Digital and technology

Overview of actions

Digital technology played an important role in the success and scalability of the wellbeing champion programme. From the outset, the team recognised that technology could help overcome persistent barriers in adult social care, such as time constraints, geographically dispersed teams, and limited access to centralised resources. All digital tools used and promoted by wellbeing champions were sourced at no cost.

- **Embedding technology to overcome barriers** – Digital tools were introduced to address challenges such as dispersed teams, limited resources and time pressures. Simple solutions like email, video conferencing and shared resource packs ensured engagement without requiring complex systems or costly infrastructure.
- **Virtual meetings as a cornerstone –** Quarterly online sessions provided a safe, informal space for champions to share experiences, discuss challenges and reduce isolation. Meetings were themed around seasonal events to create a welcoming atmosphere, encouraging open conversations about both work-related and personal wellbeing issues.
- **Challenges with continuous communication –** Attempts to establish WhatsApp groups and Microsoft Teams channels faced barriers, including provider confidentiality policies and limited staff access to work devices or corporate emails. Most champions relied on personal email addresses, requiring consent forms to maintain data protection compliance.
- **Practical digital solutions** – Despite these challenges, simple tools proved effective. Email and video conferencing supported ongoing engagement, while wellbeing boards created visible touch points within services. These measures embedded wellbeing into daily routines without adding complexity.
- **Innovative morale-boosting tools** - The 'Each Person' platform was introduced, which helped to build a culture of gratitude. This employee recognition and rewards system enables peer-to-peer appreciation and offers flexible reward options, such as vouchers. Champions helped embed the app into services, making it a valued and visible part of everyday practice.
- **Equity and accessibility** – All digital tools were free to access, ensuring providers of all sizes could participate fully.

"Virtual meetings created a safe space for champions to share openly. The online format helped overcome isolation and built confidence without formal barriers."

Rich Bagnall, Service Manager, Staff Psychological Wellbeing Hub, Staffordshire and Stoke on Trent ICB

Key decisions

- Selected the 'Each Person' platform to embed staff recognition and wellbeing into everyday practice.
- Adopted free, simple digital tools to ensure accessibility and scalability without additional funding.
- Used virtual meetings to maintain engagement and reduce isolation among geographically dispersed teams.

Key learning

Digital technology was a catalyst for connection, collaboration and cultural change, enabling rapid scaling and sustained engagement. Key lessons include:

- **Simple digital tools remove barriers** – Accessible, low cost platforms proved powerful in connecting dispersed teams and embedding wellbeing into daily routines.
- **Virtual spaces build connection** – Online meetings created safe, inclusive environments that reduced isolation and encouraged open discussion.
- **Digital visibility sustains engagement** – Embedding digital resources into routine practice normalised wellbeing conversations and made support easy to access.
- **Cost free tools maximise reach** – Free platforms ensured providers of all sizes could participate equitably without financial pressure.