



Department
of Health &
Social Care

West Midlands Public Health Alliance Conference 16/10/24: Workplace Health Workshop

Agenda

- **Set the scene: policy context** [Sean Meehan, 5mins]
- **National network** - <https://whispas.co.uk/> [Laura Kudrna, 5mins]
- **Worcester Workplace Health** [Suzie Langton, 10mins]
- **Workplace Health Champion Programme in Birmingham** [Suzie Langton, 10mins]
- **Herefordshire & Worcestershire WorkWell pilot** [Judy Gibbs, 10mins]
- **Discussion – 20mins**

Health and work cycle



A healthy and happy workforce has synergistic benefits for:



workplaces



productivity



the economy

Source: [WHO Health Workplace Framework and Model](#)

Source: [Health matters: health and work](#)

Health & Work Policy context

- The Government has a long-term ambition to get to an 80% employment rate, alongside raising living standards and tackling insecurity at work.
- To drive forward changes the Government will produce a Get Britain Working White Paper to set out how it will tackle economic inactivity, support people into good work, and help them to progress.
- The White Paper will build on manifesto commitments, setting out how fundamental reform for DWP will be delivered in three, interconnected parts:
 - A new national jobs and careers service to help get more people into work, and on in their work.
 - New, bespoke joined-up work, health and skills plans for the economically inactive, led by Mayors and local authorities to address the needs of their communities.
 - A youth guarantee for all people aged 18 to 21.
- These reforms are part of a cross-government strategy to help people into work, including the launch of Skills England, the Industrial Strategy, the Plan to Make Work Pay, and DHSC reforms to support people into work quicker and build the healthy society needed for a healthy economy.
- Such ambitious plans require input and expertise from a wide range of stakeholders - from community groups and employers through to local authorities and providers of employment support and careers advice. We will work closely with stakeholders on the design and implementation of the measures in the White Paper.

WHISPA research network

Workplace Health and Wellbeing Initiatives that are Free at the Point of Use to Workplaces

Dr Laura Kudrna, University of Birmingham

October 2024



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What is a WHISPA?

- **W**orkplace **h**ealth and wellbeing initiatives that are free at the point of use to workplaces
- Includes **initiatives run by local government or charities** like Thrive at Work, Healthy Cornwall, Healthy Wales, London Healthy Workplace Award – provide information, advice, and/or accreditation
- Also includes **free toolkits and guidance** like those from Evolve or Society of Occupational Medicine
- Different to the paid for occupational health market, which is substantive (£2billion as of January 2024)

Map of local government WHISPA



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Selected research about WHISPA

Better health at work? An evaluation of the effects and cost-benefits of a structured workplace health improvement programme in reducing sickness absence.

