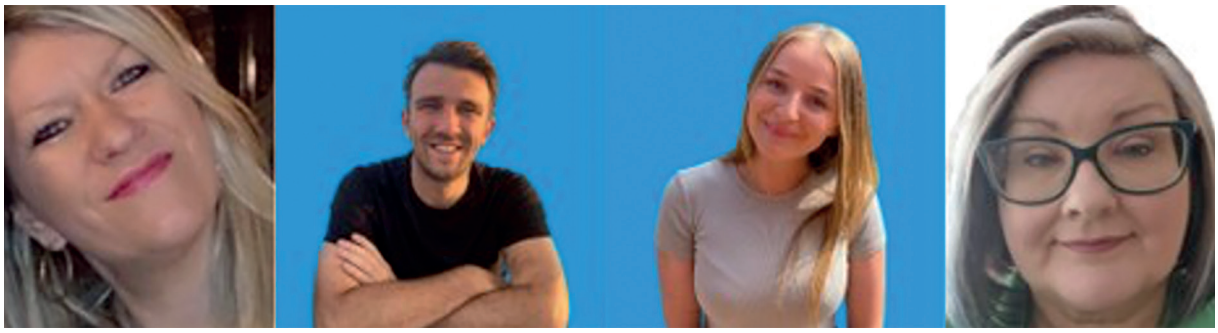
The Health & Wellbeing Team

East of England Ambulance Service NHS Trust (EEAST) & Hapstar



At the East of England Ambulance Service NHS Trust (EEAST), frontline workers face increasing wellbeing challenges, leading to burnout and mental health crises. The wellbeing team supports over 6,000 people across six counties, providing 24/7 services, despite time and distance challenges. Staff sickness and retention are not effective wellbeing measures on their own. "Time for Me", powered by Hapstar, offered a solution. "Time for Me," is a digital platform that is available 24/7, 365 days a year. Accessible remotely, it is a crisis resource, a resilience-building tool, and a discrete communication channel. It offers in the moment support for all staff via mobile app or EEAST devices, providing individual wellbeing profiles and action plans for staff members, and signposting to helplines for low wellbeing scores.

Since its launch in May 2024, over 1000 volunteers and employees have registered, contributing 80,000 wellbeing data points, allowing targeted wellbeing support for staff. Early Warning System. The early warning system so far has identified 140 instances of urgent help requests and facilitated sharing of sensitive concerns for over 100 people. This has led to prevention meetings and targeted support sessions, addressing issues like anxiety, conflict, and sleep hygiene. Suicide and PTSD are significant issues in the blue light sector. EEAST's wellbeing team supports individuals in crisis, using "Time for Me" for crisis signposting, learning, and support. People are able to raise their concerns discretely without fear of stigma. Over 50% of anonymous concerns are responded to within 4 hours, addressing issues like redundancy, grief, and hopelessness. Insights from wellbeing assessments have allowed EEAST's health and wellbeing team to be responsive and provide targeted and meaningful support where it is most needed.