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## Student wellbeing and mental health support

24/7 BACP accredited wellbeing services for  
universities, colleges and accommodation providers.



## Support your students' wellbeing with our Student Assistance Programme

In the last decade there has been an overwhelming 450% increase in the number of students declaring mental health problems.\*

Our Student Assistance Programme (SAP) has grown through close collaboration with our education partners and continues to evolve to meet the changing needs of students and their institutions. Our programme now supports over half a million students through their university, college, or accommodation provider with specialist, 24/7 BACP accredited wellbeing services.

Mental health support should be easily accessible to all students as they undergo the challenges and changes that coincide with studying and the programme allows education providers to make this a reality.

Endsleigh is part of Howden Group, the world's largest independent retail broker network, with almost 60 years' experience providing bespoke solutions for the education community.

We have a lifetime's experience supporting students through their academic life and we know that putting young people at the heart of everything we do is key. We partner with nearly 1,000 UK schools, colleges and universities supporting them with their insurance, risk management, employee benefits as well as their wellbeing needs.

We lead the way through innovation and a desire to create the very best solution for our partners. With the introduction of our Pupil Assistance Programme, we have extended our wellbeing service and can now offer a range of tools and specialist resources aimed at 11-18 year olds, their parents, guardians and teachers – supporting young people right the way through to university and beyond.

\*Starting the Conversation: UCAS report on student mental health 2021



## Market-leading wellbeing services powered by Health Assured

We have partnered with Health Assured, the only BACP accredited programme provider at organisational level, to co-design our programme. Being BACP accredited demonstrates Health Assured's compliance with the Ethical Framework for the Counselling Profession. This underpins their ethical and professional counselling service for clients, staff, volunteers and stakeholders, which ensures the service is safe, secure and professionally managed.



*"Health Assured and Endsleigh embarked on a partnership together 5 years ago, with a common goal to share expertise and meet the increasing demand for wellbeing solutions felt throughout the education sector.*

*Endsleigh's heritage is intrinsically linked to the support and wellbeing of students, and they bring great knowledge and insight to Health Assured's Student Assistance Programme (SAP).*

*We are proud to partner with Endsleigh and value the close working relationship we have developed. Our basis of open communication and trust has enabled us to work collaboratively to create new and innovative solutions to meet the evolving wellbeing needs of our education clients.*

*Our shared vision, as well as the excellent service offered to our clients, makes Endsleigh both a trusted and highly valued partner in wellbeing."*

**Bertrand Stern-Gillet - Chief Executive Officer,  
Health Assured**

## Working in partnership

Our Student Assistance Programme is designed to complement and support your existing wellbeing services.

This could be to reduce counselling waiting lists, cover out of hours and non-term time support, or ensure students always have someone to talk to when off campus.

Finding the right level of support places education providers under pressure as they try to find appropriate help.

We want to help you to provide access to counselling services around the clock, raise awareness of the importance of mental wellbeing and reduce stigma.



# Student Assistance Programme overview



## Key features

- Unlimited access to BACP accredited 24/7 mental health and counselling helpline, 365 days year
- Interpretation service in over 240 languages and dialects
- Bespoke disclosure and information sharing processes
- Legal, financial, and medical information helpline
- Counsellor-led guidance for staff supporting students
- Access to culturally appropriate support
- 24/7 critical and traumatic incident telephone support

## Additional benefits

- Wellbeing app included to provide self-help resources and pathways to support
- Option to include a structured counselling provision delivered via telephone, video call, or in person including Computerised Cognitive Behavioural Therapy (cCBT) provided by SilverCloud
- Overflow counselling to help reduce waiting lists at key times throughout the year
- Creation of a sign-posting dossier to promote service integration
- Dedicated partnership managers to provide ongoing clinical and utilisation support
- Regular review meetings and usage insight to analyse trends and impact

## We can offer support for the following:



### Student life

- Stress and anxiety
- Exam worries
- Social interactions
- Counselling
- Managing change
- Bullying and harassment
- Return to study



### Home Life

- Relationships
- Sexual and gender identity
- Domestic abuse
- Discrimination
- Childcare
- Bereavement and loss
- Family issues



### Health and lifestyle

- Mental health
- Physical health
- Addiction (i.e gambling, alcohol)
- Critical and traumatic incidents
- Eldercare
- Rehabilitation
- Sickness absence



### Finance, legal, medical information

- Legal queries
- Housing
- Immigration
- Caring for a dependant
- Debt
- Sexual health
- Substance misuse

## My Healthy Advantage

To complement the helpline and counselling support, all students have access to the My Healthy Advantage app. This provides an enhanced set of wellbeing tools and engaging features to support wellbeing and wellness. The features are designed to improve the user's mental and physical health by using personal metrics to set goals and achievements.

### Features include:

#### Wellness



##### Weekly mood tracker

Users can track and reflect on their emotional, physical and financial wellbeing on a weekly basis.



##### Four week plans

Support with quitting smoking, eating healthily, sleeping better and coping with pressure.



##### Mini health checks

Covering topics such as sleep hygiene, fatigue and mental health

#### Wellbeing



##### Personalisation

Specify preferences and topics to populate a personalised newsfeed and account with tailored resources, tools and learning materials.



##### Support

Contact Health Assured confidentially via phone or request a call back, live chat or video call to speak directly with our team.

