View results

Respondent

1 Anonymous

34:25
Time to complete

Title and contact details

1. Title of Initiative (please ensure this is a good description of your initiative in no more than 90 characters) *

SelfCare Z-Fold: A Powerful Pocket Guide to Support Staff Mood and General Wellbeing

2. Name of organisation and region (please state context, ie general practice, community care etc) *

South Central Ambulance Service NHS Foundation Trust

3. Name of person or team involved in the self-care initiative *

Health and Wellbeing Team

4. Timeframe and dates of initiative *

Designed in August 2025, professionally printed, and distributed amougst from September 2025 to date

5. Contact name for entry *

Lisa Simpson

6. Contact email for entry *

lisa.simpson22@nhs.net

About your self-care initiative

7. Describe the problem you were facing and your objective(s) in tackling this. (1200 characters max) *

Staff across our Trust were increasingly reporting stress, fatigue and difficulty maintaining their wellbeing during demanding workloads. Many colleagues shared that they struggled to recognise early signs of burnout in themselves and often didn't know where to turn for quick, reliable support. Existing resources were available, but staff told us they were hard to find in the moment, especially during busy shifts. We needed a simple, accessible tool that would help staff identify early warning signs, take small practical steps to support their mood, and connect quickly with further wellbeing services. Our objective was to create a clear, concise and portable resource that staff could keep with them and use at any time. We aimed to improve awareness of burnout, promote everyday self-care habits, and ensure colleagues felt supported before reaching crisis point. The goal was to empower staff to look after their mood and general wellbeing by making self-care guidance easy to access, easy to understand and easy to act on.

Please enter at most 1200 characters

8. Outline your initiative, explain your planning and execution of the project. (1200 characters max) *

The SelfCare Z-Fold was created as a simple, pocket-sized wellbeing guide designed to help staff recognise early signs of burnout and access support quickly. We began by gathering feedback from colleagues across the Trust who shared that they needed guidance that was easy to use during busy shifts. We reviewed the most common wellbeing concerns, refined key messages, and selected a compact format that staff could carry with them. Drafts were tested with a small staff group to check clarity, practicality and tone. After incorporating their feedback, I initially designed the resource and content to ensure it was visually engaging, durable and accessible. We then got it professionally printed and distributed the Z-Fold widely during wellbeing visits, events and through local managers, ensuring it reached staff across different roles and locations.

Please enter at most 1200 characters

9. What were the challenges and how did you overcome these? (1200 characters max) *

A key challenge was presenting wellbeing guidance in a way that felt simple and practical for staff who often have limited time and mental space during demanding shifts. We overcame this by co-designing the content with staff, ensuring the wording was clear, relevant and easy to act on, and testing early drafts to refine the messages. Another challenge was ensuring the resource could be accessed immediately during busy or pressured moments. Staff told us they needed something tangible they could keep with them, rather than having to search for information. This led us to create a durable, pocket-sized physical Z-Fold that can be shared easily during wellbeing visits, events and team meetings. We also needed to strike the right tone so the guide felt reassuring rather than overwhelming. Working with colleagues with lived experience, we shaped the messages to be supportive, compassionate and visually engaging. Professional printing ensured the final booklet was high-quality, long-lasting and appealing for staff to use.

Please enter at most 1200 characters

10. Did you collaborate with other local partners, if so, who and why were they chosen? *

Yes, we collaborated with key internal partners to ensure the SelfCare Z-Fold was meaningful, accurate and aligned with existing staff support. We worked closely with the Freedom to Speak Up (FTSU) team, who were chosen because they had previously designed a successful Z-Fold to promote their service. Their experience in creating concise, accessible pocket guides helped shape the format, layout and tone of our own resource. We also collaborated with colleagues from SCAS People and staff with lived experience of burnout. They were selected because they regularly support colleagues facing wellbeing challenges and understand the barriers staff encounter when seeking help. Their insights ensured the content was relevant, practical and reflective of real staff needs. These partners were chosen for their trusted relationships with staff, their expertise in supporting colleagues, and their proven experience in creating effective, easy-to-use resources. Their involvement strengthened the credibility and impact of the final Z-Fold.

11. Would you describe your initiative as "innovative", if "yes" please tell us why. (800 characters max) *

Yes. The SelfCare Z-Fold is innovative because it transforms essential wellbeing guidance into a simple, portable format that staff can access instantly during busy or high-pressure moments. Instead of relying on lengthy documents or digital platforms, it provides quick, practical steps to recognise burnout and support mood in a way that fits the realities of frontline work. By using a physical, pocket-sized guide—co-designed with staff—it offers a fresh, proactive approach to self-care that is highly accessible, low-barrier and easy to use wherever staff are.

