



Wellbeing Champions

Unlock more Good Days at Work with a network
of Wellbeing Champions

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We've been helping clients create more Good Days at Work for over 20 years, and one thing we are sure of is there is not one single intervention that will generate all the positive outcomes that we know come from a culture of wellbeing, such as increased productivity, engagement and creativity. **It takes a holistic and strategic approach that joins up a whole range of interventions.**

One area that we're supporting a lot of our clients with right now is creating a network of Wellbeing Champions, these are the guys that are working on the ground driving impact and bringing your mental health and wellbeing strategy to life. Here we'll bring together all the information you need to consider when introducing this simple and cost-effective initiative into your organisation.

“Your Wellbeing Champions or Ambassadors are your eyes and ears, they're out on the ground activating your wellbeing strategy and making sure it truly lives – these guys are banging the wellbeing drum and speaking to those hard to reach populations that often don't, or can't engage.”

PROFESSOR SIR CARY COOPER, FOUNDING
DIRECTOR, ROBERTSON COOPER

What is the role of a Wellbeing Champion?

Simply, a Wellbeing Champion is out there on the ground in your organisation, beyond standard management hierarchies, supporting the mental health and wellbeing of your people. **There are two areas in which Wellbeing Champions may add value to your wellbeing activity:**



They may **support existing wellbeing campaigns** or create their own wellbeing campaigns.



They will be **looking out for people who may need help** with their mental health and wellbeing by having wellbeing conversations and signposting them to support.

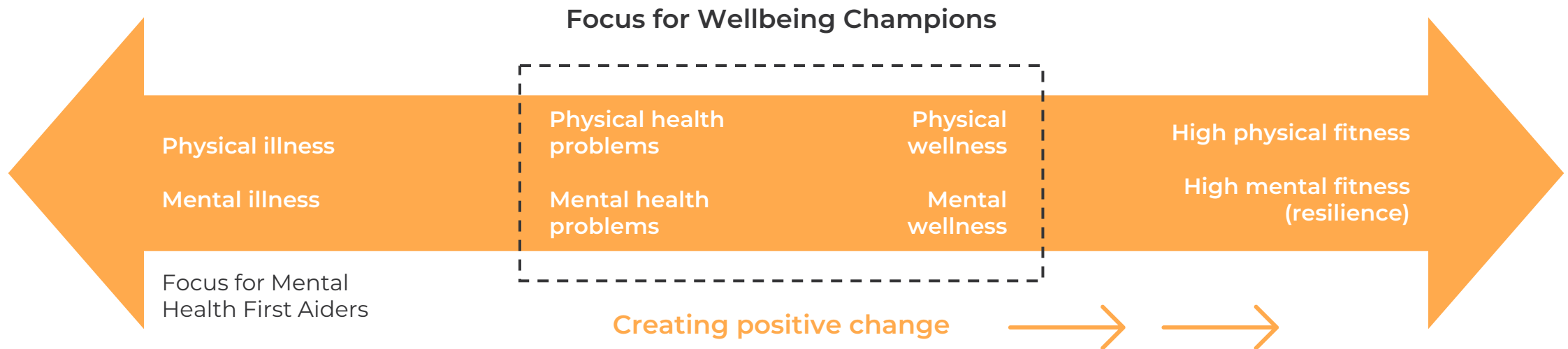
What is the responsibility of a Wellbeing Champion?

Wellbeing Champions are not Counsellors and they are not Doctors, and the boundaries of the responsibility they hold requires absolute clarity during your organisation's activation process. The role of the Champion is to **spot signs and symptoms of compromised mental health and wellbeing** and be committed and skilled enough to have a wellbeing conversation which signposts your people to the wellbeing resources that are available – their value is being the early intervention.

This is a key bridging function in an organisation, often there are lots of resources available to people such as counselling, Occupational Health, EAP services, yet people are not accessing and using them at an early stage. The Wellbeing Champion can be this vital bridge to promote the resources and assist people in accessing them; **their role is not to solve issues, it is to support people in accessing the help they need.**

What is the difference between a Wellbeing Champion and a Mental Health First Aider?

Thinking about the continuum of health, the Wellbeing Champion and the Mental Health First Aider have a different focus and entry point. The attention of a Wellbeing Champion covers both physical and mental health, focusing on **catching and supporting people before they enter a crisis** thus acting as a preventative measure inside your wellbeing approach. Mental Health First Aiders support those people who are in a mental health crisis. These roles therefore are very different in terms of focus and the necessary skills and tools required to support people at different places in terms of their health and wellbeing.



