



**Better Health**  
at Work Award

# Digital Toolkit

**This toolkit has been created and is being shared to support partners and providers to help promote and increase engagement with the Better Health at Work Award.**

It includes tools to enable you to share information about the Award through wider external communication channels, to help reach and involve more workplaces eg. using newsletters, social media, email, presentations, and digital screens.

[www.betterhealthatworkaward.org.uk](http://www.betterhealthatworkaward.org.uk)

# About the BHAWA

**The Better Health at Work Award recognises the efforts of employers in the North East and Cumbria in addressing health issues within the workplace.**

The award scheme is FREE, flexible and open to all employers in participating local authority areas, regardless of size, location or type of business.

Many organisations already promote healthy lifestyles and consider the health of their employees.

This Award recognises the achievements of these organisations and helps them move forward in a structured and supported way.

There are 6 main levels to the Award: Foundation, Bronze, Silver, Gold, Continuing Excellence and Maintaining Excellence, with appropriate criteria at each stage to build into an Award Portfolio.

Organisations are given up to a year per level, with 6 months allocated to foundation level if a workplace opts for this lighter touch approach for their first experience of the programme, but there is flexibility for those who need it.

With almost 400 regional employers participating in the scheme and a reach of more than 235,000 workers, as well as the very favourable findings of at least two independent evaluations, the need for, and effectiveness of the Award for all concerned is clear.

An online Better Health at Work Award portal provides support for workplaces and their assessors:



Each workplace is recommended to train at least two Health Advocates within their workplace to support the good work in their workplace and every employer or organisation who signs-up to participate in the Award scheme is supported by a dedicated Health Improvement Specialist.

## How the BHAWA can help workplaces in your area

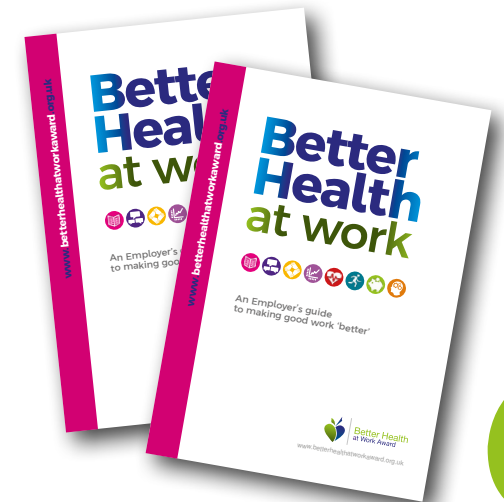
Many organisations already promote healthy lifestyles and consider the health of their employees. This Award recognises the achievements of these organisations and helps them move forward in a structured and supported way.

Promoting a healthy workplace has considerable benefits for employers and can lead to decreased absenteeism, increased productivity and improved performance. It can also enhance an organisation's reputation and standing with staff, stakeholders and the wider community.

For those organisations who have not considered promoting health at work, taking part in this award will help them reap the rewards of encouraging a healthy workforce.

**For more information, the Better Health at Work Award Employer Guide is available here:**

[BHAWA - EmployerGuide24.pdf](#)



## How you can SPREAD THE WORD

Use the resources and tools available in this toolkit to share information with workplaces in your local area.

- 🔧 Include information about the Award in newsletters, intranet posts and on your website
- 🔧 Display posters and distribute information cards
- 🔧 Share information about the Award on social media platforms

### Suggested copy for Newsletter or Intranet:

*Ready to make a difference to the health and wellbeing of employees in your workplace?*

*The Better Health at Work Award provides a framework, support and resources to help you and your*

*employees stay healthy, balanced and productive; encouraging all involved to make wellbeing a priority in the workplace.*

*Working towards and progressing through the Award levels (Foundation, Bronze, Silver, Gold, Continuing Excellence and Maintaining Excellence) demonstrates long- term commitment to a sustainable wellbeing culture; supported by leadership and driven by employee involvement.*

**Business benefits of Award participation, amongst others, could include:**

- 🔧 Improved staff morale and retention
- 🔧 Lower sickness absence and presenteeism
- 🔧 Stronger employee reputation
- 🔧 A healthier, happier and more productive workplace

### Suggestions for social media posts:

**Did you know workplaces can play a huge role in improving health and wellbeing?**

*The Better Health at Work Award helps organisations and workplaces of all sizes support their employees to make changes that will make a lasting difference to their health and wellbeing.*

To find out more visit:  
[betterhealthatworkaward.org.uk](https://betterhealthatworkaward.org.uk)

**Have you heard of the Better Health at Work Award?**

*Join the growing number of workplaces in the North East and Cumbria making workplace health and wellbeing a priority, because good work is good for you!*

Find out more at:  
[betterhealthatworkaward.org.uk](https://betterhealthatworkaward.org.uk)

**A healthy workplace is a happy workplace!**

*The Better Health at Work Award can help your workplace to prioritise, promote and support better health and wellbeing both in and out of the workplace. Thousands are already benefitting across the region, why not join them?*

Find out how to get involved:  
[betterhealthatworkaward.org.uk](https://betterhealthatworkaward.org.uk)