Braun T ¹, Bamba C ² , Booth M ², Adetayo K ², Milne E ³

Author information ▶

Journal of Public Health (Oxford, England), 06 Jul 2014, 37(1):138-142

<https://doi.org/10.1093/pubmed/fdu043> PMID: 25002437


Selected research about WHISPA

PLOS GLOBAL PUBLIC HEALTH

 OPEN ACCESS  PEER-REVIEWED

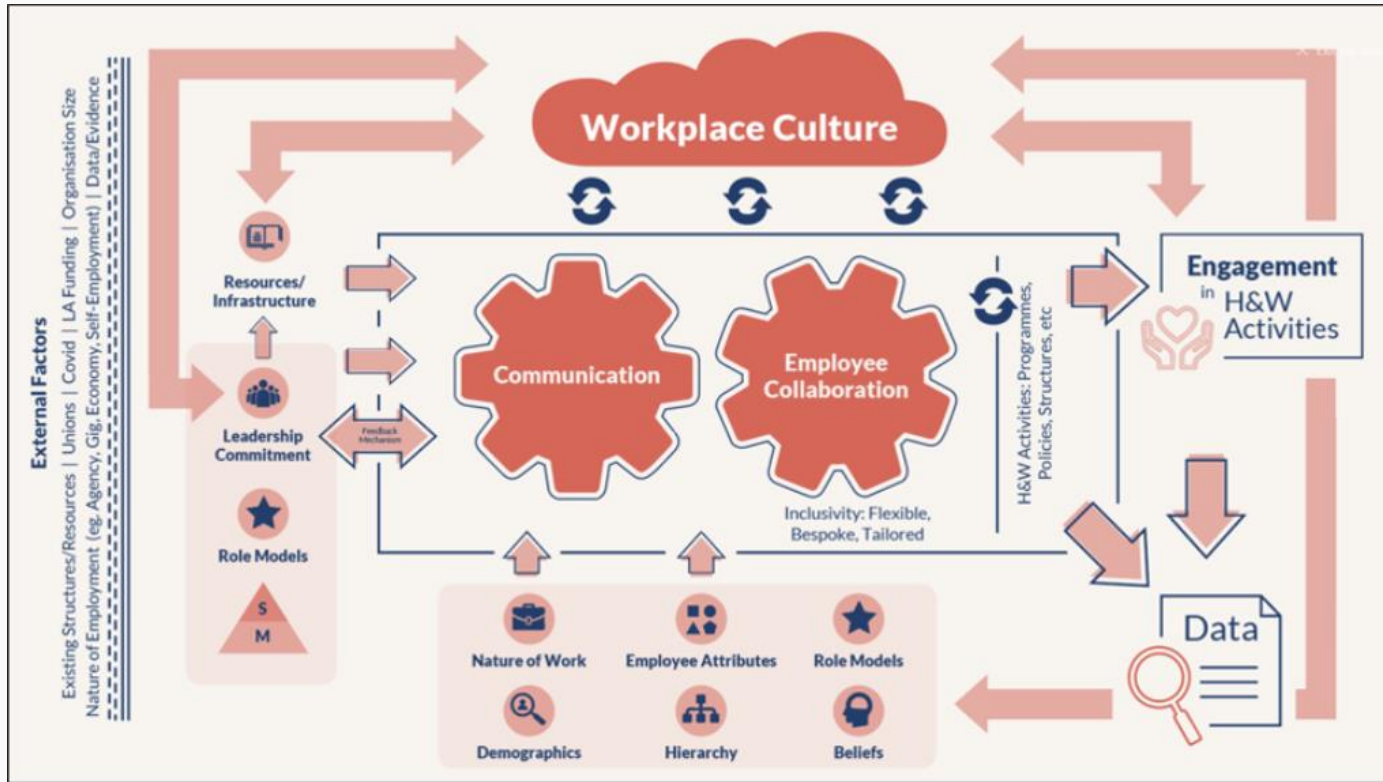
RESEARCH ARTICLE

Evaluation of an organisational-level monetary incentive to promote the health and wellbeing of workers in small and medium-sized enterprises: A mixed-methods cluster randomised controlled trial

Lena Al-Khudairy , Yasmin Akram, Samuel I. Watson, Laura Kudrna, Joanna Hofman, Madeline Nightingale, Lailah Alidu, Andrew Rudge, Clare Rawdin, Iman Ghosh, Frances Mason, Chinthana Perera, Jane Wright, [...], Richard J. Lilford [view all]

Published: July 6, 2023 • <https://doi.org/10.1371/journal.pgph.0001381>

Selected research about WHISPA



Which workplace health initiatives work, for whom, in what contexts, and how? A rapid realist review

Charlotte Rothwell, Mackenzie Fong, Claire O'Malley, Chloe Gay, Callum Bradford, Amelia Lake, Frances Hillier Brown

Abstract

Background The work environment is an important determinant of health and health inequalities. Workplaces have a key role in preventing ill health. The WHO and Office for Health Improvement and Disparities encourage implementing employer-led workplace health award schemes tailored to specific contexts. Therefore, when designing and developing workplace initiatives it becomes imperative to know what works, for whom, and in what circumstances. This research aims to facilitate understanding of the various contexts and mechanisms through which workplace health initiatives are implemented while considering how these might affect employee health outcomes.

