



Be part of something
BOLD, be part of
**Bolder, Healthier
Birmingham!**



PROGRAMME OVERVIEW

Bolder, Healthier Workplace Champions aims to improve the health and wellbeing of citizens of Birmingham who are employed in the city by providing Champions with knowledge, skills, examples and motivation to promote health improvement in their workplaces

- **To enrol 150 Birmingham City Businesses on the programme across 5 sectors:**

- Automotive Industry
- Food & Drink preparation services
- Manufacturing
- Retail stores with food, beverage and tobacco
- Social Care work services

The industries selected feature characteristics that factor in poor health, including: Routinised work, non-traditional shifts, manual handling, emotional toll, high-pressure environments/workloads, insecure work

- **To have 250 Champions selected from the enrolled businesses on the programme**
- **To deliver a minimum of 12 meaningful contacts with each Champion annually via:**

- Interactive, educational, virtual webinars
- In Person quarterly events
- Individual 121 coaching sessions
- Engagement toolkit, including materials
- Annual conference

The **aims** of the programme are to achieve:

- 100% of Workplace Champions/Workplaces report:

- Improved Health Education
- Improved Health Literacy
- Take Action to improve the Health and Wellbeing of their Workplace



**A BOLDER
HEALTHIER
BIRMINGHAM**



BENEFITS & FEATURES

As employers you understand the responsibility to protect and support the health and wellbeing of your staff. We know that companies who work with staff to develop approaches to invest in their health and wellbeing see **higher rates of retention, reduced sickness absence and increased productivity.**

- Access to a professional, accredited Health & Wellbeing team, dedicated to upskilling your champion to influence and motivate employees to drive positive change in the workplace
- An ability to provide a baseline of business data against which to track progress, to work with staff to improve health and wellbeing
- Businesses can further demonstrate their dedication to improving the health and wellbeing of their employees within the workplace

Who is Optima? *Your Bolder, Healthier Workplace Champions Provider*

Optima UK are a people centered consultancy business with over 40 years combined experience in providing highly impactful training and coaching in health and wellbeing, leadership and management, mental health, personal and professional career development & employability. Our combined industry expertise puts A Bolder Healthier Birmingham in safe hands, as looking after employee's health and wellbeing is the strongest of our values .aligning with the core focus of your Bolder, Healthier Birmingham programme.

Our team comprises of Mental Health and Wellbeing Specialists, Level 7 Leadership and Management Coaches, Project and Change Management experts, Clinical Therapists and Psychologists, and Mental Health First Aiders, ensuring that you have the best people behind you, helping you to make positive and meaningful changes in your workplace.

TESTIMONIALS



"We have commissioned Optima to develop and deliver our Bolder Healthier Workplace Champions programme following a very impressive tender. This set out their approach to working with businesses to train staff as champions to support colleagues improve and maintain their health and wellbeing in a range of ways, including mental health, weight management and healthy eating. While we have worked with Optima, they have been committed and innovative in their approach, showing a real dedication to the work and an excellent understanding of what we are trying to achieve together. The team has been very engaging, offering solutions quickly and often answering questions before we have them. We're looking forward to continuing to build the programme alongside them."

Ben Murphy | Senior Programme Officer | Bolder Healthier, Birmingham Public Health

FAQ's

What is the cost of the programme?

The programme is a fully funded initiative so there is no cost to your business

How much time will my Champion need to spend on the programme?

There is no minimum time requirement. The requirement is for the champion to have a minimum of 12 touch points across a 12-month period (see below for what is a touch point)

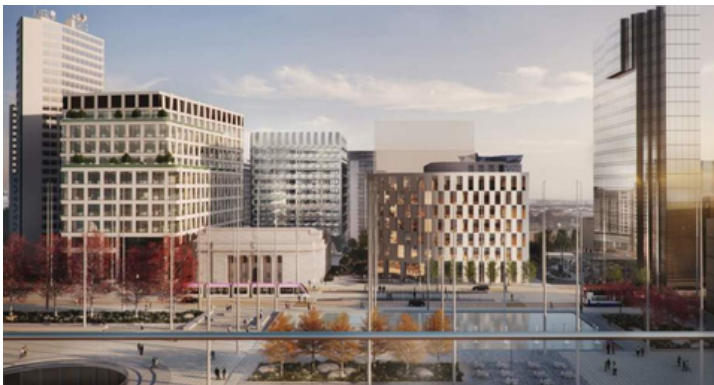
- Interactive, educational, virtual webinars
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What experience does the individual need to be a Champion?

Your Champion doesn't need to have any specific experience to take on the role as a Champion for your business. What would be great for them to have, is a passion or interest in health and wellbeing, an enthusiasm to make a difference for your business and a willingness to collaborate and communicate to share their successes and best practice.

What Digital Equipment does my Champion need access too?

A laptop, tablet or phone and email access



NEXT STEPS...

1 - If you would like to enrol your business and sign up a Champion, please contact workplacechampions@optima-uk.com

2 - If you would like to find out more information, please contact workplacechampions@optima-uk.com and our Programme Champion Manager Alice Yarnall will respond directly to you