



PROGRAMME: BSc Health and Social Care

MODULE NAME & CODE: BMHP5014 – Changemakers: Creativity and Value Creation

ASSIGNMENT TITLE : Component 2 : Assignment (Report/Poster)

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CareWell Connect

A Digital Wellbeing Innovation for UK Health & Social Care Workers

The Problem (Why?)

- High stress and burnout in health and social care
- Staff shortages and emotional labour
- Direct impact on care quality and safety

The Innovation (What?)

- Digital wellbeing and peer-support platform
- Preventative, confidential, accessible 24/7
- Tailored to frontline care roles

Target Audience & Common Good (Who?)

- NHS staff, social workers, care assistants
- Improves wellbeing, dignity, and equity
- Better outcomes for service users

Implementation (How?)

- Commissioned by NHS, Local Authorities, ICSS
- Delivered via app and web platform
- Supported by organisational wellbeing leads

Technology & Regulation

- Secure cloud-based system
- UK GDPR & Data Protection Act 2018
- CQC standards & NICE guidance
- NMC & HCPC professional codes

Impact & Value Creation

- Supports workforce wellbeing and resilience
- Reduces absenteeism and turnover
- Enhances quality and sustainability of care

Timeline: Development (3m) → Pilot (3m) → Evaluation (2m) → Rollout (4m)

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POSTER

Title: CareWell Connect – A Digital Wellbeing and Support Platform for UK Health and Social Care Workers

1. Introduction / Overview

CareWell Connect is a digital wellbeing and peer-support platform designed for frontline health and social care workers in the UK. It is delivered through a mobile app and website and provides confidential mental health support, peer discussion spaces, wellbeing resources, and clear signposting to professional services. The innovation is preventative rather than reactive, focusing on early support and accessibility. Unlike traditional employee assistance programmes, CareWell Connect is available at any time, easy to use, and tailored specifically to the needs of care professionals.

2. Problem Statement

Health and social care workers face high levels of stress, burnout, and emotional exhaustion due to staff shortages, heavy workloads, and exposure to distressing situations. Evidence shows that poor staff wellbeing contributes to sickness absence, low morale, and high turnover, which can reduce the quality and safety of care. National policy highlights workforce wellbeing as a priority, yet access to consistent and confidential support remains limited, particularly in social care. Addressing this problem is essential to protect staff wellbeing and maintain safe and effective services.

3. Target Audience and Impact

The main target audience includes NHS staff, social workers, care assistants, and voluntary sector care staff working in hospitals, care homes, and community settings. By improving staff wellbeing, CareWell Connect supports better quality care for service users. It contributes to the common good by promoting fairness, dignity, and access to support for all care workers, including those in lower-paid or high-pressure roles.

4. Implementation

CareWell Connect would be commissioned by NHS Trusts, local authorities, or Integrated Care Systems. It would be delivered in partnership with mental health providers and voluntary organisations. Staff would access the platform using personal or work devices. Designated wellbeing leads would support implementation while protecting user confidentiality.

5. Timeline

Phase	Activity	Duration
	Development Platform design and consultation	3 months
Pilot	Testing in selected services	3 months
Evaluation	Review and improvement	2 months
Rollout	Wider implementation	4 months

6. Regulations

The platform complies with UK GDPR and the Data Protection Act 2018. It aligns with Care Quality Commission standards, NICE guidance on workplace wellbeing, and professional codes such as the NMC and HCPC. Ethical principles including confidentiality, consent, and duty of care guide the service.

7. Technology Integration

CareWell Connect uses secure cloud-based systems and encrypted communication. Optional digital wellbeing check-ins support early identification of stress while ensuring professional oversight. Technology improves access, reduces stigma, and supports timely intervention.

8. Dissemination

The innovation would be promoted through staff briefings, workplace posters, email communications, social media, and collaboration with professional bodies and unions. Leadership support would encourage engagement.

Conclusion

CareWell Connect offers a practical and innovative response to workforce wellbeing challenges, supporting staff, improving care quality, and contributing to a more sustainable health and social care system.

PART 2

WRITTEN PITCH: CAREWELL CONNECT

Introduction

CareWell Connect is a digital wellbeing and peer-support platform developed to respond to the increasing mental health challenges faced by health and social care workers in the UK. Many care professionals experience high levels of stress, emotional exhaustion, and burnout due to demanding workloads, staff shortages, and the emotional nature of care work. These pressures affect not only individual wellbeing but also staff retention, service quality, and outcomes for service users. Current support systems are often limited, reactive, or difficult to access. CareWell Connect aims to address this gap by providing a confidential, preventative, and accessible wellbeing solution designed specifically for frontline care workers. By supporting those who deliver care, the innovation contributes to improved workforce resilience, better quality care, and the wider common good within health and social care.