# Things workplaces say about the **BHAWA**

**“We joined the Award to promote a healthier, happier workplace and provide our team with tools and encouragement to improve wellbeing both at work and at home. It offers a structured approach that aligns with our commitment to supporting our people. The Award has been a great motivator, helping us focus our wellbeing efforts and create meaningful activities for staff. The advice and resources provided have been invaluable in shaping our campaigns and engaging our team in positive, lasting change**

SUEZ TeesValley, Stockton

**“To ensure that our health and wellbeing work goes above and beyond the requirements outlined by the NHS health and wellbeing framework, helping to ensure that we support our colleagues across a variety of areas and that we can demonstrate excellence in doing so. The award is beneficial to the organisation as it prompts us to think outside the box, extend our health and wellbeing support into new and important areas that we might not necessarily touch upon usually; and it also holds us to account for conducting high quality, meaningful campaigns**

Gateshead Health NHS Foundation Trust

**“The Award benefits businesses of any size. The structure it provides means employee wellbeing becomes embedded in your business as you work through the award levels. Employees notice the improvements. Training and networking opportunities give great ideas for campaigns. And it is free!**

Newcastle Carers, Newcastle

Click the link to read more testimonials: [Workplace Testimonials](#)

**“Pursuing the award (Maintaining Excellence) ensures that the Health and Wellbeing of our staff remains a top priority as we share information and resources and deliver meaningful campaigns**

Teesside University, Middlesbrough

**“We value our dedicated staff team and understand that a happier, healthier workforce creates stronger teams and greater impact. We want our people to enjoy coming to work and to understand how and where to access information to look after themselves mentally, physically, and socially. The Better Health at Work Award has enabled us to train health advocates, share resources, connect to other businesses and ensures annual reflection on how we can improve. Over the years, as we have moved to ambassador status, staff wellbeing has been given more focus, campaigns and themes are now embedded into much of what we do, and we are grateful to the public health team for their ongoing support on this journey**

Groundwork South and North Tyneside

**“We are committed to creating a great place to work, and to do that we invest in our people; the health and wellbeing of our people being an intrinsic part of that investment. Participating in the Award has provided access to support and resources that have shaped the delivery of our health and wellbeing programme, and established a structure in which health leads are recognised and rewarded through the Health Advocate role.**

Senstronics, County Durham

**“Better Health at Work Award has truly transformed our workplace culture. It has inspired us to prioritise employee wellbeing, boosting morale, productivity, and engagement. The support and guidance provided is invaluable. We're proud to champion health and wellbeing thanks to this outstanding initiative. A highly recommended program for any forward-thinking company. We value the recognition and support the award offers. The guidance is second to none. We've also built valuable contacts through the award, which has brought real benefits to the company and strengthened our focus on employee wellbeing**

Walker Filtration, Sunderland

 **Connect with us on LinkedIn**



### Digital Banner

## Social Graphic

## BHAWA Business Case

## Social Care Poster

## Health Advocate Poster

## Information Cards

To order please email: [BHAWA Info Cards](mailto:info@bhawa.co.uk)

**Join 100s of other  
BHAWA Workplaces...  
...and find your "better!"**



**Better Health  
at Work Award**

[illegible]

# Putting Self Care into Social Care



Better Health At Work  
Social Care

**Scan the QR code for**  
practical information and  
guidance to support your  
health and wellbeing



<https://socialcare.betterhealthatworkaward.org.uk>

# Become a Health Advocate

Health Advocates are people who are passionate about health and wellbeing, want to help raise awareness of health topics and contribute to the development of a positive wellbeing culture in the workplace - and beyond. This can be anyone in the organisation, regardless of role or experience.

The developing network of Health Advocates within workplaces is an innovative and extremely effective way to deliver health and wellbeing messages to workers, and more importantly, to yield real results!

For more information on becoming a Health Advocate



Better Health At Work  
Social Care  
Put the self care into social care

Scan the QR code for practical information and guidance to support your health and wellbeing



Our social care site covers key topics to help you look after yourself as well as others

- |                                                                                       |                            |                                                                                       |                      |
|---------------------------------------------------------------------------------------|----------------------------|---------------------------------------------------------------------------------------|----------------------|
|  | Financial Wellbeing        |  | Cancer and Screening |
|  | Mental Health and Sleep    |  | Physical Activity    |
|  | Sexual/Reproductive Health |  | Healthy Eating       |
|  | Immunisation               |  | Alcohol              |
|  | Smoking                    |  | Sleep                |

And help for employers to support staff in and outside of work

**Better  
Health  
at work**

[www.betterhealthatworkaward.org.uk](http://www.betterhealthatworkaward.org.uk)

or visit our website  
to find out more  
about what  
we do



The BHAWA is a FREE health and wellbeing programme open to employers in the north east and Cumbria.

It provides a supported framework to help develop:

- good work
- a healthier, happier

- a healthier, happier workforce
- a higher-performing

- accreditation to recognise

- accreditation to recognise those organisations who invest in being 'better'

## Making good work 'better'

## Better Health at Work Award Digital Toolkit



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