Methods We did a rapid realist review to explore the different contexts (C) in which workplace initiatives are implemented that may fire a mechanism (M), leading to a change in employee health-related and business outcomes (O). We searched 12 databases for peer-reviewed papers published from June 1 2019 to March 31 2022 that referred to a workplace health



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WHISPAs network

Workplace health and wellbeing initiatives that are free at the point of use to workplaces

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www.whispas.co.uk

WORKPLACE HEALTH PROGRAMMES

WORCESTERSHIRE & BIRMINGHAM



WHAT DOES THE GUIDANCE TELL US?

- The NICE Guidance (2022) - *Mental Wellbeing at Work* recommends the adoption of local and regional workplace health programmes.
- The Marmot Review (2020) – Fair Society, Healthy Lives highlighted the key role employers have in reducing health inequalities, and that for work to benefit your mental/physical health and wellbeing, it must be ‘good’ work.
- Worcestershire Joint Local Health and Wellbeing Strategy – a key priority is providing good quality local jobs and opportunities.
- Birmingham Joint Health and Wellbeing Strategy – a key priority to use the evidence base to encourage employers to support employee health and wellbeing.



LOCAL HEALTH & WELLBEING STATISTICS

According to the Birmingham Joint Health and Wellbeing Strategy

- 28.9% of citizens are physically inactive
- 52.6% of citizens are eating '5 a day'
- 14.6% of citizens are reporting symptoms of anxiety or depression



LOCAL HEALTH & WELLBEING STATISTICS

According to the Worcestershire Joint Local Health and Wellbeing Strategy

- 7 out of 100 (7%) adults said they could not find mental health and wellbeing support
- 64 out of 100 (64%) adults were overweight or obese in Worcestershire in 2019/2020
- Over 73,000 people were living with depression in Worcestershire in 2020/2021



WHY SHOULD WE PRIORITISE WORKPLACE HEALTH?

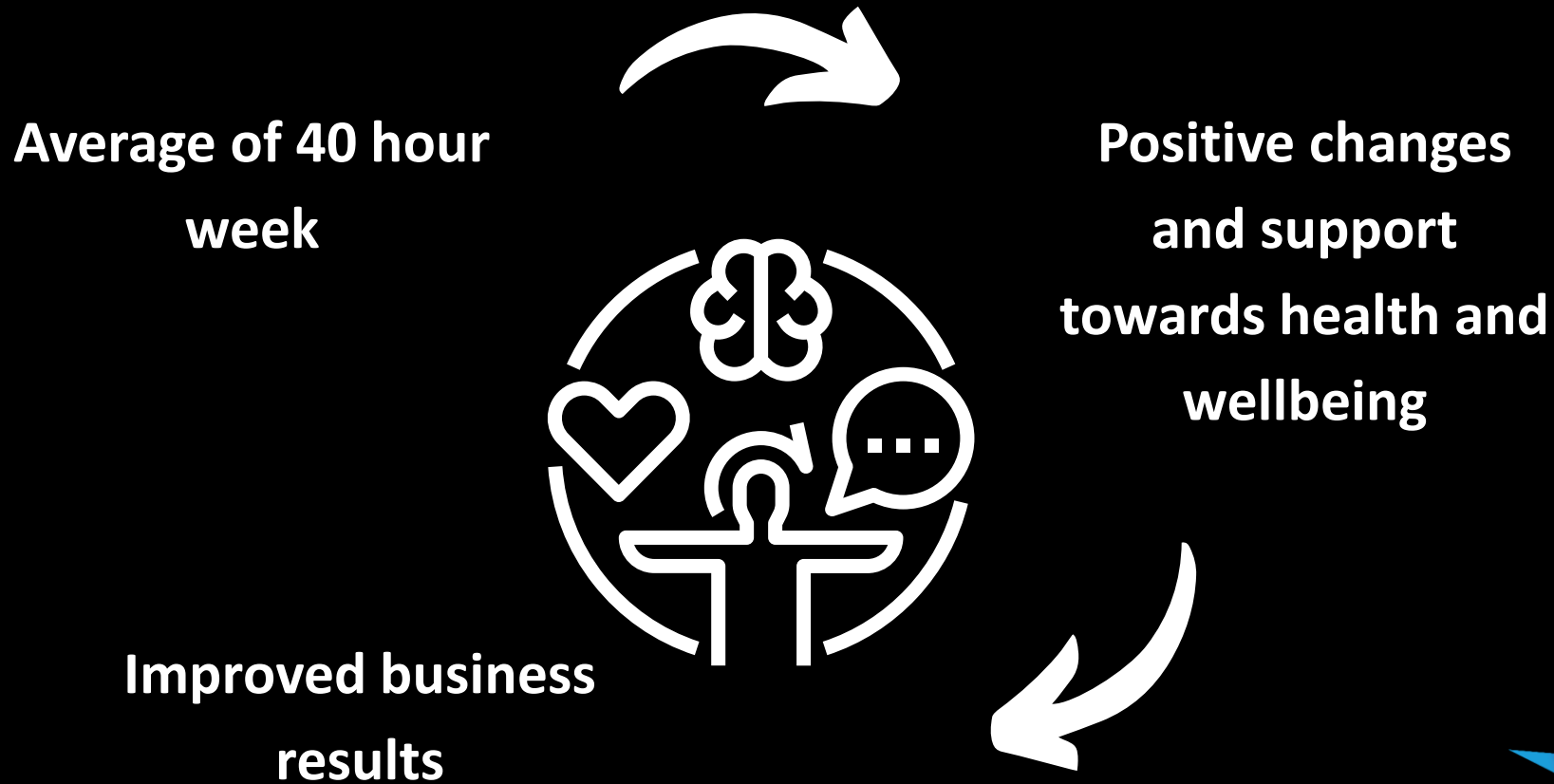
According to the Office for National Statistics, for the year ending December 2023:

