CALDERDALE CARES 4 US

LEGACY DOCUMENT 2022

AN INTRODUCTORY NOTE FROM CC4US PROJECT MANAGER AND CWS FOUNDER KIAH HAMILTON-ADAMS

Welcome to the second phase of Calderdale Cares 4 Us (CC4Us). CC4Us was a successful and original project supporting the mental health and wellbeing of Calderdale's public and voluntary sector.

With support from our SRO Dr. Caroline Taylor and the steering group, we have created an innovative and trailblazing service that offered a wide range of mental health and wellbeing services including massage, group meditation, counselling, stone carving, and more.

By the end of our funding, we have grown a project which has supported over 1100 people across 2500 hours and 70 different services. We now want to take our expertise and offer our support directly to your staff.

Therefore in this second phase, we are offering our successful support model out to workplaces across Calderdale to ensure you can assist your workplaces' health and wellbeing.

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THE CALDERDALE CARES 4 US JOURNEY

OUR ORIGIN

CC4Us began with 500k funding from Public Health Calderdale. The funding aim was to rebuild the mental health and resilience of Calderdale's public and voluntary sector; to care for them after all the care and support they gave during the pandemic. Dr. C Taylor chose Healthy Minds as the host of the project due to their track record of championing co-production and offering service-user led mental health and wellbeing support to the local Calderdale community.

From Dr. Taylor's idea to create a flexible and receptive project, the team (Corinne McDonald and Kiah Hamilton-Adams) grew Calderdale Cares 4 Us into a project which supported over 1100 people across 2500 hours and 70 different services. We now want to take our expertise and offer our support directly to your staff.

OUR OBJECTIVES

Our objective was to improve the mental wellbeing and resilience of the public and voluntary sector who live or work in Calderdale. We also had a secondary objective to use the funding locally and invest in small businesses, charities, and community groups. Spending locally meant that the CC4Us service did not divert existing universal services to itself but instead supplemented them. This recruitment also provided a much-needed boost to the local economy.

We created a locally produced and run project with the needs and wants of the public and voluntary sector at the heart of it. Ran by a local voluntary organisation, services provided by local people and for our local workers. CC4Us was able to fulfill the objectives set out above while also bringing together a community that had been pulled apart by the recent pandemic.

BUILDING PARTNERSHIPS

In order to create a service in which the public and voluntary sectors were at the heart of it, we needed connections across the sectors. To ensure this we invited representatives from each sector to join a steering group. This meant from the conception of the project our steering group members were able to inform our decisions and ensure that the needs of their sectors were included.

Therefore, building partnerships is an important piece of the foundation of Calderdale Cares 4 Us. As we have grown so have our partnerships, meaning we now have connections to businesses, individuals, and organisations across Calderdale, all of whom have helped shape the project in one way or another.

"A LOCALLY PRODUCED AND RUN PROJECT WITH THE NEEDS AND WANTS OF THE PUBLIC AND VOLUNTARY SECTOR AT THE HEART OF IT."

THE DELIVERY MODEL

Since CC4Us was an original project we had the opportunity to create a contemporary delivery model, one which was able to adapt to the developing needs of our service users.

Using our team's knowledge and experience we created truly innovative delivery methods and began providing services within two months of receiving funding.

The way in which we governed the project is 'receptive planning.' Meaning the project was planned according to the identified needs of the service users but also allowed for the team to receive and react to their changing needs. For example, we offered short contracts to providers allowing us to react to any change in demand, without great cost to the service.

Receptive planning allowed us to deliver a tailored experience that is able to react to feedback from our service users. As we are one of the first projects to use this model all our documentation, planning processes, booking system, and financial model were formed by our team to ensure all aspects of CC4Us were indeed receptive.

PROJECT PERFORMANCE

Before offering our services, potential service users were surveyed about what they wanted CC4Us to be. Data from these consultations showed that 58% had never previously accessed a mental health service, meaning that, for the majority of service users, engaging with our services would be their first encounter with a mental health focussed activity.

Throughout the project, we continually collected data from our service users and providers using online surveys.

