



THE HOME OF THE EVIDENCE BASE AND BEST  
PRACTICE FOR EMERGENCY SERVICES  
WELLBEING

NATIONAL FIRE CHIEF'S COUNCIL PAPER  
ROLL OUT AND ENGAGEMENT

VERSION 1 – JULY 2018

## Introduction

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Further to an initial approach made at the beginning of 2017, the Oscar Kilo team submitted a full business case to Chief Fire Officer of Cleveland Fire Brigade, Mr Ian Hayton. Mr Hayton holds the NFCC national lead on medical and occupational health and is a member of the People Programme Board. Mr Hayton subsequently submitted a paper to the NFCC in April.

We currently have an agreement in principle for the NFCC to sign up to Oscar Kilo and this paper sets out the proposed strategy for the roll out of the resource across all Fire Services.

A decision is yet to be made by the NFCC with regards the detail of the roll out and whether they will look to take a phased approach or will roll out the resource across all services concurrently.

## Timescales

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As soon as the funding model is agreed, and a strategic decision has been taken with regards the format of the roll out - we can begin the engagement process.

Depending on the model chosen, we will develop a more detailed communications strategy and tactical plan. Therefore, at this stage, the remainder of this paper sets out the purpose and direction of Oscar Kilo and the Blue Light Framework as a resource in order that its intended use is clear.

It takes learning from the roll out of the resource across the Police Service and builds that in to a suggested communications and engagement model that will be adapted to suit the needs and requirements of the NFCC.

## Purpose and direction

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The majority of Oscar Kilo as a web resource is open access. It houses evidence based resources, and shares research, news and best practice which are available to everyone with an interest in emergency services wellbeing. We circulate a quarterly newsletter, which anyone across any service or sector can sign up to via the website. Our social media channels are also open access. We do however run a Linked In practitioner community for which membership is restricted to current wellbeing practitioners.

The only area of the website that is accessible purely to 'members', is access to your own bespoke online version of the Blue Light Wellbeing Framework that allows your organisation to complete a self-assessment and request a peer review.

Within this section, members also have access to strategic and tactical planning templates and other resources developed by Oscar Kilo or its partners that support the Framework.

## The Blue Light Framework

This Framework is a statement of intent, showing your commitment to the health and wellbeing of the people who work for you.

Organisations using the Framework will be able to audit and benchmark themselves against an independent set of standards that have been tailored to meet the specialist needs of emergency services staff. It will help to identify what your organisation already has in place and what gaps there may be in providing the best wellbeing provision you can for your employees.

To ensure that the completion of self-assessments is not duplicated within organisations, we ask that only one named contact per organisation holds a master login. They then take the responsibility for the coordination of the Framework.

This person ideally will be an active and influential practitioner with a lead responsibility for wellbeing within your organisation.

The person who owns the 'master login' can either retain full responsibility for completing the self-assessment as a whole, or, they can assign others within the organisation to complete certain sections.

This is done by simply clicking on the small square icon at the top right of each section. This person would only have editing rights to the section they have been assigned to avoid duplication or the temptation to fill in other sections where this might not be necessary or appropriate.

## Process

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Once a decision has been made with regards the route that the NFCC decide to take with the roll out - each individual Fire and Rescue Service will need to identify an individual to take ownership of the framework and hold the 'master login'.

To instigate this, we would suggest that an initial joint communication goes out through the current NFCC communications channels and networks from the NFCC lead.

Once that person has been identified, that information should be sent through to the Oscar Kilo Coordinator via [contact@oscarkilo.org.uk](mailto:contact@oscarkilo.org.uk) who will then create a framework for each organisation and provide login details.

## Communication and Engagement

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How we achieved 100% saturation across policing...

We have taken a multi-tiered approach to our communications and stakeholder engagement within policing.

Through the NPCC network, we engaged early with multiple key stakeholders including Public Health England, HMICFRS, The College of Policing, the Association of Police and Crime Commissioners, Unison and the Police Federation. Other key stakeholders include police charities such as the Police Dependant's Trust, and other charities and organisations such as Mind and Police Mutual.

Over time, we have an established relationship with the Home Office and the Policing and Fire Minister who supports and advocates the use of OK and the Blue Light Wellbeing Framework.

### Proposed Tactics:

Reflecting the tiered approach we took in policing, we would recommend the following approach:

- A session to be arranged to agree the top-level key messages that complement current communications around occupational health and wellbeing from the NFCC.
- A clear view from the NFCC who their key stakeholders are for this programme. OK team would work jointly with NFCC communications lead to create a tailored briefing note for those stakeholders.
- As direct letter to be sent to each Chief Fire Officer from Chief Fire Officer Ian Hayton in his capacity as NFCC lead in this area.
- Create a tailored briefing note aimed at all wellbeing leads across each service.
  - This briefing note would request volunteers to take part in a working group to feedback and give an initial review of content. We would hope that this group would be able to recommend relevant contacts, resources or research that may already be established within Fire and Rescue Services that should be uploaded to the site or signposted to.
  - This group would also be encouraged to share best practice through the site and join our practitioner community and become Oscar Kilo 'brand ambassadors'.

- A 'launch' package will be issued through the NFCC communications team to all force communications teams and wellbeing leads to include some digital images, copy for intranet sites and digital copies of our leaflets.
- We (the OK team) where possible, will attend key conferences and events with further marketing materials to promote the resource and the Framework.

This communication and engagement strategy will also build in a longer-term view to support open communication and conversation with the service moving forwards.

### **Further information**

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If you have any specific questions further to the information contained within this document, please contact us:

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