- Of people aged 16 to 64 years living in Birmingham, 65.9% were employed
- Of people aged 16 to 64 years living in Worcester, 78.4% were employed

This accounts for over 550,000 people across the two areas



WHY SHOULD WE PRIORITISE WORKPLACE HEALTH?



INTRODUCING OPTIMA UK



- Official providers of the Birmingham Workplace Champions programme, and Work Well Live Better, Worcestershire's workplace health programme
- Over 40 years combined experience and expertise
- Responsible for providing accredited resources to support workplace health



INTRODUCING OPTIMA UK



Mental Health & Wellbeing Specialists

Level 7 Leadership & Management Coaches

Project & Change Management experts

Clinical Therapists & Psychologists

Mental Health First Aiders & Trainers



INTRODUCING PARTNERSHIPS

Specialist Physiotherapists

Occupational Health Consultants

Financial Advisors

Registered Nurse Practitioners

Registered Nutritional Therapists





WORK WELL LIVE BETTER

WORCESTERSHIRE'S WORKPLACE HEALTH

PROGRAMME



WORK WELL LIVE BETTER

What is Work Well Live Better?



- Fully funded workplace health programme
- A large county wide network, facilitating the sharing and learning of best practice, peer support and access to health and wellbeing resources, across the following key areas:
 - Health & Wellbeing Support
 - Healthy Eating
 - Mental Health & Wellbeing Support
 - Physical Activity & Musculoskeletal Health
 - Sleep
 - Smoking, Alcohol & Substance mis-use
 - Workplace Culture & Environment



WORK WELL LIVE BETTER

By joining this fully funded programme, businesses can access:



- Relevant information via our website
- Invites to our events calendar
- A Workplace Health Needs Assessment
- The opportunity to receive tailored, targeted support





WORK WELL LIVE BETTER

What is the Targeted Support Offer?



- Opportunity for up to 30 businesses to receive bespoke support
- Evidence based, systematic approach to improving health & wellbeing
- Support could include:
 - 121 Coaching and Mentoring
 - Soft Skills Training
 - Accredited Mental Health Training
 - Leadership and Management Training
 - Policy and Strategy Support
 - Wellbeing Workshops
 - Specialist Support from our chosen partners



WORK WELL LIVE BETTER

What is the events calendar?



