

# WorkWell in North Central London

Stakeholder communications resources

1 October 2024



North Central London  
Health and Care  
Integrated Care System

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## About WorkWell

WorkWell is a new work and health service which begins in North Central London (Barnet, Camden, Enfield, Haringey, and Islington) on 1 October 2024.

As a work and health programme, it sits alongside other employment and health services within Barnet, Camden, Enfield, Haringey and Islington. The last page of this document signposts you a range of these additional services.

The WorkWell service aims to support at least 3,000 NCL residents with health conditions or disabilities to enter, remain in, or return to work. It offers personalised support from Work and Health Coaches, access to services like physiotherapy and counselling, and advice on workplace adjustments.

The voluntary programme is open to anyone, regardless of benefit status, whose ability to work is affected by health conditions or disabilities. Participants must be 16 years of age or older.

WorkWell is needed: 1 in 5 people signed off work for more than four weeks do not return to work. The programme forms part of a broader strategy to integrate health and work advice at the local level, potentially reducing economic inactivity due to periods off work due to ill health and sickness. It aligns to the Government's ambitions to support people back to work and to the findings of the [Independent Investigation of the NHS in England](#) (12 September 2024, Lord Darzi, Department of Health and Social Care). Lord Darzi's report highlighted:

- Being in work is good for wellbeing and good for the economy.
- More than half of the current NHS waiting lists for inpatient treatment are working age adults.
- There are long waiting lists for mental health and musculoskeletal services which are the biggest causes of long-term sickness.

To address the challenge, the review brings to the fore the need to better integrate health and employment support services and the importance of tailored, individual services.

The review was followed by the publication of [Our greatest asset: The final report of the IPPR Commission on Health and Prosperity](#) (17 September 2024, IPPR), which also argues that better health is Britain's greatest untapped resource for economic growth and national prosperity.

## About the resource pack

This communications pack provides key messages and copy for stakeholders to promote WorkWell to the following audience groups:

- Individuals who are facing health-related work challenges
- Employers and managers who would like support for an employee
- Healthcare professionals who would like support for an individual
- Employment specialists who would like support for an individual

## Who is this pack is for

This communications resource pack is designed for WorkWell programme stakeholders across the five boroughs in North Central London – Barnet, Camden, Enfield, Haringey, and Islington. It is specifically designed for use by:

- Public sector and healthcare organisations within the North Central London Integrated Care System
- Local authorities' job, skills, training, public health and inclusive economy teams
- Employment support organisations
- Voluntary and community sector organisations

# How to use this pack

This pack is a tool to help stakeholders communicate about WorkWell effectively to their target audience(s).

The goal is to clearly communicate the benefits of WorkWell and how individuals can access support for themselves or for others. If you have any feedback, suggestions or questions about using this pack please contact [Losarina.Kelly@nhs.net](mailto:Losarina.Kelly@nhs.net). Additional resources for your promotional activities will be made available in the coming weeks.

## ***Here's how to use this pack***

1. ***Understand the programme:*** please start by familiarising yourself with the key messages. This will ensure you have a solid understanding of WorkWell and its benefits.
2. ***Identify your target audience:*** please determine which of the four main audience groups you're addressing: individuals needing support, employers, healthcare professionals, or employment specialists.
3. ***Use audience-specific content:*** utilise and tailor the audience-specific sections to target your messaging appropriately. Each section contains key messages, website copy, and newsletter copy tailored for that particular group.
4. ***Adapt for your channels:*** the pack includes suggested copy for websites and newsletters. Please adapt this content for your preferred communication channels, such as social media, email campaigns, or presentations.
5. ***Customise the content:*** while the provided content is ready to use, feel free to adjust it to better fit your organisation's tone and style. You can also add local context or specific examples relevant to your audience.

6. **Use as a reference:** when creating your own promotional materials or responding to enquiries about WorkWell, use this pack as a reference to ensure consistency in messaging.
7. **Incorporate into existing materials:** if you have ongoing health and employment initiatives, consider how you can incorporate WorkWell information into these existing materials to reach your target audiences.
8. **Stay updated:** WorkWell may evolve over time. From time to time we will update this pack as needed to ensure you have access to the most current information.

## Key messages for all audiences

- 1 in 5 people who are signed off work for more than 4 weeks do not return to work; and there are nearly three million people off work due to health challenges.
- WorkWell is a new service designed to offer personalised support to people with health conditions or disabilities who are:
  - Looking to start a new job
  - Needing support to stay in their current role
  - Planning to return to work after an absence
- The service is available to residents in Barnet, Camden, Enfield, Haringey, and Islington.
- Participation is voluntary and independent of benefit status. Participants must be 16 years of age or older.
- WorkWell provides tailored support: one-on-one sessions with dedicated Work and Health Coaches, alongside additional services such as physiotherapy, counselling, and other specialist support.
- Nationally, WorkWell is part of a broader strategy to integrate health and work support at the local level.

