

HMR Wellbeing Coaching Impact Report 2019/20



ROCHDALE
BOROUGH COUNCIL





Contents

Introduction	03.
Background to the programme	04.
At a glance	05.
Feedback from the pilot	06.
What coaching means to me	07.
Headline data	09.
What did participants say	10.
Feedback	13.

Introduction

Within national and local policy it is increasingly acknowledged, researched and evidenced that self-care is a key enabler in empowering people to improve their own health and wellbeing as well as reducing demand on health and social care services and finite resources.

The HMR strategy aspires to embed self-care within our health and social care system through a large scale Health and Wellbeing Coaching Training Programme.

This approach is supported by Health Education England who state that strength based conversations and health coaching has been identified as one of the key five interventions by NHS England in their substantial self-care programme. Health coaching can equip staff with additional conversational skills, techniques and the mind-set to support and empower people toward their own goal....as well as potentially improving care cost efficiencies' (HEE 2019 Online).

In HMR a group of representatives from provider partner organisations from across all sectors including: health and social care, primary care and primary care, public health, mental health, voluntary and community sector, CCG, have co-designed a multi-organisational workforce development programme to provide the wider workforce with the skills, knowledge, techniques and confidence in approaching the delivery of care and interventions based on self-care, person centred principles such as 'Strength/Asset Based Conversations' and the gold standard 'Health and Wellbeing' Coaching methodology.

The Health and Wellbeing Coaching training will provide the workforce with the understanding, skills, knowledge, techniques and confidence to support behaviour change and true partnership working through meaningful coaching conversations. These skills and techniques will enable a shift in mind-set to empower people towards improved lifestyle behaviours and will cause a long term impact on the health and social care economy as a whole.

HMR Wellbeing Coaching Programme with Team Boo

Background to the programme

In 2019 we were invited to deliver a multi-agency project in Heywood, Middleton and Rochdale around the HMR strategy. The HMR strategy aspires to embed self-care within our health and social care system, through a large-scale Health and Wellbeing Coaching Training programme. 'Driving a positive culture change by empowering the people of HMR to actively engage in their own health and wellbeing and live better lives'

Our approach

We know that providing inspiring leadership and life-changing tools can drive this transformation throughout society. That is why we are committed to supporting organisations to build coaching cultures. We take a practical approach, encouraging participants to grow in confidence using conversation, tools, activity and real coaching. Our vision was to create a community of compassionate accredited coaches who will cascade this approach across the system, creating ripples that would positively impact the region.

About Boo Coaching & Consulting

Team Boo help bosses to be better bosses whilst creating healthy and happy workplaces. The biggest impact on workplace wellbeing is how we support and how this makes us feel. If your workforce isn't healthy and happy then this will impact your customers. Our coaching, wellbeing and leadership programs have helped thousands of bosses be better bosses. Where we've sprinkled our magic, workplaces have thrived.

More information can be found at www.boo-consulting.com

OUTCOMES FOR THE PEOPLE OF ROCHDALE BOROUGH:



People are empowered in their own health and wellbeing.



Improved health outcomes and experiences with services.



Improved relations with the worker and the person.



Improved self-worth, self-esteem and confidence.



Increased resilience of people and communities.



Less dependency on health and social care.