- Online monthly bitesize webinars, topics include:
 - Mental Health Awareness
 - Building Physical Resilience
 - Domestic Abuse Awareness
 - Nutritional Therapy for high performance
- Quarterly Networking Meetings, topics include:
 - Tackling Loneliness and Isolation
 - Nurturing Neurodiversity in the Workplace



WORK WELL LIVE BETTER

What is the events calendar?



Bi-Annual Showcase Events, with expert speakers, and previous topics covered such as:

- Managing your own and others wellbeing
- Harnessing the power of physical intelligence
- A physiotherapy approach to building robustness and resilience, leading to improved results in the workplace
- Navigating pressure through prioritising optimal wellbeing
- How you can support employee and customer wellbeing through Worcestershire's Orange Button Scheme?



WORK WELL LIVE BETTER

The results so far? Since December 2023:



- 118 individual businesses have registered to a part of the network
- We have held x2 in person events, and 9 online events
- We have partnered with businesses across the county to further expand support available to members, including:

- The Suicide Prevention Team
- Your Health Vans
- Active Herefordshire & Worcestershire
- Hereford and Worcestershire Recovery College
- Worcester Physiotherapy Clinic



WORK WELL LIVE BETTER

The results so far? Since December 2023:



- One business has **used resources** to implement a new absence management policy, and have had 3 staff members join the local orange button scheme
- One business has **applied for autism assessments** for two employees, following information provided at our neurodiversity event
- One business has **accessed targeted support**, and trained over 60 of their senior management team in Mental Health Awareness
- One business has **received a bespoke 12-month wellbeing initiative**, including month incentives and workshops



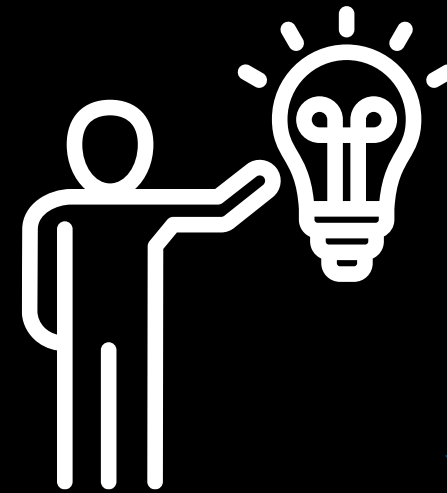
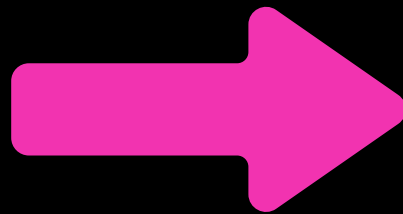
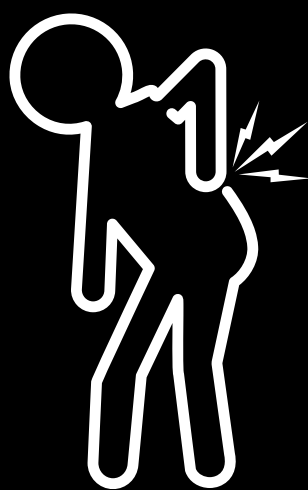


BIRMINGHAM WORKPLACE CHAMPIONS



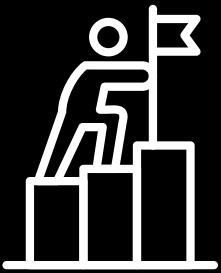
BIRMINGHAM WORKPLACE CHAMPIONS

A fully funded programme of support, to help businesses take a proactive approach to improving health and wellbeing within the workforce, whilst supporting their highest priority areas in real time



BIRMINGHAM WORKPLACE CHAMPIONS

The Aims of the Programme:



- **Improve the health and wellbeing of citizens of Birmingham who are employed in the city**
- **Provide Businesses with a nominated Champion to upskill with knowledge, skills, examples and motivations to promote health improvement in their workplaces.**



BIRMINGHAM WORKPLACE CHAMPIONS

Support that businesses, and their champions can access:

- **Monthly webinars**
- **An online community forum**
- **A Workplace Health Needs Assessment tool**
- **Quarterly networking events**
- **An Annual conference**



