



City Mental Health  
Alliance UK

Thriving at Work: How To Guide

# Developing Mental Health Awareness In The Workplace





# Introduction

In order to raise awareness of mental health in the workplace, organisations do not need to create brand new ideas. There are lots of fantastic initiatives that have been tried and tested which can be adopted either as standalone campaigns or as part of a wider mental health strategy. This guide will provide an overview of some of the most impactful mental health awareness campaigns which have been tried and tested. They are campaigns which CMHA has been involved with and, most importantly, they are campaigns which many of our members have derived value from.

## **Why run a mental health awareness campaign?**

Mental health awareness campaigns help to socialise mental health into an organisation. They help to increase peoples' awareness and understanding of mental health, challenge stigma and foster a culture of openness within a workplace. Running an awareness campaign also lays the foundation to increase the effectiveness of other mental health best practice interventions such as developing the skills and mental health literacy of employees.

A good workplace awareness campaign will help to encourage open conversations about mental health and should be accompanied by information on the support available in times of need.



# Contents

<b>02</b>	<b>Introduction</b>	
<b>03</b>	<b>Contents</b>	
<b>04</b>	<b>The campaigns</b>	
	This is Me	<b>04</b>
	Green Ribbon Campaign	<b>05</b>
	Take 10 for Mental Health	<b>06</b>
	Time to Talk day	<b>06</b>
	My Whole Self: MHFA	<b>07</b>
	Mental Health Awareness Week	<b>08</b>
	World Mental Health Day	<b>09</b>
<b>10</b>	<b>Mental Health Awareness Calendar</b>	



## This is Me

This is Me is a business-led campaign to support organisations and their employees to talk about mental health. It encourages people with lived experience of mental ill health, whether their own or of a loved one, to share their stories through blogs, video or other mediums.

The concept was initiated by Barclays and has since been adopted by the Lord Mayor's Appeal. Over 500 organisations have taken part in the campaign, reaching over one million employees.

[View resource](#)



Video created by Deloitte



### 800

close to 800 organisations are registered for This is Me

### 92%

of organisations said their employees are more confident talking about mental health as a result of their This is Me campaign

### 87%

of organisations said This is Me had raised awareness around mental health in their workplace

### 150k

Over 150,000 green ribbons worn across the UK during Mental Health Awareness Week



# Green Ribbon Campaign

The Green Ribbon Campaign encourages organisations to invite their employees to wear a green ribbon during Mental Health Awareness Week and on other significant dates to help end the stigma around mental health. Encouraging employees to wear a green ribbon is a simple and visible way of challenging the stigma around mental health and demonstrates that a person is happy to have a conversation about mental health.

The campaign was created by CMHA member PwC, and has since been adopted by the Lord Mayor's Appeal and incorporated into the This is Me campaign.

[View resource](#)



330

Over 330  
businesses  
took part in the  
Green Ribbon  
campaign in 2019

## Advice from PwC on running a successful Green Ribbon campaign

### Communication

In the build up to the Green Ribbon launch, PwC did a huge amount of communication around what it meant to wear a green ribbon. They didn't want people to wear the ribbon without understanding its meaning and wanted to ensure those wearing the ribbon were willing to have a conversation about mental health and to listen to someone. PwC, therefore, created a flyer that people could take with them to client sites, explaining what the green ribbon symbolised.

### Remote workers

PwC also has a lot of people working off-site remotely. In order to engage those people in the Green Ribbon campaign, PwC created a virtual green ribbon that people could put on their e-mail signatures.

### Leadership support

It was important to have leadership support, with a variety of leaders who understand the campaign, wear a green ribbon and encourage involvement.

[Find out more here](#)



## Take 10 for Mental Health

Take 10 for Mental Health is a campaign from Mental Health First Aid England which encourages everyone to take ten minutes to start a meaningful conversation about mental health. Mental Health First Aid (MHFA) England provides steps and advice for setting up a mental health conversation.

[View resource](#)



# 57%

of UK employees say they have experienced mental health issues at work but less than half of that group felt confident to open up about it.

**TAKE 10 TOGETHER**

**Starting the conversation**

We believe talking about mental health can help you and those around you to be happier and healthier. Mental Health First Aid (MHFA) England is calling on everyone to 'Take 10 Together' and take 10 minutes to start a meaningful conversation with a friend, a family member, a colleague or student about their mental health.

Mental Health First Aid teaches people the skills and confidence to recognise the signs and symptoms of common mental health issues and effectively guide a person towards the right support. Making a 10 minute chat is the first step on that journey.

