



WELLNESS AT SEA AWARENESS CAMPAIGN 2022

FOR SEAFARERS, THEIR FAMILIES
AND SHORE STAFF

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Welcome to Wellness at Sea

We're delighted that you are considering partnering with us on our expanded Wellness at Sea programme. By making this investment in your workforce, you will be breaking new ground and marking your company out as an industry leader in crew welfare.

This unique programme reflects Sailors' Society's considerable expertise in maritime wellness training and the experience we've gained in more than 200 years of seafarer welfare work – from supporting seafarers and their families through the challenges they face in their everyday lives, to helping them recover when their lives are hit by crisis.

The coronavirus pandemic, and the accompanying crew change crisis, has brought seafarer wellbeing into the limelight; but as a charity working with seafarers, we have been championing the importance of good seafarer physical and mental health for many years.

Seafarers face unique challenges due to the nature of their work. Long contracts at sea, thousands of miles away from their loved ones, can be incredibly isolating and challenging.

The global pandemic has added to the pressure, bringing with it additional anxieties about health, family, extended contracts and future employment.

With human error accounting for 80 per cent of all accidents at sea, fatigue, stress and depression on board don't just pose a threat to seafarer mental health, but also to the effective running of a ship and the safety of its whole crew.

So, by signing up to our Wellness at Sea Awareness Campaign, you are not just making a commitment to the health of your crews, but also the safety of your ships and your bottom line.

The aim of this guide is to demonstrate how we would roll out the Wellness at Sea Awareness Campaign to motivate your crews, their families, and shore staff, while also making them aware of the different resources that are available to them. It is a unique opportunity to invest in your workforce and we are excited to embark on this journey with you.

In 2021 more than 60 key players in the maritime industry, including shipping companies, manning agents, maritime schools, government organisations and P&I clubs, rolled out the campaign successfully.

By joining the Wellness at Sea Campaign, you will become part of an industry-wide drive to actively contribute, celebrate and enhance the wellbeing of seafarers, their families and shore staff. You won't just be investing time in individual wellbeing, you'll also be part of a bigger narrative helping change the maritime industry for good.



"Seafarers are the torch bearers of our industry. When the world was in lockdown, the only movement of goods was by sea. The wellbeing of these essential workers is a top priority and with this in mind Fleet Management Ltd has chosen to partner with Sailors' Society to provide a comprehensive wellness programme for our seafarers."

Capt. Prashant S. Rangnekar,
COO of Elegant Marine Services Pvt. Ltd, manning arm of Fleet Management



The Circle of Care

Our wellness programme aims to build the best environment for seafarers to thrive. We believe the most effective way to do this is to surround them with care, supporting their wellbeing in every area of their lives.

We call it the Wellness at Sea Circle of Care.

Through this approach, we offer seafarers:

1. Empowerment.

The Wellness at Sea Awareness Campaign is one of the tools we use to teach seafarers how they can stay physically and mentally well at sea. We introduce them to the basic principles of wellness, exploring some of the most common challenges seafarers face and giving them the tools navigate these in a positive way.

2. Support.

When life gets tough, having someone to turn to for support can make all the difference. Wellness at Sea both equips seafarers to support each other and, through Sailors' Society's helplines and chaplaincy, offers seafarers free advice and counselling whenever they need it, anywhere in the world.

3. Community.

No seafarer is an island. Each member of your crew is connected with other people who they depend on and influence, both in their work and personal lives, and these communities have an impact on their wellbeing. That's why we've expanded our Wellness at Sea Awareness Campaign to some of the other key people in their communities: seafarers' families and shore staff.

Wellness at Sea – families and shore staff

Seafarers, families and shore staff all face different challenges. They depend on one another, not only in a professional sense, but also on a human level - giving purpose and meaning to each other's lives. They can either motivate, encourage and inspire each other or discourage each other, causing anxiety and tension.

By expanding our Wellness at Sea programme to families and shore staff, we aim to:

1. Create a shared language, through which difficult conversations like mental health can be confronted. A shared language creates shared meaning.
2. Create understanding and empathy for the unique challenges each person faces.
3. Build solidarity and unity through shared experiences.



The campaign to date

The campaign you will be joining is a continuation of the successful Wellness at Sea Awareness Campaigns run in 2020 and 2021. This goes beyond just reaching out to seafarers, but also engages with seafarer families and shore staff. We're also making sure that every piece of content provided is relevant to the challenges we face in 2022.