Please enter at most 800 characters

12. Did you use any of the Self-Care Forum's free resources as part of your initiative? Provide details *

Yes. We used the Self-Care Forum's free resources to help shape the content of our Z-Fold. Their fact sheets, particularly those focused on mental wellbeing and stress, helped us ensure that the guidance we provided was accurate, evidence-based and aligned with national best practice. These resources influenced the way we explained burnout signs, simple self-care actions and the importance of early recognition. We adapted the information into a shorter, more accessible format suitable for a pocket-sized guide so staff could quickly understand and act on the advice during busy shifts.

Impact, outcomes, and evidence

13. Who was the initiative directed at and what were the benefits to the targeted group or individuals? (1200 characters max)

The initiative was directed at all staff across our Trust, particularly those working in fast-paced, high-pressure environments where early signs of burnout can easily be missed. This included frontline colleagues, support services and managers who often juggle multiple demands and may struggle to prioritise their own wellbeing. The benefits were immediate and practical. The SelfCare Z-Fold gave staff a quick, accessible way to recognise early warning signs of stress and burnout, helping them take action before reaching crisis point. Its pocket-sized format meant colleagues could keep it with them during shifts, making self-care guidance available exactly when needed. The resource also increased awareness of the wellbeing support already available in the organisation, helping staff feel more informed, reassured and connected to help. Overall, it empowered staff to take small, achievable steps to support their mood and general wellbeing, contributing to a healthier and more resilient workforce.

Please enter at most 1200 characters

14. Please quantify the impact of your initiative. (e.g. cost improvement, numbers of people helped, time saved) ((1200 characters max))

The SelfCare Z-Fold has reached a significant number of staff across the Trust since its launch. We had 400 printed and continue to distribute these during wellbeing visits, events and direct team engagement, ensuring colleagues across a wide range of roles received the resource. Staff feedback has been consistently positive, with many reporting that the guide helped them recognise early signs of stress, prompted them to take breaks, and made them more aware of the support available. The initiative has also contributed to increased engagement with our wellbeing services. Since distribution, we have seen a noticeable rise in visits to the Health and Wellbeing Hub and more direct enquiries to the Health and Wellbeing team. Colleagues described the Z-Fold as "easy to use," "timely," and "a helpful reminder during busy shifts." Because the resource is physical, staff reported saving time by not needing to search online for guidance when under pressure. Overall, the initiative supported a large number of colleagues at minimal cost, providing a high-impact tool that continues to be used daily across the Trust.

Please enter at most 1200 characters

15. Do you have formal or anecdotal evidence of success? (e.g. qualitative, quantitative, informal feedback?) (1200 characters max)

Although we did not request formal feedback, we received consistent and positive anecdotal comments from staff as the SelfCare Z-Fold was distributed and seen across the Trust. Colleagues frequently told us that the booklet was "really handy," "easy to keep in a pocket," and "a good reminder to pause and look after myself." Many staff shared that the clear signs of burnout helped them recognise when they were becoming overwhelmed, and several said it encouraged them to take breaks or reach out for support sooner than they normally would. Managers and team leads also reported noticing staff referencing the Z-Fold in conversations about stress and wellbeing, suggesting that it helped normalise these discussions. The visible interest during wellbeing visits—where staff often asked for extra copies for colleagues—showed strong engagement and demand. This informal feedback, along with the high uptake and positive reactions during distribution, demonstrates that the initiative has made a meaningful and practical impact on staff wellbeing.

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Learning and sustainability

16. What was the cost of this initiative in time, money, and other resources? Please be as specific as you can. (1200 characters max) *

The initiative was delivered at low cost, using mainly existing staff time and in-house skills. The only direct financial cost was the professional printing of the SelfCare Z-Fold, which totalled £228 for 400 copies, printed on 250gsm silk to provide a durable, glossy finish. All design work, content development and layout were completed internally by the Health and Wellbeing Team, with support from the Freedom to Speak Up team and colleagues with lived experience. This work was carried out as part of normal roles, so no additional staffing or consultancy fees were required. Distribution was integrated into existing wellbeing visits, events and team engagements, meaning no extra travel or logistical costs were incurred. Overall, the initiative required minimal financial investment and modest staff time, making it highly cost-effective and easy to sustain. The only future cost is reprinting as stock runs low.

