



23 December 2022

Dear Colleague,

## **SUPPORTING YOUR MENTAL HEALTH & WELLBEING**

Staff are at the heart of West Midlands Ambulance Service, and we recognise the immense challenges that you have all faced over the last 3 years. Your health and wellbeing are important to us. While WMAS staff dedicate their energy to caring for others, we are committed to providing every member of our workforce with the support to look after themselves as well.

*'Be proactive to stay well, and seek early support when it is needed'*, is advice that many of us agree with and whole-heartedly encourage others to follow, but for many reasons, find it much harder to apply to ourselves. Having the opportunity to find out about the support available can be the first step.

While hundreds of staff already benefit from our workforce wellbeing provisions each year, we are always looking for new and more innovative ways to increase staff awareness about what is readily available for them. The new staff wellbeing website is now live and includes information, signposting, and details of upcoming CPD and wellbeing events - [wellbeing.wmas.nhs.uk](https://wellbeing.wmas.nhs.uk).

The new site can be accessed from any work or personal internet connected device and does not require access to the intranet. In addition to the new site, SALS Advisors, Health & Wellbeing Champions and a wealth of other dedicated colleagues continue to host events and share wellbeing information through multiple communication channels throughout the Trust.

To assist staff further to consider their own wellbeing needs, we are really pleased to say that The Royal Foundation has provided funding for all our staff to receive a proactive, confidential, wellbeing awareness and support conversation via telephone. The calls will be made by the experienced and specially trained team from Hospice UK's dedicated support line for healthcare workers, which is called '**Just B**'. You'll find additional information below about the wellbeing calls.

We recognise that not all staff will want to participate, but we hope that as many staff as possible will be keen to take this opportunity to increase their awareness about the health & wellbeing support available for staff.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Carla Beechey'.

Carla Beechey  
**People Director**



## **Just B Proactive Wellbeing Calls Information**

### **Why are proactive wellbeing calls being provided?**

Our natural ability to adapt, cope and recover from even the most intense stresses, strains and traumas that can come our way, is phenomenal. However, no matter how capable, well-trained, or experienced we are, the skill and energy required of us as part of adapting and coping in challenging situations, will always be mentally and emotionally demanding to some extent.

There are lots of ways we can support and maintain the quality of our mental and emotional health, but when we are busy and juggling lots of demands, dedicating time to doing that can feel hard to do. Looking after ourselves can easily become a 'job for tomorrow'.

A proactive wellbeing calls service will increase general awareness about what is available and help the many people who might otherwise have felt unable to set aside enough time to focus on their own wellbeing, to get the more specific information and advice they need.

### **Will the calls be confidential?**

Just B's service is confidential and entirely independent of WMAS. The details of individual discussions and any additional support interventions agreed, will remain confidential between yourself and 'Just B'. Please read the attached [Privacy Notice and Safeguarding Statement](#) for more information.

To assure quality and evaluate the effectiveness of the initiative, service activity data will be collected by Just B. Broad and anonymised data will be provided to the Trust for assurance that the service is being delivered by Just B as agreed and that the wellbeing needs of WMAS staff are being appropriately met as required. For this purpose, Just B will provide data reports on the total number of staff who have been contacted/reached by Just B; total number of staff offered additional contacts and/or referred to other interventions; and highlight to WMAS any wellbeing themes that may benefit from providing further workplace support around.

No information that could identify any individual staff members would be included in data shared with the Trust.



## **What will the call involve?**

A trained wellbeing adviser from the Just B Helpline will contact you by phone to offer you a one-off confidential, telephone conversation. The Just B Helpline is delivered as part of Hospice UK's support for healthcare staff. Their advisors are experienced in understanding the pressures and the wellbeing challenges experienced by frontline health workers.

**You are entirely welcome to accept or decline the offer to continue.**

The conversation will last around 20 minutes and provide an opportunity to reflect on, and talk through, your current health & wellbeing needs. Depending on what is shared during the call, the trained adviser can offer general wellbeing information, more personalised advice, and let you know about the variety of support available both inside and outside of work.

Most calls will be a one-off conversation, but if appropriate, you may also be offered additional telephone counselling support through Just B to assist with something specific or given advice on how to access more intensive support through other occupational and/or NHS services.

## **How will the service work?**

To provide the calls, the Trust needs to share the names and personal telephone contact details of our staff with the provider organisation. Therefore, before accepting the proactive call offer from Just B, it was carefully considered by a multidisciplinary group, including staff side representatives, and then approved by the Trust's Board and the Trust's Information Governance Team.

In line with Data Protection and GDPR requirements, it is important that you are aware that in order that you can be contacted, the Trust will need to share with Just B, your name and the telephone number recorded on your employee record. That will be done specifically and solely for this call to take place. For detailed information about how your data will be transferred, stored and used, please read the attached [Privacy Notice and Safeguarding Statement](#).

[The contact details shared will be those held on the ESR \(Electronic Staff Record System\). If you believe that ESR may not hold your up-to-date contact details, please update them as soon as possible via ESR Self Service.](#)

You can access ESR Self Service via your own device using a username and password, you can contact the ESR Team if you don't know your username and password via [dq-esrteam@wmas.nhs.uk](mailto:dq-esrteam@wmas.nhs.uk)

Self Service Login Page:  
<https://my.esr.nhs.uk>



### **When will the calls take place?**

The calls will start from week commencing **Monday 9<sup>th</sup> January 2023**. Calls will be made between 8am and 8pm, across all 7 days of the week. Just B anticipate it will take them approximately 6 months to contact the whole workforce.

