



THE ROLE OF THE CLINICAL CHAMPION

Role

- Understand the offer and its purpose
- Know your department and networks
- Be a conduit between your frontline and the core team's focal point (Lindsay Wittenberg)

Introducing the programme – Sowing the seeds

- Use the opportunity to be coached yourself through Coaching Through COVID
- Create opportunities to include this within existing Wellness or Wellbeing initiatives
- Present at meetings
- Present at handovers
- Talk to people
- Send introductory emails and then regular emails (these may fit in with existing initiatives)
- Gauge interest
- Gauge inhibiting factors – and think about how these may be overcome
- Feed back to your local focal point or else the core team's focal point

Watering the seeds

- Present updates to your department/frontline
- Drip drip of messages
 - Follow up emails
 - Group WhatsApp updates
 - Personalised messages and check ins
 - Updates and links on website
- Share feedback from the programme with colleagues
- Encourage others to share first hand experience
- Reach out to specific groups, e.g. junior doctors, nurses, teaching forums etc
- Encourage others to identify individuals on their teams/wider spheres of work who might benefit
- Keep talking about it
- Help identify themes and any ongoing inhibitory factors
- Keep feeding back to the core team

Sow new seeds

- Identify other champions within other pools and communities
- Support them in their role