

Motivating and energising staff with wearable technology and teamwork

When an idea was discussed to fund a time-limited, one-off sporting event, the NHS Trust decided to think big in helping to build teamwork and motivation among its staff. Through its staff lottery, the Trust provided Jawbone devices which have encouraged people to participate in and enjoy sports activities together.



**Northern Lincolnshire
and Goole**
NHS Foundation Trust

Supporting staff health with technology

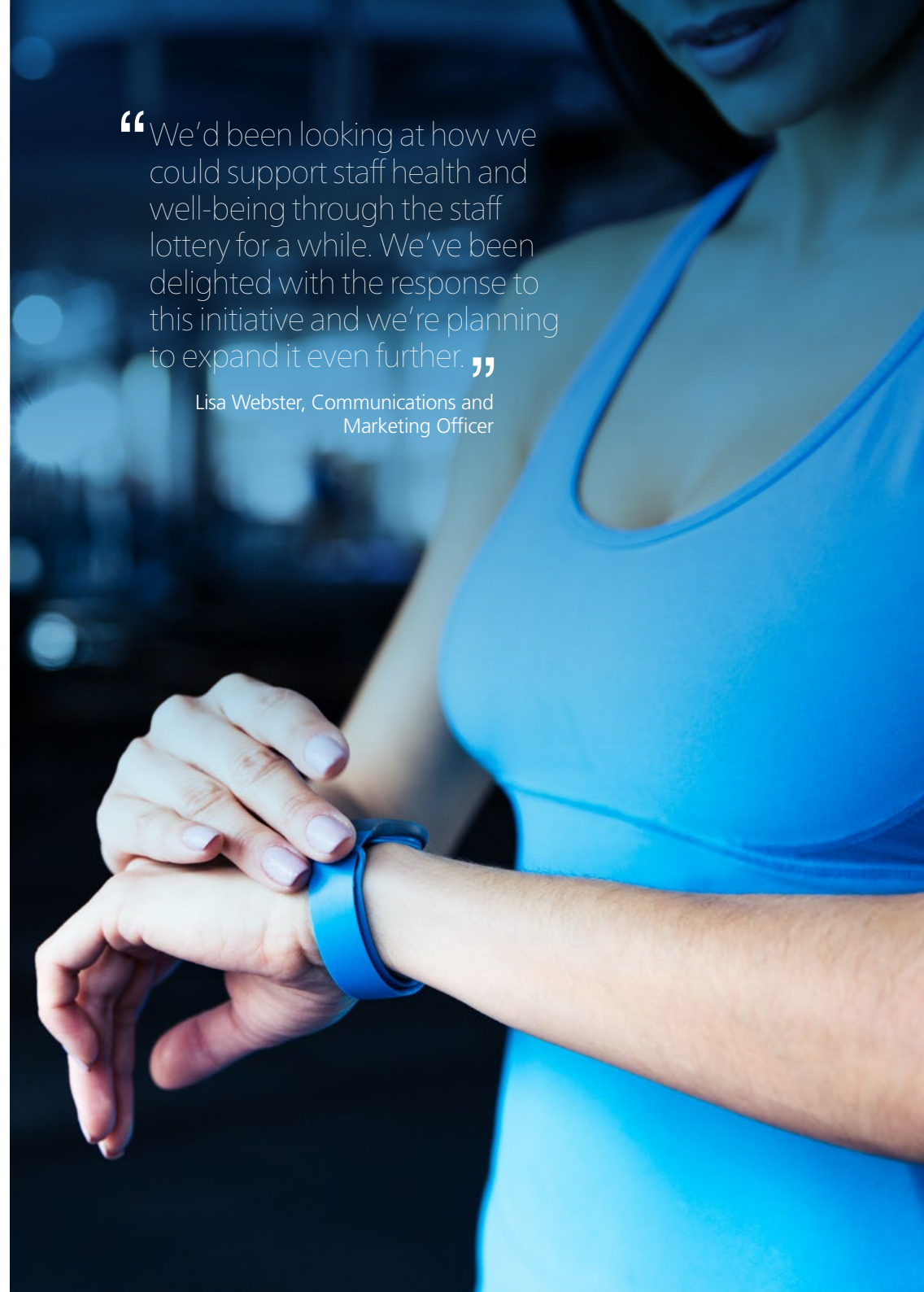
NLaG runs an internal lottery which funds benefits for staff to improve the working environment. Funding is decided by a committee chaired by the CEO, with representatives from Finance and HR as well as staff members. When a request came in for funding for a time-limited sports challenge, the committee felt that it would be a better use of funding to pay for pedometers to create lasting benefit for more people.

