



Website COPY, Q&As and social media messages for Winter Wellness campaign

29 October launch

Latest News

New winter wellness campaign launched

An online campaign to help NHS colleagues in Hampshire and Isle of Wight (HIOW) stay well this winter has been launched by the area's enhanced health and wellbeing team.

With autumn well and truly here and winter rolling in, the HIOW Health & Wellbeing programme team has created a Winter Wellness toolkit – packed full of advice and tips on workplace wellbeing, nutrition, light therapy and mindfulness.

Aimed at the county's NHS colleagues working in all six trusts, as well as those working in Primary Care, the campaign also includes short videos from local wellbeing experts and a live winter wellness yoga session.

The campaign material will be released through each trust during the week-long campaign, (29 October – 5 November) and will also be available on the People Portal, a new online health and wellbeing resource for all those working in the NHS in Hampshire and Isle of Wight.

Hilary Todd, HIOW Health & Wellbeing Programme Director, said: “We know the last 18 months has been tough for everyone, especially for all those working in healthcare. Our enhanced staff wellbeing service aims to provide additional support to complement what’s already on offer from each trust or place of work.

“Winter can be a tough time for those working in healthcare and keeping well during this pandemic is challenging for us all, regardless of our job role or where we work. We recognise our NHS colleagues are doing an amazing job supporting people during this time and in turn, we want to make sure we do everything possible to support them to keep healthy and well this season, to ensure they can keep on helping others.”

To view the Winter Wellness toolkit and other resources, visit the People Portal: <https://www.hiowpeople.nhs.uk/ccs/hiow>

Ends

Q&As

What is the People Portal?

It’s an online resource packed full of free health and wellbeing advice, tips and local services for all those working in the NHS across Hampshire and Isle of Wight.

It’s been created by the HIOW Health & Wellbeing Programme for everyone who works in the NHS in the local region.

- Get help for a range of issues such as anxiety, stress, sleep, diet, back or neck pain
- No need to log in to your work’s intranet – available on your mobile or desktop
- Easy access to ongoing support with links to national and local services
- Local wellbeing experts on hand to advise through a new helpline

What is the HIOW Health & Wellbeing Programme?

A successful bid for funding was made to NHS England and NHS Improvement by Solent NHS Trust, on behalf of Hampshire and Isle of Wight Trusts, to deliver enhanced wellbeing and occupational health initiatives across the system - aimed at improving the experience of working in the NHS for everyone in the region.

Partner organisations in the system are:

- Hampshire Hospitals NHS Foundation Trust
- Isle of Wight NHS Trust
- Portsmouth Hospitals University NHS Trust
- Solent NHS Trust
- University Hospital Southampton NHS Foundation Trust
- Southern Health NHS Foundation Trust

The programme will also be targeting the region's Primary Care Network (GP surgeries, dentists, pharmacies, and optometrists) with a pilot health and wellbeing programme.

What will the programme be offering to NHS people?

A new Healthy Living service will be launching in December staffed by trained clinicians and coaches, available to listen and offer advice about further support. This could be a bespoke treatment plan, signposting or access to other physical or mental health services.


People can also access a wealth of support and resources through the new People Portal for issues such as back pain, mental health, sleep, anxiety, menopause and stress.


How is the programme different from what's already available?

The HIOW Health & Wellbeing programme complements – not replaces – the wellbeing support already offered to employees. The service aims to be flexible and responsive, adding extra capacity and services where gaps in provision are discovered.