BIRMINGHAM WORKPLACE CHAMPIONS

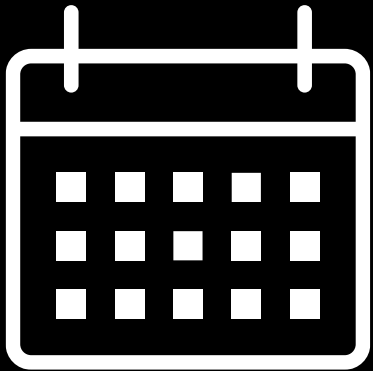
Benefits that businesses may see:

- ✓ **Reduced absenteeism**
- ✓ **Improved productivity**
- ✓ **Increased loyalty to your business**
- ✓ **Improved staff morale and engagement**
- ✓ **Reduced cost**
- ✓ **Improved trust in leadership and management teams**
- ✓ **Improved reputation, and being seen as a great place to work**



BIRMINGHAM WORKPLACE CHAMPIONS

Sample of upcoming events:



October 2024 | Online Webinars

Onboarding and Introduction

November 2024 | Online Webinar

Seasonal Affective Disorder

December 2024 | In Person Quarterly Event

Financial Wellbeing



BIRMINGHAM WORKPLACE CHAMPIONS

The results so far.....



- We welcomed transformational coach, Jo Ferbrache, and Double Olympian, Joel Fearon to open our launch event in September



- Over 70 businesses attended the launch event
- 80% of businesses signed up to become champions on the day



SUMMARY

Work Well Live Better Worcestershire's Workplace Health Programme	Birmingham Workplace Champions Programme
Calendar of Events	Calendar of Events
Online Resource Hub	Online Community Forum
Workplace Health Needs Assessment Tool	Workplace Health Needs Assessment Tool
Access to additional targeted support	Individual 1-2-1 coaching, and group webinars
Opportunity to access support from partners across the programme	Opportunity to access support from partners across the programme



WORKPLACE HEALTH PROGRAMMES

WORCESTERSHIRE & BIRMINGHAM



Suzie Langton | Service Manager

Suzie.Langton@optima-uk.com





Herefordshire and Worcestershire WorkWell pilot

Judy Gibbs – Joint Programme Director

16th October 2024

What is WorkWell?

Department for Work and Pensions (DWP) funded scheme to help people:

Start, Stay and Succeed in Work



Start: People not working because of a disability or health condition that could be overcome with some reasonable adjustments.



Stay: People in employment but struggling to hold down their job because of their disability or health condition.



Succeed: The programme aims to help people through coaching and other support mechanisms to overcome these barriers and succeed in the workplace.

Background

Awarded 15 Vanguard Pilots - 5 in East and West Midlands

What has Herefordshire and Worcestershire been awarded:

- **£2.446m** to support maximum of **2,360** people between 01 October 2024 and 31 March 2026
 - **Year 1** target = **708** participants,
 - **Year 2** target = **1,652** participants
- Expected **split between Herefordshire and Worcestershire is 30:70** - but this is not fixed, and the **funding follows the participant.**

Performance Indicators

- **Participant Engagement Rate:** 90% of plan profile contact initiated
- **Participant Impact:** 70% of participants satisfied or very satisfied with the service they received

Scope of the scheme

- Aimed at people who have a disability or health condition that is, or is becoming, **a barrier to their employment**.
- An **alternative or parallel** to issuing a sick note
- **Accessible to anybody** in Herefordshire and Worcestershire who:
 - Has an **address** in the ICS area, or is registered with a **GP** commissioned by the ICB
and
 - Has an **entitlement to work**

Access to the service

Access to the service could be one of the following:

- Following request for “sick/fit note” from GP
- Referral by employer (with person’s consent)
- Self-referral / family / friend / community organisation
- Referral from Job Centre Plus or Council Benefits service (with the person’s consent)

Individuals could be:

- **Employed and working** - but experiencing regular periods of sickness absence
- **Employed but not working** - either self-certified or GP signed off
- **Not employed and claiming benefits** – ie unemployed
- **Not employed and not claiming benefits** - ie economically inactive

Access to the service

Health conditions expected to be covered:

- Mental health.
- MSK (conditions that may be helped with Physiotherapy or guided exercise).
- Menopause
- Neuro-diversity
- Other conditions that may require non-medical or low-level medical interventions or where the individual may benefit from general counselling or coaching.

