Communications toolkit

‘Looking After You’ coaching for the primary care workforce

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Background

We recognise that our frontline primary care colleagues involved in the delivery of primary care services, both clinical and non-clinical, continue to face many challenges. We have developed three coaching offers for the workforce to access, supporting **psychological wellbeing**, **team development** and **career conversations**.

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.

A landing page hosts all three offers: www.england.nhs.uk/lookingafteryou

Looking After You Too

A support programme was launched on 24 April 2020 at the height of the Coronavirus pandemic, providing individual coaching support for primary care staff.

It's an easy to access, individually tailored coaching service. It's a space for staff to discuss their experiences and challenges and be supported in developing practical strategies.

Sessions are available Mondays to Fridays between 8:00am – 10:00pm and on Saturdays and Sundays between 10:00am – 6:00pm. The first session will last up to 45 minutes.

Looking After Your Team

Launched on 5 January 2021, this coaching offer is available for those who lead, manage or organise a team or group in primary care.

Individuals, and up to two collaborators, get access to tailored support that will focus on proactively supporting them to lead their team or group, and is centred around compassionate and collaborative team leadership.

The aim is to encourage wellbeing and resilience in teams while supporting them to continue to deliver projects, services and high-quality care to patients.

Sessions are available Mondays to Fridays between 8am – 8.15pm and on Saturdays between 10am – 1.30pm. The first session will last up to 60 minutes.

Looking After Your Career

Launched on 18 October 2021.

Individual coaching support is available with a skilled and experienced career coach. The aim of the service is to provide an easy to access, individually tailored career coaching service that focuses on supporting primary care colleagues with their career choices.

The coaching is designed to support people to take practical steps, take more control over their career direction and proactively advance it.

Sessions are available Mondays to Fridays between 8:00am – 8:00pm and on Saturdays between 10:00am – 6:00pm. The first session will last up to 45 minutes.

Download the promotional materials

Visit this address to download our promotional materials:
https://drive.google.com/drive/folders/1aS8-sTH1W9gv49d9Tq3hhwg9jJZZ5MFs?usp=sharing

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 coachee, either by video or phone.
- The sessions are designed to be bespoke to individual needs.

Bulletin/newsletter copy

[LONG COPY: 176 words]

Looking after our primary care people – coaching support

As primary care teams continue to work tirelessly looking after others, it's important for them to look after themselves.

'Looking after you' coaching is available to everyone working in a primary care role, including general practice, community pharmacy, dentistry and optometry.

Experienced coaches are on hand and ready to help. The following confidential coaching offers have been designed to be easily accessible and tailored to individual needs:

- 'Looking after you too' supports individuals to develop practical strategies to cope with their situation and stay well
- 'Looking after your team' is for those who lead, manage, or organise a team or group, to make small improvements that enable healthy team working
- 'Looking after your career' can help people to take more control over their career direction and proactively advance it.

Thousands of people have booked sessions and given positive feedback, including one GP who said: "This session was a huge relief and felt like magic. It helped change my perspective. It felt like a weight was lifted."

Find out more and access the 'Looking after you' coaching.

[SHORT COPY: 109 words] OPTION 1

Looking after our primary care people – coaching support

As primary care teams continue to work tirelessly looking after others, it's important to look after themselves. 'Looking after you' coaching is for everyone working in a primary care role.

These confidential coaching offers have been designed to be easily accessible and tailored to individual needs:

- 'Looking after you too' supports individuals to cope with their situation and stay well
- 'Looking after your team' is for those who lead, manage, or organise a team or group, to find ways to enable healthy team working
- 'Looking after your career' can help people to take more control over their career direction.

Find out more and access the 'Looking after you' coaching.

[SHORT COPY: 98 words] OPTION 2

Looking After You – coaching for everyone working in primary care

If you feel like you need someone to talk to, our 'Looking After You' coaching offers are available to everyone working in a primary care role. 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 now 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.

Email copy

Subject: Confidential coaching available for the primary care workforce

Looking After You – confidential coaching and support from NHS England and NHS Improvement

As primary care teams across the country continue to work hard looking after patients in their communities, NHS England and NHS Improvement have created three confidential coaching offers to ensure staff are also looking after themselves.

These offers have been designed to be easily accessible and tailored to your individual needs. Our 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.