How do you recruit Wellbeing Champions?

The Wellbeing Champion is a role that people take on as an addition to their day job so it is recommended that your network is formed from **volunteers who have an interest in health and wellbeing** and learning new skills.

Advertising the role across your organisation with a clear definition of the role and responsibilities usually generates enough interest to create a well-resourced Champions Network. We often find that there are a number of volunteers that have experienced a physical or mental health issue themselves – these Champions are often therefore well placed to understand how people in need may be feeling and what support they require. It is important to remember however that these Champions can be vulnerable individuals themselves and it is critical to build support and awareness around this into your development process.



There is no magic number of Champions required, however it is recommended that **all areas of your business have a Wellbeing Champion** who is visible and available. This may be by departmental function, geographical location and/or job level.

How do you know that the Wellbeing Champions are providing value?

Evaluation is key to understanding the impact of your Wellbeing Champions Network and effective evaluation involves considering a number of key questions from the start:



What does success **look like**?



How will you **measure** the success?



How will you gather **feedback** from people within the organisation about the work of the Wellbeing Champions?



How will you **evolve and adjust** the approach of the Wellbeing Champions over time according to the needs of your population?

“Building, developing and training a Wellbeing Champions Network is playing an important part in our wellbeing approach. There’s no point in having a cohesive strategy with lots of engaging activities if no one knows about it or is engaged enough to take part. Robertson Cooper’s approach has enabled us to get out there and make some noise around wellbeing – creating the interest and energy that any wellbeing approach needs. Their training, support and resources are engaging and popular with our employees and the experience they bring has really made a difference to the success of our approach.”

MANDY COALTER, DIRECTOR OF PEOPLE, UNITED LEARNING

Top tips to get your Wellbeing Champions Network off to the best start

- ☒ Set out the **role and responsibilities** of the Wellbeing Champions concisely and directly, including setting expectations around the time required to fulfil the role.
- ☒ Create a clear and concise '**Resource Pack**' which details all the wellbeing offerings already in existence in your organisation. These can be used to support increased engagement of your wellbeing strategy.
- ☒ Create a **regular forum** where Wellbeing Champions can collaborate, share knowledge and plan activity together.
- ☒ Create some noise at launch with your Comms team and **make your Champions visible** with lapel pins or coloured lanyards.
- ☒ Get **Senior Leadership support** – and get them to shout about it!

Wellbeing Champions Activation Day

One-day course

Wellbeing Champions Activation Day

Our **one-day course** is available for your Wellbeing Champion volunteers and offers the upskilling required to start creating some visibility and attention to mental health and wellbeing in your organisation.



Understanding wellbeing and what it means to have a Good Day at Work.

This allows the network to have a clear framework of the barriers to having a Good Day at Work and what enables a Good Day at Work. This section demonstrates what they are aiming for, giving their role purpose and meaning.



Creating successful health campaigns.

It can be difficult to get people to change their health behaviours despite our best efforts and using techniques from 'Behavioural Insights', we provide the Champions with a clear framework to use for health campaigns which will engage as many people in your health initiatives as possible.



Having effective wellbeing conversations.

In order to make conversations about wellbeing successful, we equip the Champions with clear boundaries of responsibility, set their expectations realistically and give them techniques to manage a wellbeing conversation.

We can also support you with the on-going management of your Champions Network, including **off the shelf content** to aid the activation of wellbeing campaigns, **check-ins** to track progress and provide support where required, and **reporting and evaluation** to measure the impact of your Champions.

“Crossrail is a client organisation, managed by a variety of contractors, so we knew delivering a wellbeing programme across all sites presented a challenge. There are lots of contractors over many sites, but ultimately there’s only one me! The solution was to create a network of Wellbeing Champions responsible for promoting and delivering the wellbeing programme locally... and the big win is the fact that wellbeing is on every site, and that it’s more than just ‘Fruit on Fridays’ – it’s live and visible, there’s a person behind it and there’s management support for doing it, with the management team out there promoting wellbeing and getting involved.”

CHRISTINA BUTTERWORTH, OCCUPATIONAL HEALTH & WELLBEING SPECIALIST, CROSSRAIL

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Creating more **Good Days at Work** for everyone, everywhere.

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