Social media messages (suggested daily content for Facebook groups for staff)

All assets available to download from: <https://www.dropbox.com/sh/7j0gg3s5ycj9bvy/AAAw-uiLcBaQ3syHlcjQYUOFa?dl=0>

DATE	COPY	ASSETS
<p>Friday 29 October</p>	<p>An online campaign to help NHS colleagues in Hampshire and Isle of Wight (HIOW) stay well this winter has been launched today.</p> <p>With autumn well and truly here and winter rolling in, the HIOW Health & Wellbeing programme team has created a Winter Wellness toolkit – packed full of advice and tips on workplace wellbeing, nutrition, light therapy and mindfulness.</p> <p>You can download it here: https://www.hiowpeople.nhs.uk/cc/hlow #justforyou</p>	<p>News story (supplied above and also available to link to from People Portal: https://www.hiowpeople.nhs.uk/cc/hlow)</p> <p>Facebook graphic Twitter graphic Campaign logo</p>  <p>The logo features a winter scene with snow-covered trees and mountains. A blue banner at the top reads: 'Boost your health and wellbeing this winter - read our new Winter Wellness Toolkit for NHS colleagues - out now!'. A red ribbon graphic contains the text 'Winter wellness'. Logos for 'Health & Wellbeing Hampshire & Isle of Wight' and 'NHS Hampshire and Isle of Wight' are also present.</p>

		
	<p>You may not feel like exercise with the cold, dark mornings and winter nights upon us, but rolling out your yoga mat next week could really help you improve your wellbeing as we move through the coldest season of the year.</p> <p>Join Occupational Health and Wellbeing Practitioner Adele next Monday</p>	<p>Facebook graphic Twitter graphic</p>

lunchtime for a free winter wellbeing yoga session.

Simply click the Zoom link to join on Monday 1 November, 1pm – 1.30pm.

<https://solentnhs.zoom.us/j/92119363557>
#justforyou

WINTER WELLBEING YOGA CLASS

WITH ADELE SALES

MON 1 NOV

Join Adele for a live yoga session on Zoom: 1-1.30pm

<https://solentnhs.zoom.us/j/92119363557>

Health & Wellbeing
HANTSWARE & ISLE OF WIGHT

Winter wellness

The flyer features a blue header with the title 'WINTER WELLBEING YOGA CLASS' and 'WITH ADELE SALES'. A circular photo of Adele Sales is in the center, with a 'MON 1 NOV' badge. Below the photo, it says 'Join Adele for a live yoga session on Zoom: 1-1.30pm' and provides the Zoom link. Logos for 'Health & Wellbeing HANTSWARE & ISLE OF WIGHT' and 'Winter wellness' are at the bottom.

WINTER WELLBEING YOGA CLASS

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Health & Wellbeing
HANTSWARE & ISLE OF WIGHT

Winter wellness

This is an identical duplicate of the flyer above, containing the same text and graphics.

<p>Mon 1 Nov</p>	<p>How can we improve our wellbeing this winter? Listen to trust chaplain Emma as she talks about the benefits of getting outside in nature to help boost our mental health.</p> <p>For more winter wellbeing tips, download the new Winter Wellness toolkit from the HIOW Health & Wellbeing programme, it's packed full of advice and tips on workplace wellbeing, nutrition, light therapy and mindfulness. https://www.hiowpeople.nhs.uk/ccc/hiow</p>	<p>Video 1 (Introduction to campaign from Emma, trust chaplain.) On Dropbox or YouTube: https://youtu.be/9AuGqo4y948</p> 
	<p>Join Occupational Health and Wellbeing Practitioner Adele next Monday lunchtime for a free winter wellbeing yoga session.</p> <p>Simply click the Zoom link to join today (1 November), 1-1.30pm.</p> <p>https://solentnhs.zoom.us/j/92119363557 #justforyou</p>	
<p>Tuesday 2 November</p>	<p>How can you feel your best this winter? Have you heard about hygge? It's a Danish word meaning the feeling of cosy</p>	<p>Short animation for Facebook/Instagram:</p>

	<p>contentment you can experience when you enjoy the simple things in life. Here's 5 top tips:</p> <ol style="list-style-type: none"> 1. Enjoy small pleasures 2. Make an autumn/winter reading list 3. Light some candles 4. Wear cosy clothes 5. Create a special nook at home to snuggle in and relax <p>For more winter wellbeing tips, download the new Winter Wellness Toolkit #: https://www.hiowpeople.nhs.uk/ccc/hiow #justforyou</p>	
<p>Wednesday 3 November</p>	<p>How can you boost your immunity this winter through healthy eating? Listen to Hetty, Occupational Health & Wellbeing Practitioner, as she runs through some quick tips to help you eat well this season.</p> <p>For more health and wellbeing advice, visit the People Portal: https://www.hiowpeople.nhs.uk/ccc/hiow #justforyou</p>	<p>Video 2 from Hetty, talking about the importance of nutrition during the winter: Download from Dropbox or YouTube: https://youtu.be/FADfC4xIJFg</p> 

