



WELLNESS AT SEA AWARENESS CAMPAIGN

HOW A PARTNERSHIP WITH
US WILL BENEFIT YOUR
COMPANY AND CREW



A SAILORS' SOCIETY
CAMPAIGN

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 seafarers, you will be breaking new ground and marking your company out as industry leaders in crew welfare.

This unique programme reflects Sailors' Society's 10 years of experience in wellness training, combining our award-winning in class and online training with a package of coaching, a telephone helpline, the Wellness app, peer-to-peer support and other services.

This all-round approach takes crew wellbeing far beyond a training tick-box. It offers your employees the best support available to keep physically and mentally fit for a long and productive career with your company.

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

A word from Mayfair We Care

We value our seafarers and we recognize the challenges they face whilst at sea and away from their families. During these unprecedented times where seafarers play a critical role as key workers across the globe, their health and wellbeing remain as our top priority.

Through our partnership with Sailors' Society Wellness at Sea and its programs, complementing our healthcare administrative services, we are able to support and look after the welfare of our seafarers and their families. This program will provide our seafarers with the right resources to improve their overall health and wellness, help them navigate through the most difficult times, and lead happier and healthier lives.

We hope you enjoy this journey to wellness!

Timeframe

The awareness campaign will be implemented over a twenty-seven week period.

Roll-out to vessels and crew

Each section's core content will be supplemented by additional materials including:

- Promotional posters
- Videos, podcasts, articles and/or flyers exploring the subject
- Activity goals to help crew practically apply the learning

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 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 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 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 for a career at sea? This section explains the benefits of physical wellness and gives practical guidance about how to stay healthy on board, 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 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 navigate life at sea.

WEEKS 25 - 27

WRAP-UP SESSION

This section gives crew 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.