

# Recommendations



## Practical approach toolkit: Wellbeing champions

These recommendations draw on proven practice and lessons learned from Staffordshire and Stoke-on-Trent ICB's initiatives. They focus on establishing and co-ordinating a wellbeing champion network. Each recommendation includes practical ways to achieve impact. For further detail, refer to the building blocks outlined in the toolkit.

At the end of these recommendations, you'll find a list of resources to support implementation.

Planning and preparing	Yes	No	N/A
<p>Establish the case for change using data and staff voice.</p> <ul style="list-style-type: none"><li>■ Analyse sickness absence, turnover and agency spend to evidence urgency.</li><li>■ Use baseline surveys to identify wellbeing gaps and preferred support methods.</li><li>■ Highlight cost-benefit potential (e.g., reducing turnover saves thousands per staff member).</li></ul>			
Action			

Planning and preparing	Yes	No	N/A
<p>Create a structured roadmap (logic model).</p> <ul style="list-style-type: none"> <li>■ Define inputs, activities, outputs and outcomes for clarity and accountability.</li> <li>■ Include assumptions and risks (e.g., provider engagement, time allocation).</li> <li>■ Build evaluation checkpoints (6- and 12-month reviews) into the plan.</li> </ul>			

**Action**

Planning and preparing	Yes	No	N/A
<p>Start with inclusive engagement.</p> <ul style="list-style-type: none"> <li>■ Consult front line staff early to shape priorities and resource design.</li> <li>■ Use surveys with free-text questions to capture unexpected needs (e.g., British Sign Language training, team building).</li> <li>■ Respond to staff feedback to build trust and momentum.</li> </ul>			
Action			

Planning and preparing	Yes	No	N/A
<p>Secure leadership buy-in and align plans with organisational values.</p> <ul style="list-style-type: none"> <li>■ Present a business case linking wellbeing to retention and service stability.</li> <li>■ Embed wellbeing into workforce strategies and organisational values.</li> <li>■ Engage managers through forums and networks to champion the initiative internally.</li> </ul>			

### Action

Digital and technology	Yes	No	N/A
<p>Use simple, accessible digital tools.</p> <ul style="list-style-type: none"> <li>■ Select free platforms (email, video conferencing) to avoid cost barriers.</li> <li>■ Share resources via bulk transfer tools (e.g., WeTransfer) for efficiency.</li> <li>■ Provide consent forms for email sharing to streamline communication.</li> </ul>			
Action			

Digital and technology	Yes	No	N/A
<p>Host regular virtual peer support meetings.</p> <ul style="list-style-type: none"> <li>■ Schedule quarterly themed sessions to maintain engagement and reduce isolation.</li> <li>■ Create informal, safe spaces for open dialogue (e.g., ‘coffee and chat’ style).</li> <li>■ Invite guest speakers on topical issues (e.g., financial wellbeing during festive periods).</li> </ul>			

**Action**

Digital and technology	Yes	No	N/A
<p>Combine digital and physical visibility.</p> <ul style="list-style-type: none"> <li>■ Use wellbeing boards and posters to reinforce champion identity.</li> <li>■ Share meeting dates and feedback prompts visibly to encourage staff input.</li> </ul>			

**Action**

Financing and investment	Yes	No	N/A
<p>Adopt a low-cost, high-impact model.</p> <ul style="list-style-type: none"> <li>■ Leverage free resources (psychological hubs, mental health first aid (MHFA) training).</li> <li>■ Partner with local businesses for free team-building activities.</li> </ul>			

**Action**

Financing and investment	Yes	No	N/A
<p>Plan sustainability from day one.</p> <ul style="list-style-type: none"> <li>■ Avoid reliance on short-term funding; embed coordination into existing roles.</li> <li>■ Explore shared funding models across providers for future continuity.</li> <li>■ Document impact to support future investment or commissioning decisions.</li> </ul>			

**Action**

Financing and investment	Yes	No	N/A
<p>Invest in time, more than money.</p> <ul style="list-style-type: none"> <li>■ Allocate protected time for champions to attend meetings.</li> <li>■ Streamline onboarding and resource distribution to minimise administrative burden.</li> <li>■ Recognise that co-ordination – not a large budget – is the key enabler of success.</li> </ul>			
Action			

Involving key stakeholders	Yes	No	N/A
<p>Engage front line staff directly.</p> <ul style="list-style-type: none"> <li>■ Recruit wellbeing champions based on approachability and trust, not job title.</li> <li>■ Offer CPD benefits (e.g., MHFA, British Sign Language training) to incentivise participation.</li> <li>■ Use informal conversations and posters to encourage volunteers.</li> </ul>			

**Action**

Involving key stakeholders	Yes	No	N/A
<p>Build strategic partnerships.</p> <ul style="list-style-type: none"> <li>■ Collaborate with Skills for Care, wellbeing hubs, and other local partners (e.g., local authorities) for credibility.</li> <li>■ Engage external providers for free resources and training opportunities.</li> <li>■ Use forums and newsletters to broaden reach and maintain visibility.</li> </ul>			

**Action**

Involving key stakeholders	Yes	No	N/A
<p>Use informal engagement methods.</p> <ul style="list-style-type: none"> <li>■ Make network meetings relaxed and themed (e.g., seasonal wellbeing topics).</li> <li>■ Encourage peer-to-peer sharing of challenges and solutions.</li> <li>■ Provide opportunities for wellbeing champions to showcase success stories.</li> </ul>			

**Action**

Governance and implementation	Yes	No	N/A
<p>Maintain central co-ordination.</p> <ul style="list-style-type: none"> <li>■ Designate a clear lead to manage resources, communication and network facilitation.</li> <li>■ Use structured onboarding packs and role descriptions for consistency.</li> <li>■ Provide ongoing supervision and troubleshooting support for wellbeing champions.</li> </ul>			
Action			