- WorkWell is part of a national pilot scheme: it is a partnership between North Central London Integrated Care Board, local authorities, intermediaries and voluntary sector organisations across Barnet, Camden, Enfield, Haringey and Islington, and is sponsored jointly by Department for Work and Pensions and Department of Health and Social Care.

## Audience-specific messages and copy

### Individuals needing support

#### *Key messages*

- If you have health challenges or a disability and would like to work, WorkWell can help you start a new job, stay in your current role, or return to work.
- The service is tailored to your individual needs and health conditions.
- Participation is voluntary and will not affect your benefits status.
- Participants must be 16 years of age or older.

#### *Website copy*

**HEADLINE:** Discover your path to health and work success with WorkWell

#### **COPY:**

Are you living in Barnet, Camden, Enfield, Haringey or Islington [***delete borough as appropriate***] and facing health challenges that impact your work life? WorkWell is here to support you.

WorkWell offers:

- Tailored, one-on-one support from a dedicated Work and Health Coach and access to specialist services like physiotherapy and counselling

- Advice on workplace adjustments to enhance your job performance

Whether you're looking to start a new job, need support in your current role, or are planning to return to work after an absence, WorkWell can help. The service is completely voluntary and is designed to fit your individual needs. Participation is voluntary and independent of benefit status. Participants must be 16 years of age or older.

Take the first step towards a better work life. Register for WorkWell today: <https://nclhealthandcare.org.uk/workwell> and you will receive a call within two working days to get you started on your journey.

### ***Newsletter copy***

Facing work challenges due to health concerns? WorkWell, a new service for residents in Barnet, Camden, Enfield, Haringey or Islington [***delete borough as appropriate***]. It offers personalised support to help you with health challenges so that you can thrive in the workplace. From tailored, one-on-one coaching to specialist services, WorkWell is here to guide you towards work success. Learn more and express an interest in joining WorkWell via <https://nclhealthandcare.org.uk/workwell>

## **Employers supporting employees**

### ***Key messages***

- 1 in 5 people who are signed off work for more than four weeks do not return to work.
- Help your organisation / business and employees by connecting staff who need additional support due to health conditions or disabilities to WorkWell
- WorkWell supports people to stay in work or return to work after an absence.



- WorkWell can help you and your managers to support employees with health conditions or disabilities by advising on reasonable adjustments and workplace solutions.
- For employees, WorkWell provides tailored, one-on-one support with dedicated Work and Health Coaches, and access to services such as physiotherapy, counselling, and other specialist offers.
- Supporting employees through WorkWell can improve retention and productivity.
- Participation is voluntary and will not affect benefits status.
- Participants must be 16 years of age or older.

### **Website copy**

**HEADLINE:** Help your workforce thrive in the workplace with WorkWell

**COPY:**

As an employer in Barnet, Camden, Enfield, Haringey or Islington [***delete borough as appropriate***], you can play a crucial role in supporting employees with health conditions or disabilities. WorkWell is here to help you create a more inclusive and productive workplace.

How WorkWell benefits employers:

- Tailored support plans and expert advice about reasonable adjustments for employees
- Support for employees to stay in work or return to work after an absence
- Improved employee retention and productivity

By supporting an employee through the WorkWell programme, you demonstrate your commitment to employee wellbeing and create a more resilient workforce.

See how WorkWell can benefit individuals in your team:

<https://nclhealthandcare.org.uk/workwell>

## ***Newsletter copy***

Discover how WorkWell can help you support employees with health conditions or disabilities. From return-to-work strategies to workplace adjustments, WorkWell offers expert guidance to create a healthier, more productive work environment.

Find out more at <https://nclhealthandcare.org.uk/workwell>

## **Healthcare professionals supporting others**

### ***Key messages***

- 1 in 5 people who are signed off work for more than four weeks do not return to work and more than half of the current NHS waiting lists for inpatient treatment are working age adults.
- The WorkWell programme complements your care by addressing an individual's health-related work challenges.
- With consent, you can express interest in the service on behalf of an individual who might benefit from work-related health support.
- The longer-term ambition is to integrate a referral pathway within EMIS, with a number of PCNs trialling the approach in the coming weeks: any PCNs which would like to take part in the EMIS trial can contact [losarina.kelly@nhs.net](mailto:losarina.kelly@nhs.net).
- The voluntary programme is open to anyone, regardless of benefit status.
- Participants must be 16 years of age or older.
- It forms part of a broader strategy to integrate health and work advice at the local level, potentially reducing economic inactivity due to sickness.

### ***Website copy***

**HEADLINE:** Healthcare professionals are invited to connect people into new health and work service, WorkWell

## **COPY:**

As a healthcare professional in North Central London (Barnet, Camden, Enfield, Haringey or Islington), you understand the impact of work on a person's health and wellbeing. WorkWell is your partner in addressing the work-related aspects of people's health, and the impact of health challenges on people's ability to work.