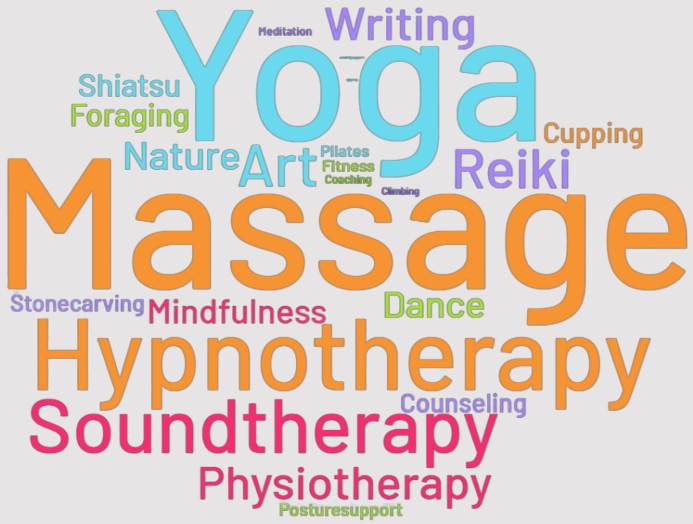
After accessing our activities, service users were asked to rate their emotional wellbeing, resilience, and ability to handle their wellbeing.

- 98% said that their emotional wellbeing improved
- 95% said their ability to manage their wellbeing improved
- 92% said their resilience improved

98% OF PEOPLE WHO ACCESSED OUR SERVICE SAID THEIR EMOTIONAL WELLBEING HAD IMPROVED.

We believe these high percentages reflect how we have responded to user input throughout the program. Along with the self-assessment questions, we asked "What could we improve about our service?" The most common feedback included requests to increase our availability. We responded to this by introducing a fair use policy enabling an increased number of individuals to access our full range of services. After introducing this policy, requests to 'increase availability' decreased by 58%

Another area where data supported our project performance was through the range of activities we offered. Clients had access to over 70 different services ranging from massage to stonecarving. Through analysis of user feedback relating to requests for new services, we were able to source the top 55% most commonly requested services by the end of the project. Clients told us that they really appreciated this process of responding to feedback throughout the year.



We also surveyed our accredited practitioners to learn how their involvement with Calderdale Cares 4 Us had impacted their business. 100% of providers reported a positive impact on their business, including a boost after struggling during the pandemic, a wider reach for clients, and retention of CC4Us service users who continue to engage in the services of their business after the free offer from CC4Us ended.

TESTIMONIALS

CLAIRE'S STORY (Edited for clarity and anonymity)

Claire was diagnosed with cancer shortly after accessing her first CC4Us appointment. In the run-up to her treatment, she was able to attend hypnotherapy which helped prepare her for the challenge ahead.

As her treatment ended she signed up for further hypnotherapy sessions which then equipped her with the tools to identify when a change would be needed and how to rectify issues for herself, creating a much calmer headspace that put her long term recovery and quality of life front and center.

She then moved on to posture support sessions finding the provider didn't go for the 'quick fix' approach and instead encouraged small changes that have the potential to make a long-lasting difference to her frame and reduce unnecessary pain in later life. The provider also offered the opportunity for reflection in terms of life circumstances and behavior that may cause emotional stresses on a frame and offered sound advice in terms of dealing with difficult situations in a more controlled manner. Finally, Claire attended personal training sessions, to get stronger and rebuild the muscle mass that was lost during treatment.

Calderdale Cares 4 Us was able to provide Claire with our variety of services meaning she was able to support herself in both mind and body before, during, and after her tough time.

"So grateful for this scheme, my back pain is a lot better, and my mental health is much better, thank you again to everybody."
(NHS worker)

"...I am able to care for myself and be aware of my own well-being which had got lost along the way, consequently I think everyone in the family benefits."
(Unpaid carer)

"I felt I might be approaching crisis and this has helped to steer what was deteriorating mental health, back on the right track."
(Police)

JEAN'S TESTIMONAL (Edited for anonymity)

This testimonial is referencing a wild foraging workshop:

"It was absolutely fascinating, and the depth of knowledge of the practitioner was amazing. I learned a lot – and have already been out this weekend foraging for haws and elderberries with my little boy! It's lovely to learn something new, and really lovely not to have to do it on Zoom! - in fact, to be outdoors and get a bit of exercise felt great. I'm really glad I made the time for it and appreciate having had the opportunity.