It is not an alternative route into NHS services for health conditions that don't affect a person's employment.

Our Approach

- Work with **15 PCNs** full region cover
- Employ **17 Work and Health Coaches**
- **Fully funded roles**, including training costs and other on-costs.
- **Hosted or employed** by Primary Care Networks
- Supporting to manage **recruitment and training**
- **Coaching** based approach with patients/clients
- Access to a central budget to **commission onward support** – such as VCSE service, MDT capacity.
- Funded time for a **proactive search** of current active patients with a live sick note.
- Aiming for a process to make is **as easy as or easier than issuing a sick note** in terms of GP time.

What does delivery look like ?

- **Patient identified** and linked to Job coach
- Initial Assessment – **Formulation of Work and Health Plan** to address barriers to employment and causes
- Coaching process duration intended to be **3- 6 weeks**
- Working with the **Joy App** to increase referral mechanisms to community and local services to support patients/clients
- Phased approach across geography with PCNs
- Working with **DWP** to identify clients on their caseloads
- Launching to **employers** in 2025 to engage workforces and highlight available support

Where are we ?

- Launched in October across **Wyre Forest district**
- **Employed 5 Work and Health Coaches** in 4 areas
- Designed **Work and Health Assessment**
- Working with the **Joy App** to build caseload management system and referrals from EMIS
- **Soft Launch to employers** this week to gain insights on how it can work for them
- **Connecting and aligning** to other local Health and Work initiatives including the new Supported Employment DWP Programme
- Engagement with **DWP** at local level

Alignment to the ICBs Wider Ambitions

- **Improve outcomes:** There are a number of complex wider determinants of health, but having a Good Job, a Good Home and connection to a Good Community is proven to have a positive impact on people's health outcomes. The model referenced to the right, suggests that the factors could contribute as much as 50%. By focusing on tackling just one of the key wider determinants of health (employment), successful delivery of the Workwell service will make a significant contribution to long-term health outcomes for people across Herefordshire and Worcestershire.
- **Tackling health inequalities:** Two key factors: Level of income and amount of social connection; can be key drivers for health inequalities. By focusing on helping people to Start, Stay and Succeed in Work, successful delivery of the Workwell service will address these factors directly.

Alignment to the ICBs Wider Ambitions

- **Enhance productivity and value for money:** Shifting the focus and allocation of resources towards prevention rather than cure will help to reduce demand for healthcare services in the long term and will support better use of resources. Successful delivery of the Workwell service will therefore contribute to the ICB's long term strategic plans for improving value for money.
- **Supporting wider social and economic development:** Successful delivery of the Workwell service will be a core component of the ICB's wider strategy to support broader social and economic development by helping to keep a greater proportion of the population economically active, particularly those in younger age groups who risk falling into a life of economic inactivity without focused early support.

Discussion, including Q&A



Regional support for health and work

Inclusive Sustainable Economies (ISE) and Health & Work platform

Everyone is welcome to join the Midlands ISE platform, which includes a dedicated section for Health & Work. The platform, together with the Community of Improvement (Col), supports local systems to enable people with a long-term health condition or learning disability to get into, stay in, and thrive in work, regardless of their health condition, by local systems ensuring that those that need it have the right support in place. The Col meets every 2 months via MS teams. The platform will also allow you to:

- access previous Col meeting papers quickly, including links to the Rolling Q&A and presentations.
- “join the conversation” start a discussion/seek thoughts from others who share an interest in health & work.
- Use the Useful Links’ section to access useful documents, including those on the national WorkWell programme webspace.

If you are already registered on the Midlands Public & Population Health Place Based Hub, you will already have access to the Health & Work webspace.

If you are not already registered on the platform, or wish to update your settings, please email julie.davis@dhsc.gov.uk advising which of the following topics you wish to receive mailings for: Health & Work, Anchors, Climate, 4th Purpose.