Governance and implementation	Yes	No	N/A
<p>Embed evaluation and feedback loops.</p> <ul style="list-style-type: none"> <li>■ Schedule baseline, mid-point and annual reviews to measure engagement and impact.</li> <li>■ Collect both quantitative (e.g., hub usage, attendance) and qualitative (e.g., staff morale) data.</li> <li>■ Share evaluation findings with stakeholders to sustain buy-in.</li> </ul>			

**Action**

Governance and implementation	Yes	No	N/A
<p>Plan leadership continuity.</p> <ul style="list-style-type: none"> <li>■ Ensure structured hand overs with clear communication to wellbeing champions.</li> <li>■ Transfer contact details and resources to new project leads or delegates during transitional periods.</li> <li>■ Maintain trust by reassuring wellbeing champions of ongoing support during transitions.</li> </ul>			
Action			

Workforce	Yes	No	N/A
<p>Recruit inclusively across roles.</p> <ul style="list-style-type: none"> <li>■ Include carers, nurses, kitchen staff and activity co-ordinators for diversity.</li> <li>■ Focus on personal qualities like empathy and reliability over seniority.</li> <li>■ Promote the role as developmental, offering CPD and recognition benefits.</li> </ul>			
Action			

Workforce	Yes	No	N/A
<p>Provide free, practical training.</p> <ul style="list-style-type: none"> <li>■ Offer psychological first aid, MHFA, and signposting skills at no cost.</li> <li>■ Include specialist topics (e.g., menopause support, financial wellbeing).</li> <li>■ Use training to build confidence and position wellbeing champions as wellbeing leaders.</li> </ul>			
Action			

Workforce	Yes	No	N/A
<p>Embed wellbeing into daily routines.</p> <ul style="list-style-type: none"> <li>■ Encourage wellbeing champions to share updates during team meetings.</li> <li>■ Maintain visible wellbeing boards with refreshed resources.</li> <li>■ Normalise wellbeing conversations through informal peer interactions.</li> </ul>			
Action			

Pilot, refinement and embedding	Yes	No	N/A
<p>Test the model in a small number of services before wider rollout.</p> <ul style="list-style-type: none"> <li>■ Begin with a small, mixed group of volunteers to check feasibility in real settings.</li> <li>■ Use quick feedback loops to understand early barriers and refine onboarding.</li> <li>■ Adapt recruitment or role expectations promptly if original plans prove impractical.</li> </ul>			

**Action**

Pilot, refinement and embedding	Yes	No	N/A
<p>Use early insights to strengthen and normalise the model.</p> <ul style="list-style-type: none"> <li>■ Turn pilot learning into simple adjustments to communications, tools and expectations.</li> <li>■ Support champions to embed wellbeing into everyday conversations and routines.</li> <li>■ Pause expansion if needed to stabilise processes and ensure consistent onboarding.</li> </ul>			

**Action**

Pilot, refinement and embedding	Yes	No	N/A
<p>Embed continuous improvement into long-term delivery.</p> <ul style="list-style-type: none"> <li>■ Gather early and follow-up feedback to refine resources and champion support.</li> <li>■ Treat refinement as ongoing so the model evolves with workforce needs.</li> </ul>			

**Action**

Outcomes, impact and learning	Yes	No	N/A
<p>Measure cultural change alongside metrics.</p> <ul style="list-style-type: none"> <li>■ Capture qualitative feedback on morale, trust and team cohesion through surveys and network discussions.</li> <li>■ Track engagement with wellbeing hubs, training uptake, and participation in team-building activities.</li> <li>■ Use both short-term indicators (e.g., resource usage, wellbeing champion confidence) and long-term measures (e.g., retention trends, sickness absence).</li> </ul>			
Action			

Outcomes, impact and learning	Yes	No	N/A
<p>Embed structured evaluation into the initiative.</p> <ul style="list-style-type: none"> <li>■ Schedule reviews at six and 12 months to assess progress and inform improvements.</li> <li>■ Include both quantitative data (e.g., hub referrals, training completions) and qualitative insights (e.g., staff feedback).</li> <li>■ Use evaluation findings to demonstrate value and secure future investment or support.</li> </ul>			

**Action**

Outcomes, impact and learning	Yes	No	N/A
<p>Celebrate impact to sustain engagement.</p> <ul style="list-style-type: none"> <li>■ Recognise wellbeing champions publicly through badges, certificates or CPD credits.</li> <li>■ Share positive outcomes with providers and stakeholders to reinforce commitment.</li> <li>■ Organise informal appreciation events or themed network meetings to maintain enthusiasm and pride in the role.</li> </ul>			
Action			

## Further support

- [Adult Social Care Workforce Data Set \(ASC-WDS\)/Workforce Intelligence reports](#) – Use workforce data to evidence the case for change, benchmark your performance with others (e.g., how retention rates compare) and identify issues, opportunities and risks.
- [Wellbeing](#) – Access this comprehensive online hub, which offers curated, sector-specific tools and guidance. This includes wellbeing resource finders, peer-support frameworks, resilience-building materials, and practical toolkits to help managers and teams embed workplace wellbeing effectively.
- [Developing your workforce](#) – Discover free wellbeing resources on this comprehensive online hub. This includes guidance, peer support frameworks, and resilience-building materials, alongside funded learning opportunities like fully covered courses and CPD for adult social care staff.
- [A positive culture toolkit for adult social care](#) – Use this toolkit which offers frameworks for staff-led mission, vision and values development, to support cultural change and engagement during pilots and phased roll outs.