



Work & Mental Health Matters: Hull's Work Well Service

Background

- Better Mental Health Grant Funding 2021/22
- Workplace and employability
- Evidence-informed practice
- Priority matrix for prevention
- Partnerships and collaboration
- Mobilisation and steering group



Programme Overview



**A new project designed to help individuals
to improve their mental health,
raise aspirations, and achieve their personal goals.**

Recruit well. Start well. Stay well.

heyhound.org.uk/workwell

 **Mind**
Hull and
East Yorkshire

 **Hull**
City Council

Our Strengths & Challenges

- Multi-sector response
- Integrated marketing communications
- Evaluation over the programme cycle

- Progress the arrangements to delivery at pace
- Sustainability
- Impact of COVID-19



Outcomes

- Increased reach to different audience demographics across three areas of activity - Recruit Well, Start Well, Stay Well
- More responsive care that is tailored to individuals, attending to their personal needs and aspirations
- Improved marketing and communication tactics



Communications approach

- Created messaging
- Utilised the Mind brand to create material
- Worked with partners to ensure reach and engagement
- Tailored approach
- 4 individual campaigns (overarching, Start, Stay, Recruit)



Marketing approach

- Social Media
- Digital screens in biggest shopping centre in Hull
- Networking
- Radio advertising
- Newspaper advertising



Bus 'fire and rehire' strike comes to end

The bus industry's 'fire and rehire' strike has ended after a 10-day period of disruption. The National Union of Public Employees (NUPE) announced that its members would return to work on Monday, 10th September. The strike, which began on September 1st, was a result of a dispute over pay and conditions. The union claimed that the offer made by the employers was insufficient. The industry has been hit hard by the strike, with many routes cancelled and services delayed. The end of the strike is a relief for commuters and the industry alike.

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Recruit well. Start well. Stay well.

With support tailored to your individual needs, we're here to help you achieve your goals. For more information visit www.hulland-eastyorkshiremind.org.uk

1 in 6 people will experience a mental health problem at work. We can help employers make mental health a **priority**.

Thousands have increased their confidence and self-esteem since 2008. We can help you do the same.

01482 240033
24/7 Helpline: 0442 240033

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Recruit well. Start well. Stay well.

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Hull and East Yorkshire Mind
1,317 followers
Promoted

Support to recruit. Support to find work. Support to stay in work. We're here to help make mental health a priority...see more

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Recruit well. Make mental health a... [Learn more](#)

Start Well. We help you to st...

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Recruit Well. Start Well. Stay Well.



Recruit well. Start well. Stay well.

1 in 6 will experience poor mental health at work.
We can help you to make mental health a
priority in your workplace.



Recruit well. **Start well.** Stay well.

Your mental health doesn't define your future.
Unlock your potential today.



Recruit well. Start well. **Stay well.**

Staying in work when you are experiencing poor
mental health can be hard.
We are here for you.

Next Steps

- Raise the profile
- Make connections across the system
- Explore synergies with other programmes
- Evaluation for organizational learning
- Share lessons learnt
- Celebrate success