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.

Website copy

Please use and adapt the below copy to use on your website to promote our coaching offers.

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Looking After You – confidential coaching for primary care

Three coaching offers are available from NHS England and NHS Improvement to all primary care colleagues, 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 – coaching about you and your wellbeing

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. They will listen, ask questions and support you to develop practical strategies to cope with your situation and stay well.

Find out more about this coaching offer and book a session.

Looking after your team – coaching about you and your team

If you lead, manage, or organise teams, groups or services in primary care you can access this offer of coaching with a highly skilled and experienced coach. 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.

Find out more about this coaching offer and book a session.

Looking after your career – coaching about you and your career

The aim of this service is to provide an easy to access, individually tailored coaching service that focuses on supporting you with your career choices. 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.

Find out more about this coaching offer and book a session.

Spread the word

You can download this poster to display in your workspace and send to colleagues.

Example layout

Social media assets

Suite:

Looking After You Too:

Looking After Your Team:

Looking After Your Career:

LinkedIn profile header:

Twitter profile header:

Example social media posts

When posting, please mention or tag our primary care social media accounts:

Twitter: @PrimaryCareNHS
LinkedIn: @We are primary care

Our hashtag is **#LookingAfterYou**

Suite:

	Those working in a #PrimaryCare role have the opportunity for free and confidential coaching to support their wellbeing, their team and their careers. Find out more: https://www.england.nhs.uk/looking-after-you #LookingAfterYou --

	Experienced coaches are on hand and #LookingAfterYou Take some time to think about yourself, the team you manage or your career progression. Find out more: https://www.england.nhs.uk/looking-after-you

Looking After You Too

	This coaching for the #PrimaryCare workforce focuses on you and your wellbeing, where you can discuss: ✅ the pressures and challenges you are facing ✅ how you are thinking and feeling ✅ coping with the demands of your role Find out more: https://www.england.nhs.uk/looking-after-you-too #LookingAfterYou -- 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. Find out more: https://www.england.nhs.uk/looking-after-you-too #LookingAfterYou -- Coaching is a safe space to focus on you and your wellbeing and to talk about any pressures and challenges you may be facing. Find out more: https://www.england.nhs.uk/looking-after-you-too #LookingAfterYou

Looking After Your Team:

	Confidential coaching about you and your team is available with an experienced coach. If you're a leader or manager in #PrimaryCare find out more: www.england.nhs.uk/looking-after-your-team #LookingAfterYou --- Coaching about you and your team can help you to: ✅ support new team members and embed new roles ✅ connect as a team and improve performance ✅ build an environment of trust and safety www.england.nhs.uk/looking-after-your-team #LookingAfterYou #PrimaryCare

Looking After Your Career:

	This is an opportunity to focus on you and your career. You can use this coaching to talk about things like: ✅ planning your career progression ✅ your options and making choices ✅ career decisions Find out more: https://www.england.nhs.uk/looking-after-your-career #LookingAfterYou #PrimaryCare --- Do you feel in control of your career? This tailored coaching service can support you to take practical steps over your career direction and to proactively

	advance it. Find out more: https://www.england.nhs.uk/looking-after-your-career #LookingAfterYou #PrimaryCare

Video call background

Poster

Share this poster or place it in primary care workspaces:

Case studies

Case studies can be viewed here.

Web and email banners

You can display these banners on your website and as part of your email signature:

LINK: https://www.england.nhs.uk/supporting-our-nhs-people/support-now/looking-after-you-confidential-coaching-and-support-for-the-primary-care-workforce/

LINK: https://www.england.nhs.uk/supporting-our-nhs-people/support-now/looking-after-you-confidential-coaching-and-support-for-the-primary-care-workforce/looking-after-you-too/

LINK: https://www.england.nhs.uk/supporting-our-nhs-people/support-now/looking-after-you-confidential-coaching-and-support-for-the-primary-care-workforce/looking-after-your-team/

LINK: https://www.england.nhs.uk/supporting-our-nhs-people/support-now/looking-after-you-confidential-coaching-and-support-for-the-primary-care-workforce/looking-after-your-career/

Contact the team

If you have any further questions or ideas as to how we can promote these offers further, please contact us at: england.lookingafteryou@nhs.net