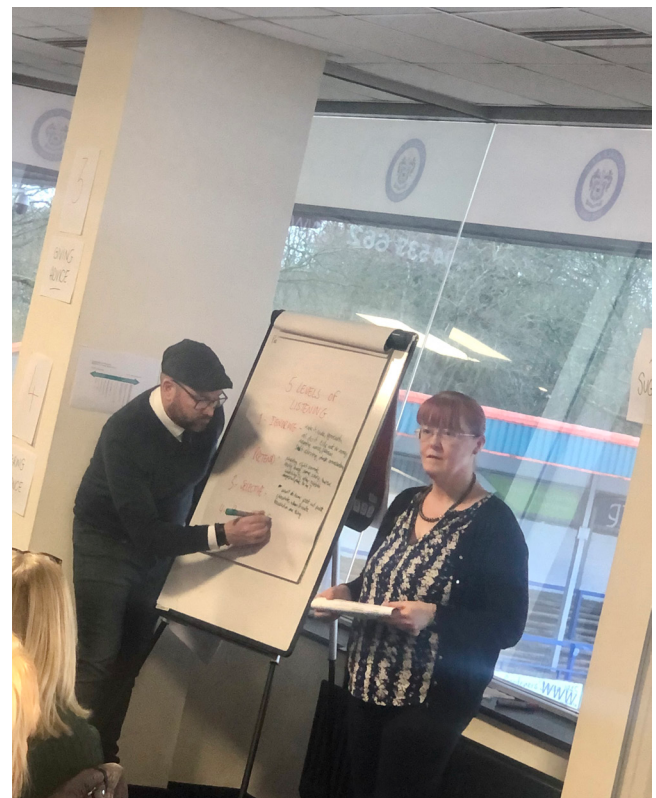
At a glance

COACHING AND MENTORING QUALIFICATIONS	WELLBEING COACHING PROGRAMME DEVELOPMENT	TRAIN THE TRAINER APPROACH	SOCIAL IMPACT
17 participants were identified to undertake the CMI Level 5 or Level 7 Certificate in Coaching and Mentoring	Team Boo developed a bespoke 2-day wellbeing coaching training for the newly qualified coaches to deliver	Team Boo developed Train the Trainer resources and facilitator toolkits including wellbeing coach toolkit.	The trainees have booked sessions to deliver the programme throughout 2020 and into 2021
With the support of Boo, all 17 achieved their qualification and became accredited coaches, their coaching practice was logged.	Whilst the 17 participants were on their way to becoming qualified, we piloted this bespoke training	Team Boo delivered 2-day TtT programme for the 17 coaches in training.	A coaching culture is disseminated in ripples throughout the region
Each coach was allocated a mentor from Team Boo, to support and ensure ongoing development.	The final version of their bespoke course was completed, after being updated based on evaluation of the pilot	The trainees delivered sessions themselves in Jan, Feb and March 2020 with our support	People and communities are more likely to practice self care and make better wellbeing choices

Whilst 17 multi-disciplinary candidates worked towards becoming professional coaches on one of our Chartered Management Institute (CMI) qualifications, Team Boo designed a bespoke wellbeing coaching workshop for them to deliver, with all associated materials and resources.

We also developed Train the Train resources and a facilitator toolkit for them, including a specific wellbeing toolkit, handbook, coaching cards and values cards, a session plan and materials.

This was underpinned by EMCC coaching competencies and supported by virtual learning opportunities through webinars and zoom calls.



Feedback from the pilot

We asked what was working well, and what could be better.

Participants enjoyed the warm, friendly, relaxed and fun approach. They praised the toolkit and models, particular the 'GROW' model, Wellbeing Wheel and TED.

In terms of improvements to the programme, participants made some suggestions about the order in which the tools were introduced. They wanted even more practical, interactive learning, and said it might be helpful to share an overview of the HMR strategy at the beginning.

It was also proposed that the introduction should clearly explain the reasons why the pace of the course may be slower than attendees anticipate. This is to enable learning and connection, to allow the mental load we all carry to ebb away before we add to it. In doing so we were demonstrating the self care that is the focus of the strategy. These changes were implemented.

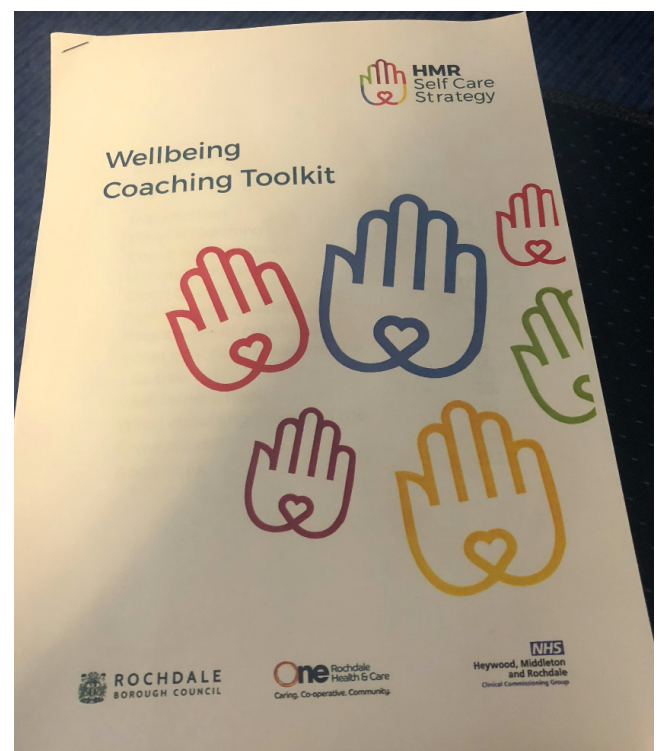
As 2020 dawned, it was time for our new trainers to start delivering this 2-day workshop across the borough, equipping three cohorts with the key skills, knowledge and techniques to help them empower people to self care. The aim is not to train coaches but help participants develop a coaching approach with their colleagues and clients.