Companies and organisations that previously took up the Wellness at Sea Awareness Campaign:



“We want to go beyond administering healthcare insurance services for our clients, and advocate for the wellbeing and welfare of the seafarers and their families across the globe. Our recent partnership with Sailor’s Society plays a vital role in addressing the pressing issues and challenges our seafarers face every day. We are happy to introduce the Wellness at Sea Awareness Campaign to our clients. We believe that this program will help empower seafarers to improve their overall health and wellbeing and help them navigate through difficult times.”

Mr M Chopra, CEO, Mayfair We Care



The practicalities

Timeframe

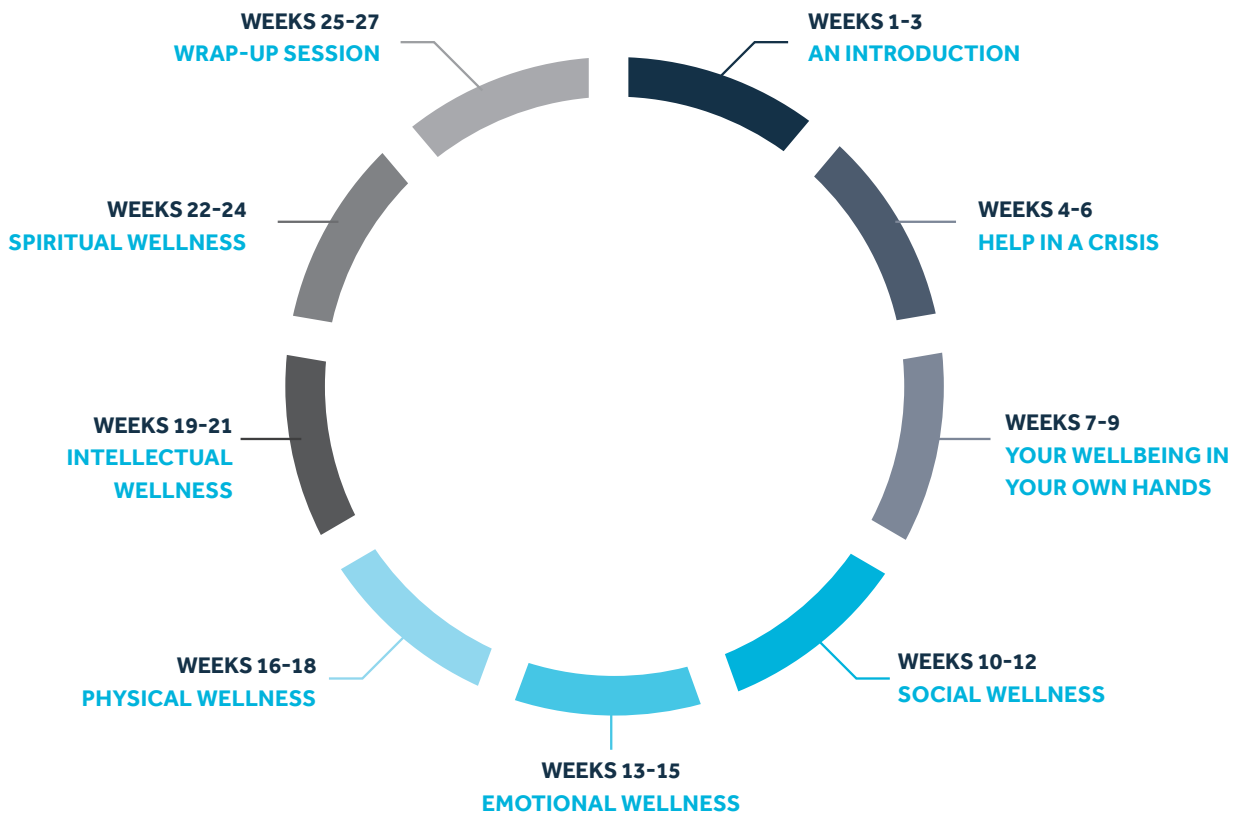
The awareness campaign was designed to be implemented over a twenty-seven-week period, but it can be run over an extended period of time.

From our experience, it is evident that organisations and companies who have made the campaign an integrated part of their own activities with the explicit backing of top management have been the most successful in running the campaign in a meaningful way.

Roll out

The campaign deals with a new theme every three weeks.

Unique content for seafarers, families and shore staff highlights and celebrates their individual experiences while also building awareness of how the theme is relevant to other members of their community.



“Seafarer welfare is key to ensuring continued safety outcomes at sea. The Australian Maritime Safety Authority is committed to continuing to support initiatives that contribute to seafarer welfare such as the Wellness at Sea Awareness campaign. This unique programme will make a real difference to the lives and welfare of seafarers, their families, and shore staff, contributing to a vital conversation about wellbeing and mental health.”

