



STRATEGY

2023 - 2028

FOREWORD

I was a senior nurse in the Royal Air Force for nearly three decades, deploying to many incredibly challenging situations and dangerous environments. Whilst the stresses of being a military nurse can be quite extreme, you do not have to work in a war zone or be in crisis to experience the emotional impact of working in a caring profession on personal mental health, well-being and resilience. The pandemic heightened awareness of these issues unprecedentedly, but the effect was already well documented and evidenced before this. Post Covid-19, global financial pressures, governmental uncertainty, increasing understanding and complexity of an aged population and workforce shortages have only exacerbated the problem rather than decreased it.

In an article published by the Nursing Times in February 2023 it was found 40% of nurses and midwives described their mental and emotional well-being as bad or very bad, with 2 out of 5 respondents saying their mental health was worse than during the pandemic. Exhaustion, moral injury, burnout, and compassion fatigue are commonplace, resulting in isolation, anxiety, mental health diagnosis and, in some cases, suicide. With more than 47,000 vacancies, morale is at an all-time low, with nurses and midwives haemorrhaging the profession. The organisational impact further exacerbates an increasingly challenged environment with high sickness, bullying and harassment behaviours, increased turnover rates and decreased compassion. This is where Nurse Lifeline come in.

“Hearing is listening to what is said. Listening is listening to what isn’t said.”

Simon Sinek

Through our portfolio of unique listening services and resources ‘run by nurses and midwives for nurses and midwives, we aim to support and improve the mental health, emotional well-being and resilience of the nursing community across the UK. Nurse Lifeline cannot reduce the pressures listed above, but as nurses and midwives, “we get it.” In listening, we acknowledge, validate, encourage, and empower - no issue or concern is too big or too small.

As a young charity we are hugely excited to introduce our first strategy. Over the next 5 years we will focus on the following 3 strategic objectives to help us achieve our ambitious vision:

1. Support: Deliver a listening service that is flexible, accessible, and relevant
2. Collaboration: Build and nurture meaningful partnerships that increase our collective impact and ensure our sustainability.
3. Impact: Normalise the challenges faced by the profession and break the stigma around seeking support.

Nurse Lifeline is just one tool of a much bigger ‘emotional wellbeing/resilience armoury.’ By working together with like-minded organisations, senior nurse leaders and professional nursing bodies our collective impact will be increased. And only through the generosity of our funders, donors and supporters will it be sustainable.

As we commence the next stage of our journey, Nurse Lifeline will continue to advocate for the profession by being visible and having a voice at the national, regional and local levels. We will ensure that our services are always accessible, flexible and relevant but, most importantly, aligned to the ever-changing professional landscape.

I am hugely proud to be the Chair of Nurse Lifeline and be part of an organisation with nurses and midwives at the heart of everything we do. But without you, this would not be possible-Thank you.



Teresa Griffiths CBE ARRC
Chair Nurse Lifeline

WHAT WE DO

Nurse Lifeline is a registered charity which focuses on improving the mental health, emotional well-being and resilience of nurses and midwives across the UK. We do this by providing a portfolio of unique listening services and resources 'run by nurses and midwives for nurses and midwives.'

As a peer-to-peer model, Nurse Lifeline is designed to provide a safe and non-judgmental space for the nursing and midwifery community to offload and decompress with like-minded professionals united by a common experience and shared understanding of what the callers are going through.

In listening, we acknowledge, validate, encourage and empower – no issue or concern is too big or too small.

WHO WE SUPPORT

Nurses

Midwives

Nursing and Midwifery Students

Nursing Associates

Healthcare Assistants including all care staff

Friends & family

"Reman (1996) said 'The expectation that we can be immersed in suffering and loss daily and not be touched by it, is as unrealistic as expecting to walk through water without getting wet'. Nurse lifeline are here to hold the towel or if the water is really deep hold out a hand so you don't drown "

- Sara Lister, Trustee

OUR JOURNEY SO FAR

The charity was set up in 2020 by inspirational front-line nurses who recognised a critical need to support their peers. Their foresight enabled them to secure funding to carry out a successful pilot study into the value of a peer support service. This led to the establishment of Nurse Lifeline and the highly valued service it has become today.

