

# ***The Level 3 – ‘Community Health and Wellbeing Worker Apprenticeship’***

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# Overview of the occupation

## Community Health and Wellbeing Workers...

**...Respond to the needs of individuals and their communities, however their needs present, to improve their health and reduce inequalities**

To do this, these workers will need to:

- Focus on the causes of poor health and wellbeing in the broadest sense (the “causes of the causes”), and by taking a holistic ‘whole person’ approach to physical, mental, emotional and social health and wellbeing and resilience
- Understand the services or support that can help to address clients’ needs, and what is available in their local area

## Typical job titles:

- Health Trainer
- Care or Service Navigator
- Social Prescribing Link Worker
- Community Connector
- Live Well Coach
- Community Health Champion
- Community Development Worker



# Overview of the apprenticeship

## Characteristics

- Level 3 (equivalent to A-Level)
- 12 months' duration + end-point assessment (approx. 3 months)
- Up to £7,000 funding (covers training and end-point assessment costs only)
- Off-the-job training requirement (at least 20% of the apprentice's working time)
- Aligns to the Personalised Care Institute's (PCI) personalised care curriculum (and 6 core values) (relevant for employers in the NHS)
- Aligns to the RSPH Level 3 Certificate in Health and Wellbeing Improvement



## COMMUNITY HEALTH AND WELLBEING WORKER

### Overview of the role

To work in partnership with individuals and their communities to identify and address health and wellbeing needs, improve health, prevent ill-health and reduce inequalities.

### Details of standard

#### Occupation summary

This occupation is found in different organisations and is commissioned by a range of agencies, including local government, the NHS, and other funders such as voluntary, community and social enterprise (VCSE) organisations.

Community Health and Wellbeing Workers are a rapidly expanding workforce supporting the increasing emphasis across government departments on improving the health of local people and communities by preventing poor health and tackling inequalities. Their work is informed by the wider social determinants of health, such as the social, cultural, political, economic, commercial and environmental factors that shape the conditions in which people are born, grow, live, work and age.

Status: Approved for delivery

Level: **3**

Reference: ST0958

Version: 1.0

Date updated: 14/09/2021

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Route: Health and science

Minimum duration to gateway: 12 months

Typical EPA period: 3 months

Maximum funding: £7000

Trailblazer contact (for apprenticeship standard content and trailblazer membership queries only):

[sp-phskf@phe.gov.uk](mailto:sp-phskf@phe.gov.uk)

Employers involved in creating the

standard: Royal Borough of Greenwich  
Brighton and Hove City Council  
Blackburn with Darwen Borough  
Council Surrey County Council

# What does the standard cover?

## DUTY

**Duty 1** use preventative approaches to promote the health and wellbeing of individuals, groups and communities, addressing the wider determinants of health and causes of ill-health

**Duty 2** help communities to build local resilience and identify strengths, capacity and resources that support their health and wellbeing

**Duty 3** provide informed advice about local services and projects that support health and wellbeing

**Duty 4** manage referrals from a range of agencies, professionals and through self-referral

**Duty 5** apply behavioural science to help people find practical solutions for better health and wellbeing

**Duty 6** implement actions set out in strategies and policies that promote health and wellbeing at community level

**Duty 7** communicate public health messages and information to promote health and wellbeing at an individual, group and community level

**Duty 8** manage data and information and contribute to the evaluation of projects and services

**Duty 9** operate within legal and ethical frameworks that relate to the promotion and protection of the public's health and wellbeing

**Duty 10** take responsibility for personal and professional development in line with organisational protocol

These **10 Duties** – together with the **42 Knowledge, 44 Skills** and **6 Behaviours** – make up the Community Health and Wellbeing Worker standard.

They are all listed on the [Community Health and Wellbeing Worker web page](#)



# Example Programme outline \*

## Month 1

- The fundamentals of promoting and protecting health

## Month 2

- Health inequalities and the social and wider determinants of health

## Month 3

- Public health approaches to support the health and wellbeing of individuals, groups and communities

## Month 4

- Health and wellbeing services, programmes and projects that support health and wellbeing in our community

## Month 5

- Application of Behavioural Science for health and wellbeing

## Month 6

- Making Every Contact Count, managing referrals and signposting

## Month 7

- Implementation of actions set out in strategies to prevent ill health and promote health improvement

## Month 8

- Communicating health messages and partnership working - *Project*

## Month 9

- Communicating health messages and partnership working - *Project*

## Month 10

- Managing data and information, including project evaluation

## Month 11

- Legal and ethical frameworks to promote and protect health and wellbeing

## Month 12

- Personal and professional development

Month 13-15 Preparation for End Point Assessment

\* Programme outline will vary based on provider, but they are all required cover the occupational duties and KSB's as set out in the L3 Community Health & Wellbeing Worker standard

# Benefits for employers

## Routes into employment – Widening participation and social mobility

**Upskilling** (Kickstart / Level 2 Community Activator Coach/ progression / redeployment). Apprenticeship included Maths and English at L2 that potentially supports progression

**Sponsoring** (small medium enterprise passporting the levy)

*This fills a gap because the alternative Level 3 standards were quite specific, while this new standard is flexible to different career routes.*

