



THE WELLBEING OUTREACH SERVICE

PROMOTING YOUR VAN VISIT

Introduction

Please use this document to promote your van visit. We have put together some helpful advice, copy, posters and key messages so you can easily and successfully promote the visit of the Wellbeing Van to your force.

We suggest the following timeline for promotion:

Three Weeks before	'The vans are coming.....' Introduce the vans into your force, why you have them, what you hope to achieve and provide some information about the National Police Wellbeing Service
Two Weeks before	As above – reminders about the vans that will be arriving, where they will be with some extra encouragement to come along and visit (eg, if there will be free food/ snacks/a cuppa – good time to let people know!)
One Week before	Next reminder about the locations of the vans – give some more detailed information about what services/ advice people will be able to access.
When you launch the vans	Announcement that the vans are live and to keep your eyes peeled. Reminder about the first location of the van and where to find out more information.
During the time you have the vans	Progress update and reminders on van locations as it tours your force. Let people know how it's going – if you are getting lots of people through the doors etc.
When it's time to hand the van back	How did it go? Give people an idea of how many people visited the van, any good examples of how the van has helped people (anonymous if required), what your plans are moving forward – what next?

Posters

We have designed a selection of posters to advertise the Wellbeing Van visit, which you can download directly from our website.

It may be helpful to list all of the available dates and times on all posters across your entire force so that staff can choose which location to go to, having the choice works well.

Intranet copy

Come along and visit the wellbeing van which is in force from the xx [insert date]

The wellbeing vans come to you from Oscar Kilo, the National Police Wellbeing Service and over [time period] the van will be travelling around the force; starting with [place] on [date] and finishing at [place] on the [date]. Please see the full details below.

From research and feedback, it's been shown that officers and staff often don't feel they have the time in their day to seek advice or support for their own wellbeing - so Oscar Kilo introduced their Wellbeing Outreach Service to enable forces across the country to take their wellbeing services direct to you where you come to work every day.

They are a great opportunity for you to find out about the services and support available, should you ever need it, whether that be in relation to your mental or physical health, finances, advice about work-life balance, or anything else for that matter.

The vans are fully kitted out to offer a whole wellbeing service and are staffed by your occupational health and wellbeing teams. They can offer:

- health checks
- advice about any physical and/or mental health
- financial advice and information from Police Mutual
- signposts to other helpful guidance and advice
- a brew/cuppa and a chance for a chat
- [Add any additional services]

We will also have staff from our Staff Associations and Wellbeing Ambassadors available to offer advice and support. (Edit/delete as appropriate)

Please come along to one of the dates below. There is no need to make an appointment.

The van will be at the following locations: Date – Time – Location

For more about information about wellbeing in our force, visit [insert intranet page]

For more information about Oscar Kilo, the National Police Wellbeing Service, visit oscar kilo.org.uk

Social media activity

Please ensure that you use your social media channels to promote the work you are doing in force. When you are using Twitter please ensure that you tag in @OscarKiloUK where possible so we can share and promote your work across our networks.

Press releases and websites

Why not let your local media know what you are doing and use the vans as an opportunity to showcase your wellbeing offer - You are a caring employer investing a lot in the welfare of your staff, why not let people know?!

If you decide not to send a proactive press release but plan on doing some social media activity – it might be worth having an 'If asked' statement or set of messages agreed in case media pick up on this organically.

Remember we are always looking for local stories to Share on Oscar Kilo. You can share what you have been doing with us here: <https://oscar kilo.org.uk/submit-your-story/>