<p>Thursday 4 November</p>	<p>Are you working from home at the moment? Sitting at a desk for hours on end can put strain on your back and neck – follow this short guide from Cameron, Rotational Physiotherapist from Solent NHS Trust, as he shares three easy exercises to help relieve upper back and neck stiffness this winter.</p> <p>For more advice about your physical health, visit the People Portal: https://www.hiowpeople.nhs.uk/cc/hlow #justforyou</p>	<p>Video 3 from Cameron about exercise when working from home. On Dropbox or YouTube: https://youtu.be/xuDh1bQTc6I</p> 
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We've been asking members of our health & wellbeing team how physical exercise helps them with their mental health, especially during the winter. Hayley, project coordinator, shares: "It can be hard working getting kids to leave the house...but once out the benefits are amazing, some quality exercise, family time and a chance to chat about all things football and would you rather have 'hands for feet' or 'feet for hands'!"

For advice about winter wellbeing, visit:
<https://www.hiowpeople.nhs.uk/ccc/hiow>
#justforyou

Graphic from H&W team member Hayley with quote



We've been asking members of our health & wellbeing team how physical exercise helps them with their mental health, especially during the winter. Helen, Communications Officer, says daily walking has been a great help to her during the pandemic when she has been working from home every day: "We're lucky in Hampshire to live near stunning countryside and lovely beaches. I've always loved getting out and about but during the pandemic it has been even more important to me, it especially helps to boost my mood. I always walk each morning before starting work – it's my version of a commute – creating a space between my sleep and work, allowing my mind to wake up and refresh, ready to start the day!"



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We're lucky in Hampshire to live near stunning countryside and lovely beaches. I've always loved getting out and about but during the pandemic it has been even more important to me, it especially helps to boost my mood. I always walk each morning before starting work – it's my version of a commute – creating a space between my sleep and work, allowing my mind to wake up and refresh, ready to start the day!"

HELEN RIMMER
COMMUNICATIONS OFFICER



	<p>Pets! They can be a great way to help you get outside each day and exercise – helping to boost your mental health and wellbeing. Meet Deliah in this short video – she belongs to HIOW Health & Wellbeing programme manager Katherine, who explains the benefits of getting outside during the winter months. For more health and wellbeing advice, visit: https://www.hiowpeople.nhs.uk/ccc/hiow#justforyou</p>	<p>Video 4 of Deliah the dog and programme manager Katherine. On Dropbox or link to YouTube: https://youtu.be/pzle3f7v_6w</p> 
<p>Friday 5 November</p>	<p>Winter means darker nights and for many this can lead to lower mood. Watch Adele as she explores three tips to help you cope with light changes this winter. For more health and wellbeing advice, visit the People Portal, a new online resource for NHS staff across Hampshire and Isle of Wight: https://www.hiowpeople.nhs.uk/ccc/hiow#justforyou</p>	<p>Video 5 from Occupational Health and Wellbeing Practitioner Adele. On Dropbox or YouTube: https://youtu.be/p13C4cqexnU</p>  <p>Adele Sales, Occupational Health and Wellbeing Practitioner, Solent NHS Trust</p>

How can we boost our wellbeing through the use of light this winter? Here's 5 tips:

1. Get out into natural light as much as possible
2. Limit screen time in the evening
3. Change the lighting in your home to soft, warm lights
4. Surround yourself with plants
5. Sit near a window when indoors

For more tips and advice, download the Winter Wellness Toolkit on the People Portal:

<https://www.hiowpeople.nhs.uk/ccs/hiow>

#justforyou

Animation for Facebook/Instagram