Staffed by a volunteer team of registered or recently retired nurses and midwives our listening service is the first of its kind in the UK .

The charity has been promoted through the Royal College of Nursing (RCN), the Nursing Times, the BBC, universities and social media platforms. In 2022, Nurse Lifeline became the Nursing Times Awards Charity Partner, giving the charity a significant platform to raise awareness of the service.



NURSE LIFELINE'S VISION AND PURPOSE

OUR VISION

A world where every nurse and midwife is nurtured and supported, enabling them to provide exceptional care with compassion and resilience.

OUR PURPOSE

Our free and confidential services provide a safe space for those in need to offload and talk with someone who gets it—a person who understands the pressures faced when working within the nursing and midwifery profession.



OUR STRATEGIC OBJECTIVES



1. SUPPORT

Deliver a listening service that is flexible, accessible and relevant.



2. COLLABORATION

Build and nurture meaningful partnerships that increase our collective impact and ensure our sustainability.



3. IMPACT

Normalise the challenges faced by the profession & break the stigma around seeking support.

OUR STRATEGIC PRIORITIES

ACCESSIBLE

We deliver support that is flexible and accessible. We are inclusive in our access to all nursing and midwifery professions, sectors (NHS, Social Care, Independent) and specialities.

EVIDENCE LED

We use the latest evidence, research and data to inform our decision-making on all services and activities. We will work with partners to continue to promote the importance of research and other evidence-gathering.

ENVIRONMENT

Our business practices and approaches are ethical, sustainable, and environmentally aware.

INNOVATION

We keep up with new technologies and ideas to ensure services remain relevant.

VOICE

We advocate for the profession by being visible and having a national, regional and local voice.

SUSTAINABLE

As a young charity, we strive to raise sufficient funds to sustain and grow our service in line with our vision.



STRATEGIC OBJECTIVE 1 SUPPORT

Deliver a listening service that is flexible, accessible and relevant.

OUR ACTIONS

EXPECTED OUTCOMES

We will increase our reach and accessibility to ensure all who need us are able to contact us.

The number of calls to our listening services will increase.
We will expand our services to include an email service and face-to-face support.

We will adapt and lengthen our service operating hours as demand increases.

Response times and missed calls will be as low as possible.

Expand and update our online resources.

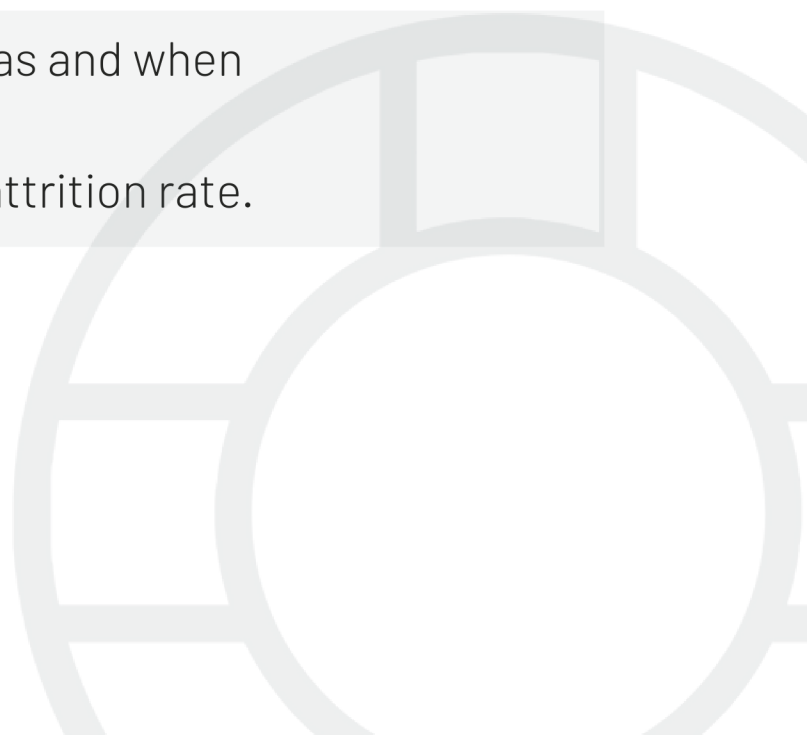
Access to a range of trusted information, resources, services and tools available 24/7 when the lines are closed.

