

Practical approach toolkit: Wellbeing champions

Who is the toolkit for?

It's for system-level organisations or groups representing adult social care providers.

What the toolkit offers

The toolkit explores a wellbeing champion model which provides a clear, workable framework for creating consistent, peer driven wellbeing support across care settings. The toolkit:

- positions wellbeing as a core driver of retention, morale and workforce sustainability
- uses trusted colleagues as approachable points of contact for listening and signposting
- provides central co-ordination to supply resources, guidance and ongoing communication
- supports engagement through regular meetings, themed sessions and shared learning
- ensures continuous improvement through feedback, reflection and simple evaluation tools.

Why this approach matters

Adult social care staff often face high pressure and limited access to structured wellbeing support. This model helps organisations create everyday opportunities for staff to talk, feel heard and access help when needed. By embedding support into routine practice, it strengthens morale, reduces turnover and builds teams that feel connected, valued and resilient.

Key features include:

- **Peer-led support:** Champions are approachable colleagues staff feel comfortable talking to for everyday support and signposting.
- **Central co-ordination:** A lead organisation provides resources, communication and a structure for network-wide consistency.
- **Structured engagement:** Regular sessions, themed discussions and shared activities maintain motivation and reduce isolation.
- **Low-cost delivery:** The model draws on free resources, partnerships and light coordination to remain accessible and scalable.
- **Cultural change:** Wellbeing becomes part of daily conversation, strengthening teamwork, openness and psychological safety.

Overarching lessons

- Peer-to-peer support encourages openness and builds trust more effectively than formal routes alone.

- Consistency and central coordination help maintain momentum and ensure quality across settings.
- Simple, low-burden approaches are more sustainable and easier for providers to adopt at scale.
- Partnerships with local organisations broaden reach and enhance the support available.
- Embedding wellbeing into everyday practice drives long-term cultural change.

Key takeaways

- A co-ordinated wellbeing champion model reduces stress, burnout and sickness absence while improving retention.
- Peer-led networks make wellbeing support more visible, accessible and meaningful for staff.
- Central organisation ensures consistency, quality and reduced pressure on individual services.
- Everyday conversations, supported by trained champions, create a positive, open culture where staff feel valued and connected.

You can find the full toolkit including the building blocks that shaped the approach and practical recommendations to help you adapt the model, alongside a recorded presentation on [our website](#). Together, these insights provide a clear pathway for strengthening workforce wellbeing, embedding peer led support into everyday practice, and sustaining a culture where staff feel valued, connected and supported.