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17. Were there any learnings from the initiative, if so what were they? (1200 characters max) *

We learned that staff respond best to wellbeing support that is simple, practical and easy to access in the moment. The success of the SelfCare Z-Fold showed us that short, clear guidance is far more effective than lengthy documents when colleagues are busy or under pressure. We also learned that having a physical, pocket-sized resource makes a real difference—staff valued being able to keep the guide with them and refer to it quickly, without needing to go online or search for information. Another key learning was the importance of co-design. Involving staff with lived experience and colleagues from relevant teams helped refine the wording, tone and layout so the final product felt supportive rather than overwhelming. Their input ensured the resource addressed real needs instead of assumptions. We also discovered that wellbeing tools gain more traction when distributed through personal interaction. Sharing the Z-Fold during wellbeing visits and conversations encouraged engagement, opened up discussions about burnout and reinforced that support is available. These learnings will shape how we design and share future wellbeing resources.

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18. Are you continuing to implement the initiative, please give details. (1200 characters max) *

Yes, we are continuing to implement the SelfCare Z-Fold as an ongoing part of our health and wellbeing offer. It has now been fully integrated into our routine wellbeing activity, including wellbeing visits, staff engagement events and team conversations. We ensure copies are always available for new starters, teams experiencing higher levels of stress, and during periods of organisational pressure when staff may particularly benefit from quick, accessible support. The positive response from colleagues means we plan to keep the Z-Fold in regular circulation, with reprints arranged as stock runs low. We are also exploring opportunities to develop additional themed versions—such as sleep, hydration or emotional resilience—using the same successful pocket-sized format. The initiative has become a sustainable, low-cost tool that continues to support staff mood and general wellbeing while helping to keep self-care conversations active across the Trust.

Please enter at most 1200 characters

And finally .....

19. How easy will it be to replicate your initiative and do you have top tips to share? (1200 characters max)

The SelfCare Z-Fold is very easy to replicate because it uses a simple format, low-cost materials and in-house skills. Any organisation can adapt the idea by identifying key wellbeing messages, refining them into short, accessible points and designing a compact, fold-out leaflet. The physical format makes it highly practical for busy staff, and professional printing is inexpensive, especially for small batches. Top Tips for Replication: Co-design with staff: involve colleagues with lived experience to make sure the content feels relevant, supportive and realistic. Keep it simple: focus on short, clear messages that can be absorbed quickly during stressful moments. Make it durable: use quality card and a clear layout so it stands up to daily use. Test before printing: share a draft with a small group to check tone, clarity and usefulness. Distribute through conversation: handing it out during wellbeing visits or team meetings boosts engagement and opens space for discussion. Link to existing support: ensure the resource signposts to your organisation's wellbeing pathways so staff know exactly where to go next.

Please enter at most 1200 characters

20. Please let us know the social media addresses of those involved in the initiative.

No answer provided.

21. Why do you think this initiative deserves to win the award? (800 characters max)

This initiative deserves to win because it delivers a powerful impact through a simple, accessible solution. The SelfCare Z-Fold meets staff exactly where they are—busy, under pressure and often without time to search for support. By turning essential wellbeing guidance into a pocket-sized tool, it removes barriers and empowers staff to recognise burnout early and take meaningful action. It was co-designed with staff, low-cost, highly practical and widely embraced across the Trust. Its effectiveness, sustainability and real-world usefulness make it a standout example of impactful self-care in action.

Please enter at most 800 characters

22. Do you have an image, materials or weblinks to supplement your application? Please supply no more than 2 images which may also be used to promote your application if successful. Ensure images are square (ie height and width dimensions are the same). Please email information to selfcare@selfcareforum.org including the name title of your initiative (as in Q1).

I will email images as instructed

23. Your application may be chosen to be uploaded to the "best practise" page of the Self-Care Forum website to share self-care excellence with others who might want to use the learnings in your application. We will also include your email address so that people may get in touch with you. Please confirm your preference below. *

- (●) I am happy for the Self-Care Forum to add our entry to the website **with** my email address
- ( ) I am happy for the Self-Care Forum to add our entry to the website **without** my email address
- ( ) I would rather our entry was not included on the Self-Care Forum website

24. Would you consider becoming a self-care champion? *

- ( ) Yes
- ( ) No
- (●) Maybe, I'd like to know more