How WorkWell supports healthcare professionals:

- Complements your care by addressing work-related health challenges
- Provides specialist support, including physiotherapy and counselling
- Offers a simple way to connect eligible people to the service

Good employment supports people's overall health and wellbeing. By connecting eligible people to WorkWell, you're providing them with an additional resource to improve their overall health, quality of life and pathway to good employment.

Participation is voluntary and will not affect benefits status. Participants must be 16 years of age or older.

Find out more and connect individuals to WorkWell here:

<https://nclhealthandcare.org.uk/workwell>

### ***Newsletter copy***

A new work and health service began in North Central London on 1 October 2024. It aims to support individuals with health conditions or disabilities to enter, remain in, or return to work.

GPs, social prescribers and other healthcare professionals can express interest on behalf of individuals who could benefit from support via:

<https://nclhealthandcare.org.uk/workwell>.

The longer-term ambition is to integrate a referral pathway within EMIS, with a number of PCNs trialling the approach in the coming weeks: any PCNs which would like to take part in the EMIS trial can contact [losarina.kelly@nhs.net](mailto:losarina.kelly@nhs.net).

This new service addresses work-related health challenges for North Central London residents, complementing your care with specialist support and resources.

Discover how WorkWell can benefit people you support:

<https://nclhealthandcare.org.uk/workwell>

Participation is voluntary and will not affect benefits status. Participants must be 16 years of age or older.

## Employment specialists

### *Key messages*

- 1 in 5 people who are signed off work for more than four weeks do not return to work and more than half of the current NHS waiting lists for inpatient treatment are working age adults.
- WorkWell provides additional resources for your clients facing health-related work challenges.
- The service offers specialised support that complements your offer and expertise.
- Collaboration with WorkWell can lead to better outcomes for your clients, by connecting people who need additional support due to health conditions or disabilities to WorkWell.
- Participation is voluntary and will not affect benefits status.
- Participants must be 16 years of age or older.

### *Website copy*

**HEADLINE:** Expand your toolkit with WorkWell – support for workers and job seekers with health conditions and disabilities

## **COPY:**

As an employment specialist in North Central London (***delete as appropriate: Barnet, Camden, Enfield, Haringey or Islington***), you're dedicated to helping clients succeed in the workplace. WorkWell is here as a complement to your services, particularly for clients facing health-related work challenges.

How WorkWell supports employment specialists:

- Provides additional resources for clients with health conditions or disabilities
- Offers specialised health and work support to complement your services
- Collaborates with you to achieve better outcomes for shared clients
- Simplifies the process of connecting clients with health-related work support

By connecting clients to WorkWell you can offer your clients a more comprehensive range of support, increasing their chances of work success. Participation is voluntary and will not affect benefits status. Participants must be 16 years of age or older.

You can connect your clients to WorkWell via

<https://nclhealthandcare.org.uk/workwell>

## ***Newsletter copy***

A new service has started in North Central London (***delete as appropriate: Barnet, Camden, Enfield, Haringey or Islington***) to enhance your support for clients with health-related work challenges. WorkWell offers specialised resources and collaboration opportunities to help your clients in North Central London achieve better work outcomes. Learn more about WorkWell at

<https://nclhealthandcare.org.uk/workwell>

## Accessing WorkWell

For all audiences, include the following information on how to express an interest in joining WorkWell, for themselves or for someone else people:

- Visit <https://nclhealthandcare.org.uk/workwell>
- Follow the link and fill out the simple expression of interest form
- A team member will contact the individual within two working days
- Alternatively call the WorkWell team on [0808 196 2386](tel:08081962386)
- For some residents in Barnet, their postcode may be on the border of our service, which means they may not be eligible to take part in the North Central London programme. If so, they can express an interest in the [WorkWell in North West London](#).
- Participation is voluntary and will not affect benefits status. Participants must be 16 years of age or older.

**Remember:** If you complete the Expression of Interest Form on behalf of an individual, it is important that you have the person's full consent. Please also check data sharing policies and agreements in your own organisation before sharing any personal information on behalf of the person you are supporting.

## Additional support

Consider including links to local employment, skills and training programmes:

- Barnet: [Jobs, training and skills | Barnet Council](#); [Boost Barnet](#); [Vocational Rehabilitation Service for Long COVID and neurological conditions](#).
- Camden: [Good Work Camden](#)
- Enfield: [Employment and skills | Enfield Council](#)
- Haringey: [Health related employment support | Haringey Council](#)
- Islington: [Islington Working Portal](#)

For Barnet, Enfield, and Haringey residents, you can also mention the availability of [Thrive into Work](#), an Individual Placement and Support programme for individuals who have been out of work for some time due to health conditions or disabilities.

*Thank you for using this pack of resources. If you have any feedback, suggestions or questions about using this pack please contact [Losarina.Kelly@nhs.net](mailto:Losarina.Kelly@nhs.net). Additional resources for your promotional activities will be made available in the coming weeks.*