The delivery to these initial three cohorts took place over five days between January and March 2020, and our new coaches were accompanied by Team Boo to quality assure their approach and provide additional support. They did brilliantly.

The programme

The primary outcomes of our bespoke coaching programme were that participants understood:

- The HMR strategy and why it's so important right now.
- The importance of contracting and boundary management
- The definition of coaching, and the differences between coaching, mentoring and counselling
- The qualities of a good coach
- How coaching can support the wellbeing choices of people and communities.
- How to have a wellbeing coaching conversation.



Resources Included:

- OUR WELLBEING COACHING TOOLKIT
- COACHING WHEEL
- COACHING CONTINUUM
- GROW MODEL
- TED TECHNIQUE

What coaching means to me

Q&A with Steven Blezard



Q.
What is your personal experience of coaching and what impact has this had on you?

A. I was mentored as part of a formal scheme in a previous role. It was a really useful way to gain insight into getting through a career block – it really helped me in developing a more long term plan and vision of where I wanted to be in terms of my career.

Q.
How do you think a coaching approach will impact on the health and wellbeing of people and communities?

A. It will provide a person centred and accessible way to achieve goals.

Q.
What is your favourite coaching question and why?

A. What do you really want? – Because its core to engagement and agency.

Q.
Why is the self-care strategy and this health and wellbeing coaching training programme so important right now?

A. Self-help and self-care is core us achieving the cultural change and empowerment of the individual we are aiming for as well as providing a framework for cost efficient service delivery which is person centred.

Q.
What is your message to help engage the workforce in relation to the strategy and training programme?

A. It will be fulfilling, rewarding, help citizens get results and in many ways/cases be fun too.

Q&A with Zeph Curmen



Q.
What is your personal experience of coaching and what impact has this had on you?

A. I have had coaching a few times throughout my career which has helped to clarify for myself where I was at, what I wanted to do and to make a plan for action. The coaching has helped me to progress my career.

Q.
How do you think a coaching approach will impact on the health and wellbeing of people and communities?

A. For a long time, many people have become passive recipients of health and care and been done too, a shift is needed to give people the skills, knowledge and power to help them better manage their own health and wellbeing.

Q.
Why is the self-care strategy and this health and wellbeing coaching training programme so important right now?

A. The future of our health and care services is at risk, people are living longer, with more disease and higher care needs and funding is reducing, if people don't start to be activated in looking after themselves for as long as they can, services in the future will not be able to cope with demand, and health inequalities will worsen. Coaching people to help them start well, live well, age well and die well is going to be key.

Q.
What is your favourite coaching question and why?

A. How do you know this to be true? So many things we perceive aren't actually real and yet we make them so. If people think they can't do something, this question can help unlock their thoughts and feelings and help them to see a different reality.

Q.
What is your message to help engage the workforce in relation to the strategy and training programme?

A. Caring for people is a value we all hold dear, but the way you care can change, and be more effective, have longer term benefits and impact and result in us being able to continue quality services for all those who need them. Being on tap and not on top!

Headline data

PARTICIPANTS:	RATINGS FOR THEIR INITIAL WORKSHOPS:
17 PARTICIPANTS COMPLETED THE CMI COACHING & MENTORING CERTIFICATION, 7 AT LEVEL 5 AND 10 LEVEL 7 (3 WORKSHOPS OVER 6 MONTHS WITH WRAPAROUND SUPPORT)	SUPPORT AND FACILITATION 4.8/5
ALL 17 WERE TRAINED TO DELIVER OUR BESPOKE HEALTH COACHING PROGRAMME	OPPORTUNITY TO INTERACT WITH COLLEAGUES 4.8/5
THEY DELIVERED 3 OF THESE PROGRAMMES TO 68 ATTENDEES, BETWEEN JANUARY - MARCH 2020, SUPPORTED BY TEAM BOO	BALANCE BETWEEN FACILITATOR INPUT, Q&A, GROUP WORK, AND SELF REFLECTION 4.6/5
	OVERALL RATING FOR THE WORKSHOPS 4.7/5



WHEN ASKED ON A SCALE OF 1-10 WHETHER THEY WOULD RECOMMEND THIS PROGRAMME TO A FRIEND

9/10
SAID YES

What did the participants say about the sessions?

