

Communications toolkit

Supporting the shift from sickness to prevention:
The Level 3 Community Health and Wellbeing
Worker Apprenticeship



Introduction

The Level 3 Community Health and Wellbeing Apprenticeship directly supports the Government's '[Fit for the Future: 10 Year Health Plan for England](#)', which prioritises a shift from hospital-based care to community centred, preventative approaches.

Key features of the apprenticeship



Duration and funding

The apprenticeship lasts 12–15 months and is typically fully funded through the employer apprenticeship levy. Full-time apprentices must be employed for at least 30 hours per week, with 300 hours of off-the-job training provided during working hours.



Upskilling existing staff

The apprenticeship is used to upskill existing employees, support career progression and adopt new models of health and care delivery within our communities.



Create new roles

Through this apprenticeship, employers can widen participation by recruiting candidates directly from the communities they serve. Apprentices will develop the knowledge, skills, and behaviours required to adopt neighbourhood health models of care.



Flexible delivery

Training is often delivered through blended learning, including online modules, self-directed study, and live sessions.



Approved Providers

Employers can access a national framework of over 30 training providers

Employers that can utilise this apprenticeship will be actively contributing to the national agenda of improving population health, tackling the root causes of ill health, and building capacity for neighbourhood health.

The apprenticeship is open to new and existing staff who can work with individuals, groups and communities to positively impact health.

What apprentices will learn and do:



Gain a recognised apprenticeship

You will achieve a nationally recognised Level 3 apprenticeship. This is an advanced apprenticeship (equivalent to an A-Level education level).



Develop new knowledge

You will acquire practical knowledge about how social, economic, and environmental factors (the 'causes of the causes') impact physical and mental wellbeing.



Develop new skills

You will develop the skills needed to build on individuals' strengths and priorities to improve their health, signposting them to sources of self-care and local support.



Develop new behaviours

You will seek to work across different sectors and cultural boundaries to reduce health inequalities, building strong partnerships within communities.



Earn as you learn

You won't need to pay any tuition fees; you will continue to receive your normal salary for your work and off-the-job training hours.



Enhance career progression

You will develop the skills, knowledge, and behaviours that support a shift from treating sickness to preventing it, meeting the demand for new roles that support neighbourhood health.

Why focus on IMPACT?



IMPACT: Reframing the Community Health and Wellbeing Apprenticeship

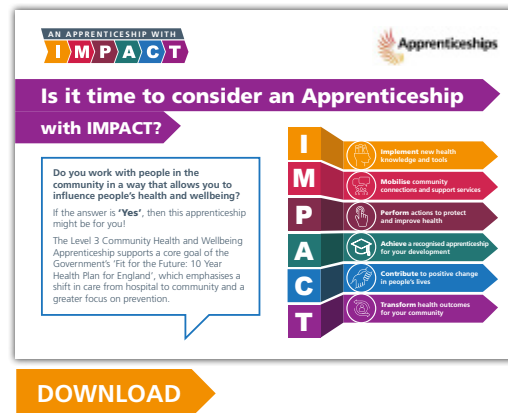
Choosing IMPACT as the central concept for this apprenticeship isn't just about a catchy acronym, it's a strategic reframing of the Community Health and Wellbeing Worker role from a 'support' function to a driving force for social change.

Our resources

Apprenticeship A4 poster



Employee's guide leaflet



Employer's guide leaflet



IMPACT graphic



PowerPoint template



Teams background



IMPACT logo



We have developed a suite of resources in a range of different formats that are downloadable and available for use:

- Apprenticeship A4 poster
- Employee's guide leaflet
- Employer's guide leaflet
- IMPACT graphic

In addition to this we have the following customisable resources:

- PowerPoint template
- Teams background
- Email signature
- IMPACT logo

Further support

We hope that you have found this communications toolkit is helpful.

For further support and customisation of these messages, please contact: yhphworkforce@dhsc.gov.uk

AN APPRENTICESHIP WITH

I M P A C T



Is it time to consider an Apprenticeship with IMPACT?