*"The service we receive from Endsleigh and Health Assured is great. We are kept up to date and informed about resources for our students to tap into. The service our students receive is prompt and it is reassuring to know they have a confidential help line to call any time day or night. The My Healthy Advantage app is particularly helpful!"*

**Lesley Plimbley - Student Wellbeing Officer, Harper Adams University**

## Key trends in 2022

- **The most common reasons** for calling the helpline are anxiety, low mood and depression.
- **107% increase** in calls about relationships since **2022**
- **72% increase** in advice calls with education and housing being the most common reasons for speaking with our advisors
- The number of students supported by our risk disclosure processes has **doubled since 2022**
- **Our 2022 Student Happiness Index** has revealed that **three in ten students** say their mental health has **deteriorated in the last year.**



## Case studies

### Alcohol dependency and suicidal thoughts

A student contacted the helpline to speak with a counsellor as they were experiencing strong suicidal thoughts. The student stated that they were very dependent on alcohol and they felt low in mood and had struggled to get out of bed for weeks at a time. The student had recently purchased alcohol and painkillers with a view to end their life. They had previously tried to do this.

The counsellor completed an initial risk assessment to ensure the student's safety. A referral was sent to the university team to advise of the level of high risk and a disclosure was then made to the student's GP.

The counsellor arranged a support call to check in with the student the following day whilst reiterating the support provided by the helpline and emphasising the importance of calling 999 if they felt unable to keep themselves safe.

Several support calls took place throughout the week in order to check in with the student and reassess risk. In the absence of immediate risk, the counselling team were able to provide the student with a space to offload, whilst signposting to specialist organisations to support with the alcohol misuse and exploring options of selfcare.

### Anxiety and intrusive thoughts – diagnosis of borderline personality disorder (BPD)

A student contacted the service as they were struggling with anxiety and intrusive thoughts, alongside a recent diagnosis for BPD.

They wanted to build up on their existing strategies to equip them with managing their thoughts and anxieties.

The helpline counsellor reached out to the individual's GP to understand if a short-term course of counselling would be appropriate following the recent diagnosis. They were matched for six structured counselling sessions via video and used the sessions as a safe space to explore new strategies to use and build upon.

During the sessions, the counsellor explored what the student's priorities were, providing a balanced perspective and focussing on distraction techniques to help move from procrastinating thoughts. The student's GAD-7 scores reduced by 47% as a result of these sessions, and they left with lots of additional tools to help combat their intrusive thoughts whilst they sought longer term interventions for BPD.

### Relationship breakup

A student contacted the helpline following a relationship breakup. In the moment support was provided by a helpline counsellor – space created to offload and explore feelings related to the breakup.

The counsellor normalised the student's feelings and response to the breakup by using psychoeducation in relation to the grieving process.

The counsellor reiterated the support provided by the 24/7 helpline and signposted the student to onwards support in line with the information previously shared by the university.



*"I have been working with the team at Health Assured and Endsleigh for around a year now. Their services were contracted to provide a 24-hour telephone advice service to students and to help reduce student wait time for therapy.*

*I have found the Health Assured and Endsleigh team to be professional, pleasant, and responsive, from setting up the initial contract to ongoing service delivery. The data that Health Assured provide on a regular basis is comprehensive and offers assurance that the service is being utilised by our students. I have also found the assets that the team provide on key wellbeing dates and themes are a great addition to the internal comms sent to students."*

**Thomas Wheelband - Head of Student Wellbeing Service,  
University of Leicester**





## Support for students studying abroad

We understand the legal, regulatory and practical challenges universities and colleges face when trying to support students who are not based in the UK. This is why we have developed our Overseas Student Assistance Programme.

For UK students studying abroad or on placement and for international students who stay in their home country, we have a range of options which can provide 24/7 in the moment support as well as access to structured counselling in over 190 countries worldwide.

In-country counsellors and advisors ensure that the support, guidance and advice provided to students meets the local laws and regulations. They can also liaise with the appropriate emergency services should a student be at risk to themselves or others.

Telephone and video counselling is also available, and we can provide marketing materials in English and local languages. This can help you in achieving parity of service for your UK-based students and those based overseas throughout the year.

*"I have been working with Endsleigh since we invested in the Student Assistance Programme and the My Healthy Advantage App at the beginning of the academic year. This resource is a great addition to our wellbeing offer as now that students are so used to gaining information on their phones, they can now access advice and guidance around mental health and wellbeing. Also, most importantly have 24/7 access to trained counsellors and wellbeing practitioners.*

*Endsleigh are always on call should you have any queries and offer great support even attending college events to support and promote services. We are looking forward to another year developing our relationship and supporting our students together."*

**Natalie Adams - Wellbeing Lead, Kirklees College**





*"The Student Assistance Programme has provided invaluable support to our students who need it along with advice and guidance for a variety of issues. This support is not restricted to the college day, it is available 24 hours a day, seven days a week and that is what makes it important. Health Assured and Endsleigh have attended our open events and freshers fair to promote the services and the 'My Healthy Advantage app'. We also get regular reports on the take up of the SAP. Any safeguarding concerns are passed on to the safeguarding team, so nothing is missed. This is proving to be a positive partnership where support is always available to students and where key college staff are able to feedback on the issues students are facing."*

**Rachel Birluson - Head of Student Experience, Blackburn College**

## Full marketing support

Our innovative and engaging marketing material will help to promote our programme to your students. We can support with on-campus events, brochureware, podcasts and social media sessions for your student population.

Staff awareness sessions will ensure your team are fully on board with the programme and its benefits as well as regular reviews and usage insight meetings.





# Get in touch

Call us today on **0333 234 1198**, email us at **[studentwellbeing@endsleigh.co.uk](mailto:studentwellbeing@endsleigh.co.uk)** or visit our website **[www.endsleigh.co.uk](http://www.endsleigh.co.uk)**



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