The evaluation process revealed the coaching tools to be a highlight for many, particularly the Life Tree, the Wellbeing Wheel and the Growth Model. Participants described the learning environment as 'relaxed, laid back, friendly and welcoming', with plenty of opportunities to put theory into practice.

RATINGS FOR THE INITIAL WORKSHOPS

SUPPORT AND FACILITATION

4.8/5

OPPORTUNITY TO INTERACT
WITH COLLEAGUES

4.8/5

BALANCE BETWEEN FACILITATOR
INPUT, Q&A, GROUP WORK, AND
SELF REFLECTION

4.8/5

OVERALL RATING FOR
THE WORKSHOPS

4.7/5

WHEN ASKED ON
A SCALE OF 1-10
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WOULD RECOMMEND
THIS PROGRAMME TO
A FRIEND

9/10
SAID YES



Feedback



I want to give two perspectives to my experience, firstly of Boo as a training provider and secondly how useful the Coaching and Mentorship training is proving to be for us as an organisation. Training with Boo is as far removed from traditional course teaching as you can get. Forget dull, death by PowerPoint dry training days and say hello to fun, interactive adult learning. I probably learnt as much about myself as I did about Coaching and Mentoring which I am sure was no accident on Boo's part. The learning feels holistic, you can't understand coaching and mentoring until you've been taught about properly selfish self-care. You can't coach and mentor until you understand there are 100's of different tools, techniques and ways to do it. Perhaps that's my point; training from Boo is like getting a big, sparkly beautifully wrapped gift delivered and when you unwrap it and look inside, there isn't just one gift, the box contains multiple shiny gifts and they all have your name on.

Back in real life, the impact of Coaching and mentoring for our teams has been life changing and that's not me using an over indulgent management cliché – that's genuine, unprompted feedback. Coaching looks to the future and as another coachee said, I have been in counselling for years, dwelling on my problems, I haven't smiled like this in years and it's only my first coaching session. Feedback like that speaks for itself and it has only been possible through the training provided by Boo.

Charlotte Marshall

**Directorate Manager
HMR Community Services
Bury and Rochdale Care
Organisation**

**Coaching certificate
participant and brand
new wellbeing coaching
trainer**

**"TRAINING FROM BOO IS LIKE
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As a result of their learning people said they would...

- Have more productive, mindful conversations
- Focus less on fixing the problems of others and more on supporting them to fix their own.
- Make use of their learning in their personal as well as professional lives.

"I AM EXCITED ABOUT THE DIFFERENT WAYS I CAN SUPERVISE MY STAFF"

"MORE SELF-CARE AND FOCUS ON MY OWN WELLBEING"

"I AM PLANNING TO USE WHAT I HAVE LEARNT IN DIFFERENT SCENARIOS BOTH PROFESSIONALLY AND PERSONALLY."

"I WILL KEEP MY VALUES TO HAND AND TRY TO USE THEM IN ALL SITUATIONS. USING THE CARDS OPENED MY EYES AS TO WHAT I FEEL IS IMPORTANT. I AM LOOKING FORWARD TO FITTING THE MODELS INTO MY OWN LIFE AND DECISIONS."

"I AM GOING TO IMPLEMENT THIS INTO SUPERVISION, ASKING ALL MANAGERS TO COMPLETE THE LIFE TREE AND WELLBEING WHEEL. THEN ENCOURAGE MANAGERS TO USE ON OTHER STAFF MEMBERS"

Further dates have been set for Wellbeing Coaching programme in Heywood, Rochdale and Middleton throughout 2020 and 2021. The ripple effect has begun.

Meanwhile Team Boo have offered 'Reflective Thursdays' – a drop in for those who attended the coaching training to share how they have applied it and how it has impacted their work with others.



HMR
Self Care
Strategy

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