Establish a call back service for the phone line listening service.

More callers can access the line when it is convenient for them.

We will develop a Recruitment Volunteer strategy that will increase our capacity and resilience.

The ability to deliver an increase in the number of services provided as and when needed.
Improve the sense of community for our volunteers and reduce the attrition rate.





STRATEGIC OBJECTIVE 2 COLLABORATION

Build and nurture meaningful partnerships that increase our collective impact and ensure our sustainability.

OUR ACTIONS

EXPECTED OUTCOMES

We will build long-term and meaningful relationships with corporate supporters and donors.

We have guaranteed income/funding. Improved financial resilience.

We will increase and diversify the number of charity volunteer roles.

We have increased sustainability and influence. Improved impact and reach.

We will work with like-minded organisations and charities to enhance our support.

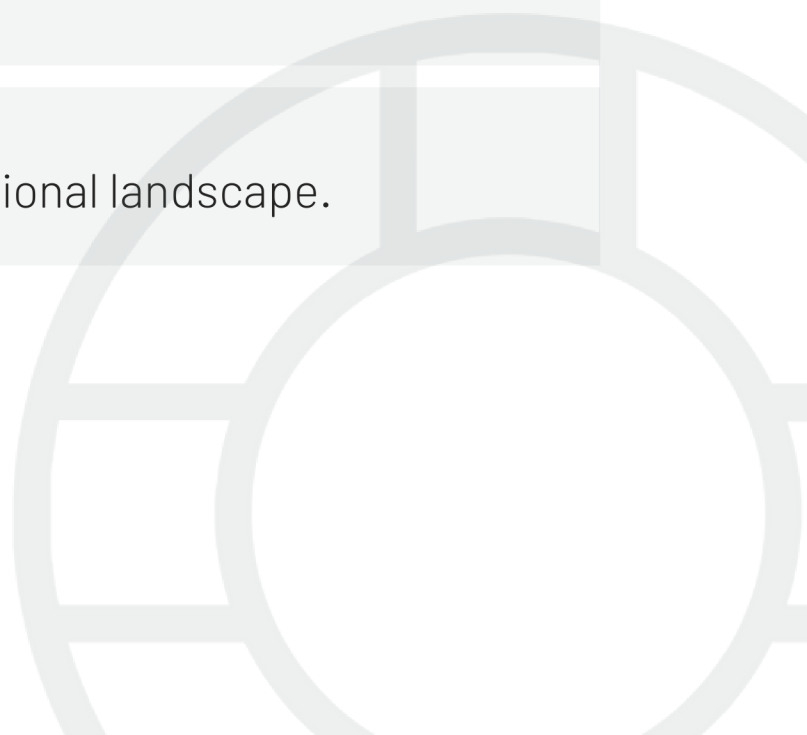
A trusted national network of wellbeing and Mental Health support and resources. Signposting and sharing of information across the network.

We will continue to foster strong relationships with professional nursing/midwifery organisations and senior nurse leaders.

Increased opportunity to influence and have a voice at the strategic level.

We will ensure that nurses and midwives remain at the heart of everything we do.

Increased trust, confidence and belief in the use of our services. Our services are always relevant and aligned to the changing professional landscape.





STRATEGIC OBJECTIVE 3 IMPACT

Normalise the challenges faced by the industry and break the stigma around seeking support.

OUR ACTIONS

EXPECTED OUTCOMES

We will deliver focused awareness campaigns targeting different nursing professions, sectors and specialties.

We increase reach and impact. We Increase demand in our services.

We will develop a regional hub and spoke approach to our services.