Due to the size of our workforce, it is not possible to provide a specific date/time for when each staff member will receive a call, but if you are unavailable or busy when contacted, the advisor will try on a second occasion, and/or leave a message to let you know how to request a call-back at an alternative time to suit you.

### **What if I don't want to take part?**

Please be assured that there is **no** obligation or expectation for anyone to take part in a wellbeing conversation with Just B if they do not want to.

As contact details need to be shared in advance of the calls being made, if you do not want your name and telephone number to be provided to Just B, please let the Trust's Mental Wellbeing Practitioners know at [mentalwellbeing@wmas.nhs.uk](mailto:mentalwellbeing@wmas.nhs.uk) **before 5pm on Monday 9<sup>th</sup> January 2023**

If at any time following that, you decide that you do not want to receive a call, please email [mentalwellbeing@wmas.nhs.uk](mailto:mentalwellbeing@wmas.nhs.uk) and Just B will be informed on your behalf.

Alternatively, you can also opt-out at the time of the call by informing the Just B advisor that you do not wish to continue.

### **Who should I contact if I have any additional questions?**

You can contact the Trust's Mental Wellbeing Practitioners at [mentalwellbeing@wmas.nhs.uk](mailto:mentalwellbeing@wmas.nhs.uk)

## Privacy Notice and Safeguarding Statement

### Just'B' - Proactive Calls Service

**Just'B' is committed to delivering the highest level of care and support to individuals.**

#### Privacy Notice

##### 1) Scope of the call

- The purpose of the call is to give individuals the opportunity to share their experiences of working as a frontline emergency services responder.
- There may be several outcomes to the call, such as signposting to other services like the GP or the Just'B' Frontline Staff Support helpline. Alternatively, the outcome may include signposting to West Midlands Ambulance Service internal mental health and wellbeing support and interventions, or signposting to NHS national staff health and wellbeing resources, or a follow up call with the Just'B' call handler.
- Equally, it may be that this is a one-off call with no further outcomes.

##### 2) How Just'B' contacts individuals

- West Midlands Ambulance Service will securely pass on details of individuals who have received a letter about the proactive calls pilot and not opted out of receiving a call from Just'B'. This will include the individuals name and telephone number.

##### 3) How and what information is collected and shared

- Throughout the call the Just'B' call handler will ask questions about the individuals general health and well-being.
- Personally identifiable information will not be shared with West Midlands Ambulance Service.
- The following information will be collated and shared with West Midlands Ambulance Service in an anonymised and secure way: day, date and time of the call; call duration; if the call was held in a different language/using a translator; role of the caller; types of issues uncovered during the call; types of emotions/feelings discussed during the call; types of coping strategies used; what things might help improve emotional wellbeing; current support in place to help deal with the challenges of work; outcome of the call; if the call was the initial call or a follow up call; if a safeguarding concern was raised during the call; age; gender; sexual orientation; ethnicity; the number of staff signposted to West Midlands Ambulance Service resources; the number of staff signposted to their GP; the number of staff signposted to the Just 'B' Frontline Staff Support Helpline; and the number of staff referred for counselling/other talking therapies;
- If the individual requests a further telephone call from Just'B, then this information (ie total number of staff requesting a follow up call) will be included in the anonymised information that is shared securely with West Midlands Ambulance Service.
- If it is identified from the call that the individual would benefit from counselling, we will provide them with the West Midlands Ambulance

Service {eg Employee Assistance Programme (EAP)/Occupational Health /Counselling Service} contact details.

- Just'B' use a telephone app to make the calls. The number of the individual Just'B' are calling will be retained in the app's call log for 6 months before being automatically erased.
- If an individual cannot be contacted after three attempts, Just'B' will delete the individual's name and number from their records.
- If an individual requests a follow up call, their name and number will be retained by Just 'B' until after the follow up call is complete, or after three attempts are made.

Information regarding data collection and file retention within the {e.g EAP/OH/Counselling service} can be obtained by contacting the {e.g EAP/OH/Counselling service} directly.

#### Safeguarding within the proactive calls service

#### **All calls with Just'B' are confidential, however there are limits to this as follows:**

- If an individual shares something relating to the safeguarding of a child, young person or adult at risk.
- If the individual shares plans to suicide.
- If the individual discloses information relating to criminal activity.

Just'B' will inform a named representative from the Safeguarding Team at West Midlands Ambulance Service of any safeguarding concerns and securely share information where appropriate to ensure appropriate wellbeing support can be provided.

West Midlands Ambulance Service always aims to work collaboratively with individuals who disclose information which falls within the safeguarding remit. West Midlands Ambulance Service would seek consent from the individual and agree on what information would be shared with which agencies for support to be put in place. However, if consent is not given and the risk is assessed as high, then West Midlands Ambulance Service will make the decision based on our duty of care obligations whether or not to break an individual's confidentiality in order to ensure the safety of either the individual or others at risk.