Background

There is strong evidence that health and social care workers experience significant pressures that negatively affect their mental wellbeing. The Care Quality Commission (2023) reports that increasing demand, workforce shortages, and resource constraints continue to place strain on staff across both the NHS and adult social care. Similarly, the King's Fund (2023) highlights rising levels of stress-related sickness absence and challenges with staff retention linked to poor wellbeing.

Social care staff often face additional pressures, including lower pay, limited access to occupational support, and high emotional demands (Health Foundation, 2023). These issues were further intensified by the COVID-19 pandemic, which has had long-lasting effects on workforce mental health.

National policy recognises the importance of addressing these challenges. The NHS Long Term Plan identifies staff wellbeing as central to delivering safe and sustainable care (NHS England, 2019). NICE guidance on workplace mental wellbeing also emphasises the importance of early intervention and supportive organisational cultures (NICE, 2015). Despite this, access to effective and consistent wellbeing support remains uneven, particularly within social care and voluntary sector settings. Traditional employee assistance programmes are often underused due to stigma, lack of awareness, or time constraints (CIPD, 2022). This highlights the need for a more flexible and preventative approach to workforce wellbeing.

Innovation Description

CareWell Connect is a secure digital platform that can be accessed through a mobile app or web-based system. It offers moderated peer-support spaces, digital wellbeing self-check tools, guided stress-management and mindfulness resources, and clear signposting to professional mental health services. Where additional support is needed, users can access optional one-to-one sessions with accredited counsellors through partner organisations.

What makes CareWell Connect innovative is its focus on prevention rather than crisis response. The platform encourages early engagement with wellbeing support and helps to reduce stigma by normalising conversations about mental health within professional care settings. It is specifically designed for health and social care workers, recognising the emotional and ethical demands of their roles.

An important feature of the platform is the use of anonymised organisational data. This allows employers to identify trends in staff wellbeing without compromising individual confidentiality. These insights can support better workforce planning and targeted wellbeing initiatives. By combining digital accessibility with sector-specific design, CareWell Connect improves on existing fragmented wellbeing provision and creates value at both individual and organisational levels.

Impact on Health and Social Care

CareWell Connect is expected to have a positive impact on the wellbeing, resilience, and job satisfaction of health and social care workers, particularly those in frontline and high-pressure roles. Evidence suggests that improved staff wellbeing is linked to reduced sickness absence, improved retention, and higher quality care delivery (King's Fund, 2023; WHO, 2022).

Service users benefit indirectly through more consistent, compassionate, and safer care provided by supported professionals. Improved staff wellbeing can also strengthen relationships between staff and service users, supporting person-centred and dignified care.

The innovation contributes to the common good by promoting fairness and equal access to wellbeing support across the workforce, regardless of role or income. This is particularly important in social care, where staff often have limited access to structured support. At a wider system level, CareWell Connect supports sustainability by reducing the costs associated with staff turnover and burnout. This aligns with prevention-focused approaches promoted within health and social care policy (NHS England, 2019; Health Foundation, 2023).

Public and Stakeholder Involvement

CareWell Connect would be developed using a co-production approach, involving health and social care workers throughout the design and pilot stages. Focus groups, surveys, and feedback tools would ensure the platform reflects real workforce needs. Key stakeholders would include trade unions, professional bodies, and voluntary sector organisations, helping to build trust and encourage engagement. Ongoing user feedback within the platform would support continuous improvement and shared ownership of the innovation.

Policies, Services, and Professional Links

The innovation aligns with the Care Act 2014, which places wellbeing and prevention at the centre of health and social care practice (Department of Health and Social Care, 2014). It also supports the Equality Act 2010 by promoting fair access to wellbeing support.

CareWell Connect complements existing NHS and local authority wellbeing strategies and links with occupational health services, GPs, and voluntary mental health organisations.

Nurses, social workers, and allied health professionals play a key role in supporting engagement and embedding the platform within practice.

Conclusion

CareWell Connect responds to a clear and well-evidenced need within health and social care by offering a practical, preventative, and scalable wellbeing solution. By supporting the mental health of care professionals, it improves workforce resilience, service quality, and sustainability. Its alignment with policy, regulation, and professional practice makes it a realistic and valuable innovation that contributes to the common good within the UK health and social care system.

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