Dr Michelle Grench, Manager, Vessel Operations, Australian Maritime Authorities

What can you expect over the 27-week period?

WEEKS 1 - 3

WELLNESS AT SEA: AN INTRODUCTION

Introducing the key concepts of wellness, this section looks at the unique and complex elements that make up each person and the value of keeping these in balance.

WEEKS 4 - 6

HELP IN A CRISIS

What happens when life spirals out of control? This section introduces crew, shore-based staff and families to Sailors' Society's Crisis Response Network and how it can help them in a crisis.

WEEKS 7 - 9

YOUR WELLBEING IN YOUR OWN HANDS

This section outlines the different tools offered by the Wellness at Sea programme and how crew, shore-based staff and families can use these to support their wellbeing.

WEEKS 10 - 12

SOCIAL WELLNESS

This section explores the social aspects of a person, such as family and relationships. It looks at some of the social challenges seafarers, shore-based staff and families can face and offers practical tips on how to improve their social wellness.

WEEKS 13 - 15

EMOTIONAL WELLNESS

With a focus on mental health, this section explains emotional wellness and encourages conversation about mental health as well as outlining some of the warning signs of depression and where to get help.

WEEKS 16 - 18

PHYSICAL WELLNESS

How do you stay physically fit? This section explains the benefits of physical wellness and gives practical guidance about how to stay healthy on board and on shore, covering diet, exercise and illness.

WEEKS 19 - 21

INTELLECTUAL WELLNESS

This section introduces and signposts students to where they can equip themselves with important information about the maritime industry, some of the challenges seafarers, shore-based staff and families can face – such as piracy or money troubles – and what they can do if things go wrong.

WEEKS 22 - 24

SPIRITUAL WELLNESS

This section explores what spiritual wellness is and how spirituality can help seafarers, shore-based staff and families navigate life at sea and at home.

WEEKS 25 - 27

WRAP-UP SESSION

This section gives crew, shore-based staff and families the space to review their learning and explore further any issues that have arisen during the course.

All material will be co-branded with your company logo. The generic material examples on the following pages are to give you an overview of what you can expect.

Ideas on how to engage with the campaign

The Wellness at Sea Campaign presents you with an opportunity to show that you care. We are passionate about the wellbeing of seafarers, their family and shore staff and for that reason we are firm believers in collaboration. Use our material as a base, but incorporate some of your own initiatives under every cycle heading. You are likely have other solutions and programmes in place to take care of your seafarers; use the campaign as a vehicle to promote and celebrate them.

TOP TIPS

- Be creative in how you roll out the material. Have a team meeting to decide the best course of action to ensure that your seafarers get the maximum benefit possible.
- Send hard copies of the posters and handouts to vessels so that they can be distributed to crew and displayed in communal areas.
- Load the videos and podcasts onto ships' servers.
- Send a pen drive of all the material to vessels without internet.
- Create a dedicated page featuring the material on your company's website so that crew can easily access it.
- Share the material with your seafarers through your company's social media channels. The podcasts, posters and flyers are also small enough to forward via WhatsApp or WeChat.
- Share the material with crew who have signed off, for example by email.
- Ask the crew of each vessel to vote for a Wellbeing Officer on board. His/her task is to provide information to the crew and facilitate the interaction with the campaign. Think of an incentive to motivate your Wellbeing Officers.
- Create a Wellbeing TV channel in your mess room. Use the video content from the Wellness at Sea Campaign and other relevant content and play it in the mess room.
- Every cycle of the campaign has got an action to motivate seafarers, families and shore staff to engage with the topic. Think of an incentive for seafarers who complete all the actions.
- Decide on one day per week/month as a wellbeing day, for example 'Feel Good Fridays'. Think of a practical action seafarers can take on board to boost morale. Link it to the topic of the Wellness at Sea campaign.
- Ask seafarers their opinion about certain topics. Use the cycle headings as a way to get a fuller understanding of their wellbeing issues.
- Appoint a family liaison officer to engage with families, manage materials sent to them and facilitate the interaction with the family part of the campaign. Building these relationships are of substantial importance and putting a family liaison officer in place can have benefits that stretch well beyond the campaign.



"Safety is in the core of Seaspan's DNA. It's what propels our relentless pursuit of innovative solutions to positively impact crew wellbeing. Our commitment to Wellness at Sea through the years embodies this focus on our crews' wellbeing and, in return, we saw our retention rates improve from 88 per cent to 96 per cent."