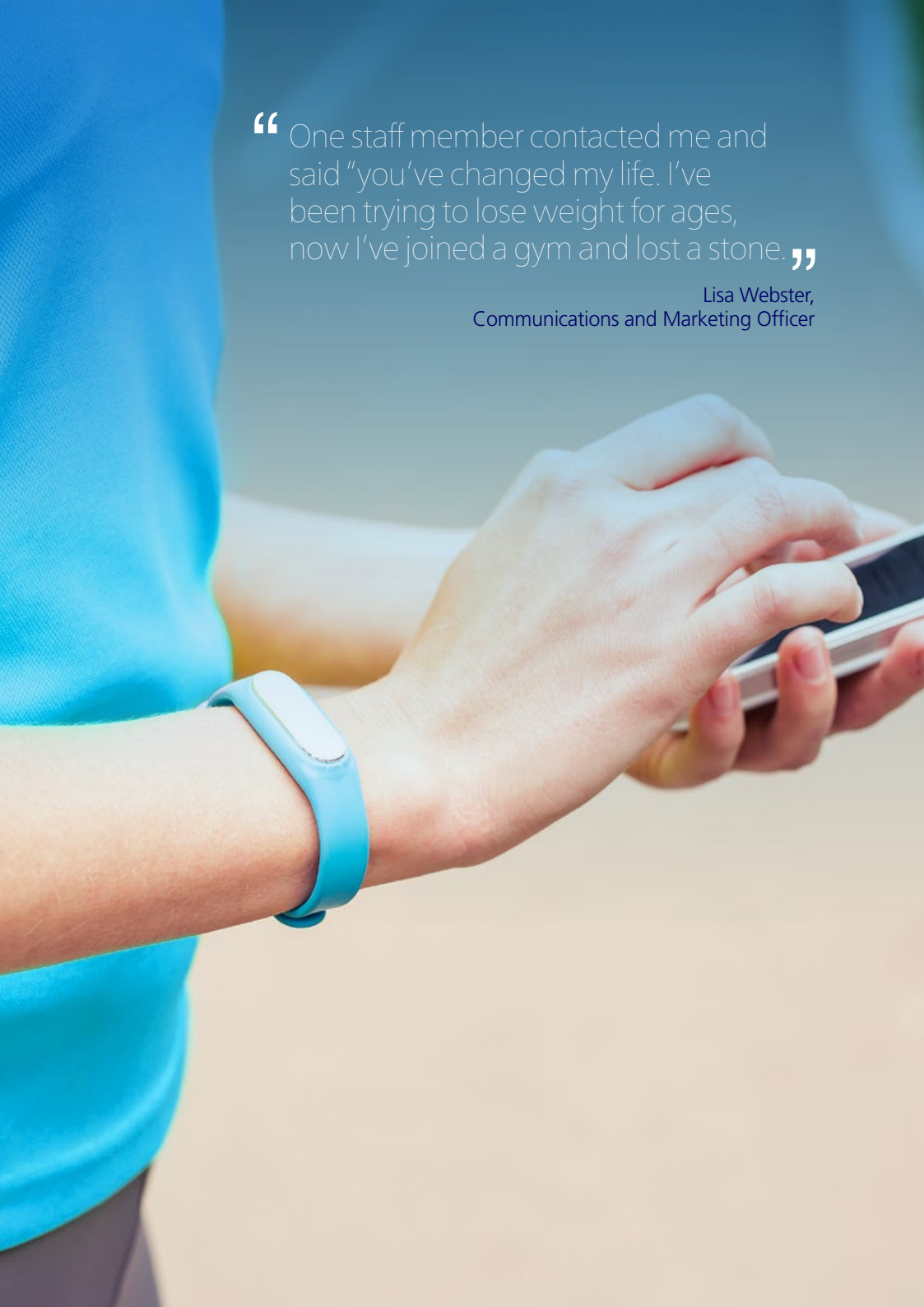
Lisa Webster, Communications and Marketing Officer, says “We’d been looking at how we could support staff health and well being for a while. We have so many staff on the front line racing around on wards, but just as many in the background working away at a desk all day.

This was an ideal opportunity to make a lasting difference to everyone. We submitted a proposal to the lottery committee for £5,000 to buy 200 devices, which was approved.”

“We’d been looking at how we could support staff health and well-being through the staff lottery for a while. We’ve been delighted with the response to this initiative and we’re planning to expand it even further.”

Lisa Webster, Communications and Marketing Officer





“One staff member contacted me and said “you’ve changed my life. I’ve been trying to lose weight for ages, now I’ve joined a gym and lost a stone.”

Lisa Webster,
Communications and Marketing Officer

O₂ customer story

Technology from O₂ provides personal benefits at the Trust

“We talked to O₂ who helped us choose the right devices. Then we emailed our nearly 2,000 lottery members inviting them to take up the offer of a free device. In just two days nearly 300 people had expressed an interest so, with such an overwhelming response, we went back to the committee and gained further funding. Now we have a very long waiting list and we plan to apply for more funding in the future.”
Lisa Webster, Communications and Marketing Officer.

The idea has taken on a life of its own. The Trust has set up ‘Team NLaG’. They have a Facebook group where they share activities and compare results. There are lunchtime walks, cycle events, people meeting after work for bike rides, and they are looking at launching a couch-to-5k programme.

Lisa said: “Everyone who has received a device has become more active. It certainly helps tick our ‘health and wellbeing’ boxes.”

Sarah Mainprize, Head of Communications & Marketing, says “I would definitely recommend this to organisations like ours. It gives people a real feel good factor – they feel motivated and valued. It’s good for teambuilding, such as getting colleagues to challenge each other.”

“It’s a very simple idea that gained momentum and received an overwhelmingly positive response from staff. They felt motivated and engaged. What’s really pleasing is that it includes everyone across the board. There is a real mix – people who are already active, people who aren’t but want to be, people who just needed a little motivation.”

Sarah Mainprize,
Head of Communications &
Marketing, Northern Lincolnshire
& Goole Hospitals NHS
Foundation Trust



About NLaG

Northern Lincolnshire and Goole NHS Foundation Trust (NLaG) provides acute hospital services and community services to a population of more than 350,000 people across North and North East Lincolnshire and East Riding of Yorkshire.

Our annual budget is circa £300 million, we have 850 beds across our three hospitals and employ around 6,500 members of staff.

The Trust was recently named as one of the top 40 performing trusts and received a Top Hospital Award based on the evaluation of more than 20 factors including safety, clinical effectiveness, health outcomes, efficiency, patient experience and quality of care.

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