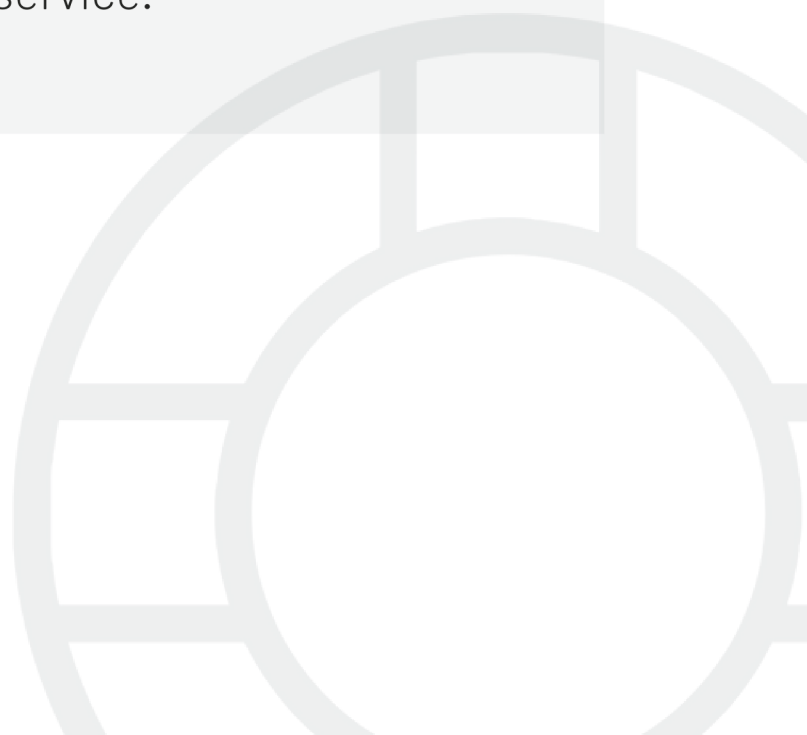
We Increase networking and fundraising opportunities. Improved accessibility to services.

We will work with educational and training organisations to embed the importance of positive mental health and emotional wellbeing management.

We increase demand on our listening services.

We will continue to raise awareness of Nurse Lifeline through new and relevant campaigns.

We are establishing Nurse Lifeline as a trusted and well-recognised service.



MEASURING OUR PROGRESS

We will regularly monitor and review what we have achieved and where we may need to improve, reporting publicly on our progress in our Annual Report & Accounts, and through our website, newsletters and other communications.

“Inaction would be to do the profession a great injustice and I believe we can and must choose to make a lasting difference”
- Natalie Greening, Founder



OUR VALUES

COMPASSIONATE

We listen, are respectful and respond with kindness, empathy and hope to the needs of others.

ACCOUNTABLE

We create a culture of responsibility where individuals at all levels of the charity feel empowered to make decisions, take ownership of their work, and actively contribute to the overall success of the charity.

DETERMINED

We are committed to achieving our goals regardless of the challenges and obstacles that we might face.

WE ARE IN THIS TOGETHER

DONATE

Nurse Lifeline relies on the foresight and generosity of its growing numbers of donors and supporters. If you would like to help us, please consider donating to our listening services.

FUNDRAISE

Alternatively, you could fundraise for us. So, if you're up for the challenge and want to make a real difference, why not set yourself a goal independently or as a team, and push yourself outside your comfort zone? Run a 10km race or perhaps a half marathon or have a bake sale at work.

BECOME AN AMBASSADOR

Our ambassadors are a network of volunteers who champion the charity by increasing awareness of our services. If you have some spare time we would love to hear from you so that you can help us spread the word



VOLUNTEER

Volunteering your time is one of the biggest ways to help our cause. The best way for our initiatives to succeed and increase awareness is by actively involving our supporters whether helping at an event, coming on board as an advisor, or volunteering your time to answer calls. If you're a member of the nursing or midwifery profession and are passionate about emotional and mental well-being, then we need you.

PARTNER WITH US

Our corporate supporters have been a game changer for Nurse Lifeline. Whether it's through providing bespoke services or vital funding to support the launch of our listening service, their contribution has been invaluable.

If your organisation can join our team in supporting nurses and midwives through peer support and wants to make a true difference to frontline staff, then we want to hear about it.

Visit our website to read further on how you can support us - nurselifeline.org.uk or email us on enquiries@nurselifeline.org.uk



www.nurselifeline.org.uk

enquiries@nurselifeline.org.uk

The Listening Service

Email: alex@nurselifeline.org.uk

Call: 0808 801 0455, Mon - Fri, 7pm - 10pm