I'm getting up in the morning for an hour's mindfulness class, which I'm quite curious about, too.

I work shifts, on an eight-week rolling rota and don't really do any courses or regular activities; but it is lovely to have the opportunity to try something new without needing to commit.

I think this is a brilliant initiative, connecting people who need wellbeing support with wonderful local practitioners who offer it."

INTRODUCING
CALDERDALE WELLBEING SERVICES

The “Calderdale Cares 4 Us” project was funded with the specific aim of providing opportunities for public and third sector workers to improve their mental health and wellbeing after working continuously, offering essential support services to Calderdale throughout the global Coronavirus pandemic.

Calderdale Wellbeing Services (CWS) is our opportunity to continue this work beyond the initial remit of the “Calderdale Cares 4 Us” project. We want to ensure the progress made over the last year, in supporting the mental health of workers, isn't just a temporary measure but becomes an ongoing and sustainable part of living and working in Calderdale.

We believe that all workplaces, across the Private, Public and Third sector, have a duty to provide better care for the mental health of their employees.

However, we recognise the difficulty in finding quality, affordable solutions that meet the individual needs of a diverse workforce. Calderdale Wellbeing Services brings solutions to these problems developed from the nationally recognised[1] “Calderdale Cares 4 Us” project.

Our Values

We are flexible

Once a package is agreed upon we are happy to adapt it as and when it is required. We are also able to offer in-person support, as needed, to help staff respond to sudden changes or needs that may arise.

We are local

Due to our locality, meetings and conversations about CWS and the wellbeing needs of you and your employees can take place in person. Our providers are also from small local businesses and organisations, therefore by investing in CWS you are investing in the local economy.

We are a charity

We are not constrained by targets, we want to support you to create a workplace of wellbeing. Using CWS to provide support for your staff also allows the continuation of Healthy Minds' work supporting the mental health and wellbeing of Calderdale.

Workplace Wellbeing Exploration

In 2020/21, a quarter of all workers across Britain reported suffering from work-related stress, depression, or anxiety. This accounted for 50% of all work-related cases of ill health [2]. However, the real number of those on leave due to their mental health is likely higher. Deloitte reports that 48% of workers aged 18-40 would lie about their reason for taking time off if it were mental health related [3]. Recent ONS figures show that rates of employees who are off 'temporarily sick' have increased by over 15% since 2021 [4], showing that workplace wellbeing support is needed now more than ever.

Making the choice to invest in Calderdale Wellbeing Services (CWS) could be the intervention within your workplace that stops poor mental health from becoming a work-related illness. Research has found that annual organisational costs for employee sickness can reach as high as £1677 per employee [5]. By comparison, the costs of investing in CWS to provide year round wellbeing opportunities ranges from £30 to £300 per year per employee. Engaging CWS additionally benefits employers by reducing workplace stigma around mental health offering a more truthful insight into how employees are feeling and enabling us to create bespoke packages of support that directly meet the identified needs of your staff team.

Showing that you are an employer who cares about the well-being of those who work for you also has further benefits in terms of attracting new staff.

A 2022 study by Bupa found that younger generations of workers now prioritise wellbeing over other aspects of their work. 54% of 18–25-year-old workers reported they were prepared to take a pay cut of up to 27% of their wages if it meant they could work for an organisation that reflects their ethics [6]. Similarly, ILH research from 2021 found that 89% of 18 – 24 years olds agreed that 'health & wellbeing support should form a greater part of the culture where I work' [7]. It is clear from this new data that the next generation of employees put wellbeing in the workplace at the forefront when job hunting.

Multi-component approaches to employee wellbeing support, like Calderdale Wellbeing Services, are the most effective at reducing absences and improving general productivity [8].

To make a significant impact on employee well-being, the support you offer should include physical, educational and well-being activities, as well as opportunities to play.

