



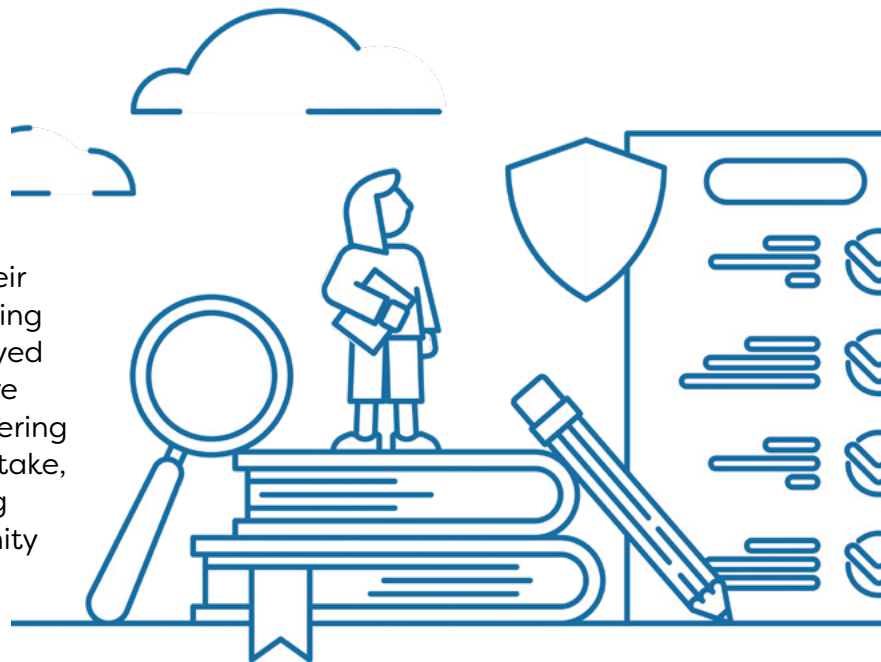
Case Study



Vivup Staff Benefits West Midlands Police Staff Benefits (319)

The requirement

West Midlands Police's (WMP) mental health strategy has always had a specific focus on supporting colleagues exposed to trauma and ensuring that the wellbeing provision was relevant and accessible to all. Before joining forces with Vivup, some colleagues were open and honest about their mental health, but others worried that seeking support internally might be intrusive or relayed back to their managers. WMP were therefore keen to relaunch and enhance their EAP offering with a new external provider to increase uptake, feedback and engagement while reassuring employees that confidentiality and anonymity would be guaranteed.



The Solution

By employing clear messaging and rebranding provided by Vivup WMP saw Employee Assistance Programme EAP usage increase significantly with positive clinical outcomes and fantastic feedback across the organisation. The EAP launch and subsequent outcomes could not have come at a better time with the impact of the pandemic on colleagues' health and the associated demand for policing at an unprecedented high.



“The feedback and usage has been absolutely fantastic. This is like that comfort of seeing someone external that isn't affiliated with the police service. Police officers and staff are not the easiest bunch to please so to get a lot of positive feedback like we have done is amazing.”

Amy Smith, Head of Employee Relations & Wellbeing at West Midlands Police



The Results

The strategy of rebranding and sending a clear message that WMP's EAP was being provided by an external organisation resulted in employees engaging with the service with confidence, leading to a significant uptake in usage and a 300% increase in counselling sessions. Between June and December 2021, WMP experienced:

- 1295 clients (10.4% of total staff) accessing the 24/7 helpline.
- 530 clients entering the counselling service via the 24/7 help line.
- 3354 counselling sessions conducted (compared with 1100 in previous years).
- 3673 clients accessing the EAP portal.