- **Community sport and health officer:** Engaging people in sport and physical activity across local communities.
- **Youth Support Worker:** Work in a supporting role with young people aged 11-25 to promote their personal, social and educational development.
- **Team leader or supervisor:** Managing teams and projects to meet a private, public or voluntary organisation's goals.
- **Safety, health and environment technician:** Working with management and delivery teams to advise on the statutory health, safety and environmental requirements.
- **Staff Wellbeing Champions:** Starting as a Staff Wellbeing Champion (voluntary role) gaining skills to connect employers to the community

## Examples for progression:

### Level 4

- Early intervention practitioner
- Oral health practitioner
- Sports coach

### Level 5

- Coaching professional
- Operations or departmental manager

### Level 6

- Public Health Practitioner
- Environmental Health Practitioner
- Psychological wellbeing Practitioner

### Level 7

- Health and Care Intelligence Specialist
- Systems Thinking Practitioner



# Benefits for Apprentices

- Open up routes into employment, suit those that don't have experience or qualifications to compete for other vacancies but do have the right values
- Maybe more attractive to those with lived experience, people returning to work (sickness/childcare etc) carers, younger people or older adults
- Gain experience in different areas if work on rotational basis...inside and outside the organisation
- Link into the public health system, potential to link into LA public health teams, NHS, VCSE partners to support health improvement
- Use a as springboard into other public and population health roles





Department  
of Health &  
Social Care

***Using this Apprenticeship standard for  
'Staff and Community Health and  
Wellbeing'***



# The role of Staff Wellbeing Champions

- Health and Wellbeing Champions are individuals who work at all levels within health and social care
- Voluntary role to help promote, identify and signpost their colleagues to local and national health and wellbeing offers
- Suits those staff who have a particular interest in health and wellbeing and who are keen to support the wellbeing of their colleagues

*Source: NHS England <https://www.england.nhs.uk/supporting-our-nhs-people/health-and-wellbeing-programmes/health-and-wellbeing-champions/>*

**Ultimately Staff Wellbeing Champions are some of the best of us, often going above and beyond to support their colleagues in the workplace**



# Training available for Staff Wellbeing Champions

- Variable according to the employer
- Some have very minimal training
- Others may have access to a wide range of training

**NHS England** for example provide Staff Wellbeing Champions with access to an offering that includes a monthly development programme, with themed online learning sessions and the opportunity to join a safe space on the NHS Futures platform

\*750 places across England for Champions to complete the Royal Society for Public Health (RSPH) Level 2 Award in Understanding Health Improvement. *(This course is circa 8 hours of training)*



# Why link 'Staff and Community Wellbeing together'?

There may be an opportunity particularly in the Health and Social Care sector to explore how this standard might be suitable for 'Staff' and 'Community Wellbeing through the existing structure of 'Staff Wellbeing Champions'. This could:

- Enhance the skills, profile and importance of 'Staff Wellbeing champions'
- Potential to broaden skills and scope for the benefit of staff, patients, service users and customers

## Knowledge

- Causes of Ill health
- Modifiable risks
- Behavioural/social science
- Wider determinant of our health
- Health inequalities

## Skills

- Partnership working with community wellbeing services
- Signposting and referral
- Making every contact count
- Application of secondary prevention

## Behaviours

- Whole person approaches to health
- Cultural competence



# Strategic Drivers – Health and Social Care

## ***NHS Long Term workforce plan***

*‘Personalised care and public health core skills and knowledge must be embedded across the wider NHS workforce to improve population health. With over one million patient interactions daily, NHS frontline staff have an important role in supporting people, including those with long-term conditions such as diabetes, to improve their health and wellbeing.’*

***‘ICSs should look to expand secondary prevention expertise by working with DHSC to increase uptake of the Level 3 Community Health and Wellbeing Worker apprenticeship standard among the frontline workforce’***



# The benefits of providing an Apprenticeship that cover ‘Staff and Community Health and Wellbeing’

## *Benefits for the Employer*

- *Having skilled and motivated ‘Staff Wellbeing Champions’ that can advanced their skills, knowledge and behaviours through an Apprenticeship programme*
- ***Potential to improve health for Staff:*** *in line with Staff Surveys, NHS People Plan, Stevenson and Farmer (Thriving at Work Report), Recruitment and Retention (employer of choice).*
- ***Potential to improve health for Patients, Service Users and Customers:*** *Enhancing employer anchor role, Corporate Social Responsibility, Personalised care and prevention (NHS), re-admission preventative ill health (NHS).*
- *Apprenticeships are usually fully funded via the Apprenticeship levy or Levy gifting*
- *Improved partnership working with Local Authority Public Health Teams, VCSE and charitable sector.*
- *Opportunity for this workforce to progress their career within the service through the knowledge, skills and behaviours gained from this apprenticeship*



# What's the catch?

- *'Staff Wellbeing Champions' would need more time to develop skills, knowledge and practice, not just to complete the apprenticeship but to apply these skills, knowledge and behaviours in the workplace*
- *This means less time on their core role*
- *Trade off could be linked to improved Staff wellbeing and the benefits that go with this i.e. retention, reduced sickness absence, improved engagement, better patients care*
- *This is being done in the NHS but it's at an early stage*
- *Changes have been made to the Apprenticeship standard to ensure that this can be delivered*



# Thank you!

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# Coffee Break

Back at #####

