- Coaching is available at a day and time that suits the user, either by video or phone.
- The sessions are designed to be bespoke to individual needs.

Call to action

- If you need support, register for one of the services to speak to a coach.
- Share these services with your colleagues and teams – we know word of mouth continues to be a huge driver.

Resources to use



We have created a range of resources that communications professionals, primary care colleagues and practices can use to help to promote the service to those who may need it. This includes:

- Poster
- Social media assets
- Social media and website banners
- Videos featuring coaches
- Case studies



Alternative social media



These social media graphics use real photographs with a more serious tone, compared to the other materials. These can be used to illicit a more emotional response to coaching.



Download / print our poster

This poster can be downloaded and shared electronically or printed and shared in staff break areas.

We also have contractor-specific posters available to download online.



Looking after
YOU

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. NHS staff from ethnic minority backgrounds can also speak to coaches with similar life experiences about whatever is on your mind.

Looking after
YOUR CAREER

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

Looking after
YOUR TEAM

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.

Case studies



We have over 20 case studies produced for the Looking After You Too and Looking After Your Team service, [published on the Institute for Employment Studies website](#).

Looking After You – primary care coaching case studies

A selection of case studies from the NHS England and NHS Improvement 'Looking After You' offer, an NHS service evaluated by IES that provides individual coaching support for primary care staff.

Dr Amit Bharkhada – GP Partner (Looking After You Too Case Study)

Dr Amit Bharkhada is a GP Partner based in North East Leicestershire. As a doctor, there was an underlying apprehension about COVID-19 transmission due to a professional responsibility to see patients.

Michael – Practice Pharmacist (Looking After You Too Case Study)

Michael is a part-time practice-based pharmacist in Leicester. For Michael, the main impact of COVID-19 was the limited face-to-face interaction with other practice staff and patients.

Claire Deare – Practice Manager (Looking After You Too Case Study)

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.

Natascha – Practice Manager (Looking After You Too Case Study)

Natascha is a Practice Manager for a practice in Kent. Practice staff still working during COVID-19 were under increased strain from workload in combination with high levels of anxiety regarding transmission risks.

Dental Practitioner (Looking After You Too Case Study)

This dental practitioner works in a community dental service. During COVID-19, they took on some elements of leadership and management within the team, requiring accelerated personal and professional development.

Salaried GP (Looking After You Too Case Study)

This salaried GP works in a North London practice. The practice had to transform many of their protocols overnight. This was difficult for them, as they were still new at the practice and had not even met some of the patients they were doing their best to deliver care to.

Example social media posts



- Experienced coaches have supported over 8,000 primary care colleagues with whatever was on their mind. Book a free and confidential session: www.england.nhs.uk/lookingafteryou
- Free and confidential support is available to everyone working in primary care. Find out how coaching can help you: www.england.nhs.uk/lookingafteryou
- If you need help and support, NHS England coaches are here for you. Book a free and confidential session: www.england.nhs.uk/lookingafteryou
- Free and rapid support is available for everyone working in primary care. Please speak to one of NHS England's confidential coaches about whatever is on your mind: www.england.nhs.uk/lookingafteryou

Example social media posts



Looking After You Too

Coaching can support your wellbeing, with confidential sessions where you can talk about things like:

- ✓ the pressures and challenges you are facing
- ✓ how you are thinking and feeling
- ✓ coping with the demands of your role.

Find out more: www.england.nhs.uk/looking-after-you-too

Looking After You Too – for ethnically diverse colleagues

Confidential coaching is provided by trained coaches from ethnic minority backgrounds, who will help you to develop practical strategies to manage and maintain your health and wellbeing.

Find out more: www.england.nhs.uk/lookingafteryou

Example social media posts



Looking After Your Team

If you lead, manage, or organise a team or group in primary care, access this offer to talk about things like:

- ✓ how your team is working together
- ✓ improving team relationships
- ✓ developing a more collaborative & compassionate culture

Find out more: www.england.nhs.uk/looking-after-your-team

Looking After Your Career

This coaching provides you with an opportunity to focus on you and your career. You can use this confidential service to talk about things like:

- ✓ planning your career progression
- ✓ your options and making choices
- ✓ career decisions.

Find out more: www.england.nhs.uk/looking-after-your-career



Please remember to use our hashtag so we can track engagement:

#LookingAfterYou

You can also tag us on Twitter:

@PrimaryCareNHS

Example newsletter / bulletin copy



Looking After You – confidential coaching for the primary care workforce

If you feel like you need someone to talk to, the NHS England [Looking After You coaching service](#) is available to everyone working in primary care, including general practice, pharmacy, dentistry and optometry. Thousands of people have booked sessions and given positive feedback on their experience.

Bespoke coaching is available with experienced coaches to support individual wellbeing, leaders and managers can discuss team topics, and coaches can help staff to make career decisions. All coaching is free and confidential at a date and time that suits you. Take some time to look after yourself and your colleagues as you continue to look after others.

Direct email copy



Subject: Confidential coaching available for the primary care workforce

Looking After You – confidential coaching and support from NHS England

As primary care teams across the country continue to work hard looking after patients in their communities, NHS England has a range of confidential coaching offers to ensure staff are also looking after themselves. These offers have been designed to be easily accessible and tailored to individual needs. Experienced coaches can help you as an individual, support you to manage your team and reflect on your career goals and ambitions.

Looking After You Too: Individual coaching is available with a skilled and experienced coach who will work with you to discuss any area of your wellbeing that you would like to address. A service for ethnic minority colleagues is also available to speak to coaches from similar backgrounds.

Looking After Your Career: If you are thinking about your career and what you want from your current role, or if you are thinking about exploring new opportunities and making some changes, investing some time with a coach can be a very helpful thing to do.

Looking After Your Team: Your coach will help you think about and plan how you work with the people you lead and manage, using approaches centred in compassionate and collaborative team leadership.

Example website / intranet copy



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Get in touch



Email our team at

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if you have any questions and we'd be happy to help answer them.