Designing and managing an in-house programme that covers such a broad range of services, is tailored to the individual needs of your staff team, and is provided by approved, high-quality practitioners will likely be highly expensive and time-consuming.
Calderdale Wellbeing Services provides bespoke packages of support that encompass all facets of well-being support to cater for mental health needs of your entire staff team.

[1] 2021 Rollings, C., 2022. Wellbeing in primary care: the reality. British Journal of Healthcare Management, 28(4), pp.1-3. / [2] Health and Safety Executive, 2021. Work-related stress, anxiety or depression statistics in Great Britain. / [3] Deloitte, 2021. Millennials and Generation Z—making mental health at work a priority. / [4] Office for National Statistics, 2022. Employment in the UK: April 2022 / [5] Bevan, S. and Hayday, S., 2001. Costing sickness absence in the UK. REPORT-INSTITUTE FOR EMPLOYMENT STUDIES. / [6] Bupa, 2022. Gen Z seek ethical workplaces as environ-mental health burden bites. / [7] ILH 2021. The changing expectations of the Gen Z workforce. / [8] Carmichael, F, Fenton, S-J, Pinilla Roncancio, M, Sing, M & Sadhra, S 2014, Workplace wellbeing programmes and their impact on employees and their employing organisations: A scoping review of the evidence base: A collaboration between Health Exchange & University of Birmingham. Work, Wealth and Wellbeing Research Group and Network, The University of Birmingham.

Our Support Process

Getting started with Calderdale Wellbeing Services is simple.
After contacting our team to express your interest, we'll arrange a meeting with one of our team members to discuss your needs and which of our packages might suit you best.

Tier 1

1. A pre-designed package of support

Tier 2

1. Organisational Wellbeing Report
2. Bespoke package of support
3. End of year Wellbeing Report

Tier 3

1. Organisational Wellbeing Report
2. Bespoke package of support
3. Quartlerly review and adaptations to support package
4. End of year Wellbeing Report

Our **Pre-prescribed Packages of Support** offer a variety of activities and workshops provided by our accredited practitioners, however, it would not be tailored to the needs of your staff.
(Prices start from £80 per person per month)

Our **Workplace Wellbeing Report** involves one of our team attending your workplace and spending time talking to your staff so as to best understand common stress points and discuss the different support activities on offer. Following these discussions, we will produce a baseline report and design a package of support that best suits the needs of your workforce. We will also provide a series of wellbeing recommendations that your organisation can implement to better support your staff.

After a year with us, we will produce an **End of Year Report** providing your organisation with feedback from your staff about the impact the activities have had on their wellbeing and we will carry out an organisational review to compare with the wellbeing baseline measurement we made.
(Prices start from £250 - £2000 depending on workforce size.)

In our top tier, we also offer **Quarterly Review Sessions** at which, we will assess the impact our provision is having on individuals in order to make more frequent changes to the activities or engagement process that better suit your staff's requirements.
(Prices start from £500 per month for a staff size of 50.)

Further Support

As well as our tailored support packages, we have a range of add-on packages to further support your organisation in supporting the wellbeing of your staff team.

Add-on packages

Healthy Minds Workshops
We can offer company wide Wellbeing Workshops delivered by mental health professionals from Healthy Minds, our parent charity. We can offer workshops covering general mental health principles, wellbeing workshops or provide sessions aimed at a certain topic such as work place related stress. These sessions can be delivered in person at your workplace, online, or off-site, as is required.
(Prices start at £100 per workshop, max 30 people.)

Wellbeing days
A fully planned day offering a mixture of workshops and wellbeing activities such as posture support, sound therapy or meditation. This can also be delviered from your workplace or off-ste as part of an awayday at an alternative venue depending on your preferences.
(Prices start from around £500 for 10 people.)

OUR DEVELOPMENT TEAM

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HOW TO GET IN TOUCH

For further information on Calderdale Wellbeing Services contact
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For further information on Healthy Minds contact us via
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healthy minds
Calderdale Wellbeing

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(Registered as Calderdale Wellebeing, Charity number 1132316)