Torsten Holst Pedersen, COO,
Seaspan Corporation

Some examples of material you can expect

Weeks 1-3. Wellness at Sea: An introduction

Introducing the key concepts of wellness, this section looks at the unique and complex elements that make up each person and the value of keeping these in balance.



Wellness at Sea – Introduction Video

How are you? A very basic question, but one that can be quite complex and challenging to answer. This helps you understand how Wellness at Sea can assist you in answering this question by acknowledging that every person is unique, holistic and multidimensional. It is ultimately about helping you to be the very best seafarer and person you can be.



Wellness at Sea – Introduction Podcast

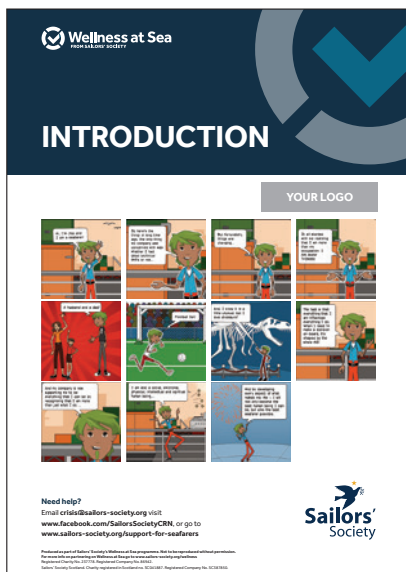
Hear more about the background of the Wellness at Sea Campaign and what its objective are. This should give you a better understanding of the importance of keeping well while being at sea. Furthermore, it provides details on how to contact Sailor's Society if assistance is needed.

Wellness at Sea – Introduction Cartoon

This cartoon illustrates the importance of understanding, that in today's world focus should not just be on seafarers' technical skills, but that their wellbeing is of equal importance. Recognising the stress that follows being away from home for a considerable time of the year, is an important first step in looking after your wellbeing.

Wellness at Sea – Posters

The posters highlights and acts as a reminder on the many aspects that contribute to a person's wellbeing. Using the three simple questions: How are you? Who are you? What are you? - they sum up some key considerations and how the Wellness at Sea Campaign assist to address these. Separate posters, specifically aimed at the context families and shore staff operate in, also focuses of these questions.



CARTOON



POSTER



POSTER

Other Wellness at Sea solutions

Sailors' Society reaches out to almost 200,000 seafarers every year - at home, in port and at sea.

We have a multitude of crew, shore-based staff and family care solutions available and will work closely with you to design a bespoke programme that fits your unique needs.

We offer:

- Wellness at Sea training for officers, cadets and ratings as both facilitated and e-learning options.
- Workshops and policy guidance for vessels and shipping management agencies.
- Ship Connect allows us to partner with shipping companies to make regular, proactive contact with their ships.

- Sailors' Society offers coaching, peer-to-peer support groups and twenty-four-hour crisis response.
- Family Outreach Officers as well as a Wellness at Home programme and a range of other community projects.
- And at the heart of our work is port chaplaincy service.

For more information and details on all that we offer, go to our website sailors-society.org or contact us for the full Wellness at Sea prospectus

We're delighted that you are considering partnering with us on our Wellness at Sea programme. It is a unique opportunity to invest in your workforce and we are excited to embark on this journey with you.



"As a shipowner and long term partner of Sailors' Society, Swire Pacific Offshore (SPO) recognises the strong support to seafarers and their families that the charity has always provided.

"Since 2019, we have adopted the Wellness at Sea programme, aiming to equip our seafarers with the best resources and tools to cope with the heightened stresses caused by the pandemic.

"With the structured wellness programme and access to Sailors' Society's confidential helpline, our seafarers are empowered to take charge of their own mental wellbeing as well as to be more mindful of the wellbeing of their co-workers. The feedback from our seafarers has been positive, and we have recently extended the helpline and chat function to our seafarers' families, and also conducted online Wellness at Work workshops for shore-based employees."

Peter Langslow, Managing Director, Swire Pacific Offshore Operations (Pte) Ltd



Costs

This Wellness at Sea Awareness Campaign is being made available to the industry so we can help seafarers and their families at this crucial time.

The costs to the charity of delivering this campaign are £45,000.

To deliver services and provide vital support to the #keyworkersofthesea and their families in 2021, Sailors' Society will need to raise £2.4 million pounds to fund our work.

We rely entirely on the generosity of individuals and organisations to fund our vital services.

Contact

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