We don't often talk about our mental health so it might seem a little daunting to start a conversation about it but it's important to remember you don't have to be an expert. MHFA England has put together some ideas for how you can start the conversation.

57% of UK employees say they have experienced mental health issues at work but less than half of that group felt confident to open up about it.

**Around 10 million** people will experience a mental health issue each year in the UK.

**Choosing a setting**

- Make a hot drink or grab a glass of water. It's a great way to ask someone a quick 'how are you' and ask for a private meeting.
- Meeting outside the workplace in a neutral space such as a cafe might feel less intimidating.
- Give yourself plenty of time so you don't appear to be in a hurry - 10 minutes may be enough but if you need longer then go ahead.

*You don't need to be disturbed so turn your phone off or onto silent.*



## Time to Talk Day

Each year Time to Change runs Time to Talk day, a campaign to encourage everyone to have a conversation about mental health – whether that's texting a friend, chatting to a colleague or organizing a stigma-busting event.

[View resource.](#)



# My Whole Self: MHFA campaign

My Whole Self is a campaign from Mental Health First Aid England which calls on employers to empower employees to bring their 'whole self' to work. A new campaign in 2020, each year MHFA will mark a 'My Whole Self Day', encouraging workplaces to use its campaign resources and run activities around the theme of bringing your whole self to work

[View resource](#)



**“ In 2020 we shouldn't have to leave parts of our identity behind - be that our cultural or ethnic background, sexuality, or health - when we work. ”**

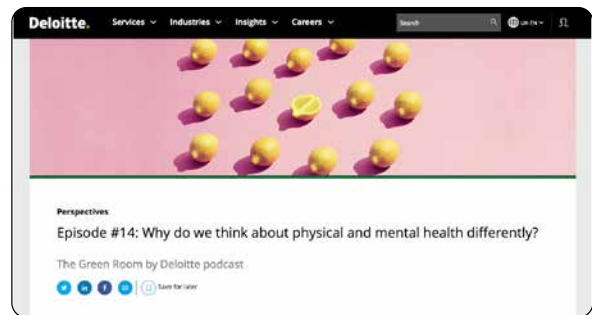


# Campaigns

## Example initiatives from Deloitte

During MHAW 2018, Deloitte launched its 'Are you okay?' campaign to encourage people to ask the question and start the conversation. As part of this Deloitte provided people with daily intranet articles with different themes, linking to a variety of internal and external tools and resources.

During MHAW 2019, Deloitte launched its Mental Health First Aid digital learning under the "Are you okay?" banner. This included new tools to encourage and support the ongoing conversation. Alongside the digital training, Deloitte produced a Wellbeing Toolkit including how to look after yourself, looking out for others, team wellbeing and also a new 'This is Me' video featuring Deloitte leaders:



**For WMHD 2019, Deloitte launched mental health related podcasts:**

Launch of mental health related podcasts:

[Green Room Podcast](#)

"Why do we think of mental and physical health differently?"

[Green Room Podcast](#)

**Imposter Syndrome:**

"Will I ever feel good enough for my job?"

## Mental Health Awareness Week

Mental Health Awareness Week (MHAW) is the UK's national week to raise awareness of mental health and mental health conditions and inspire action to promote the message of good mental health for all. It has been hosted by the Mental Health Foundation since 2001 and each year the week has a dedicated theme. During Mental Health Awareness Week, hundreds of events take place around the UK to raise awareness for mental health. Many businesses choose to run their own events. To support this the Mental Health Foundation produce a number of resources in the lead up to the week. [View resource](#)

## World Mental Health Day

World Mental Health Day (WMHD) is observed on 10 October every year, with the overall objective of raising awareness of mental health issues around the world and mobilizing efforts in support of mental health.

[View resource](#)

**“ Each year the week has a dedicated theme. The theme for 2020 is 'kindness'.**

*Mental Health Awareness Week*



## Example initiatives from BNP Paribas

- On Time to Talk day and World Mental Health day employees are encouraged to take time to talk to one another. They are provided with 'coffee break' vouchers;
- Hosted a discussion panel with employees who were willing to share their own stories, an occupational health advisor and a CBT therapist
- Holistic classes for all employees including mindful breathing, meditation and Gong Baths
- Hosted Nigel Owens as an external speaker. The talk highlighted topics such as suicide, sexual orientation, depression and acceptance
- Hosted other external speakers including Victoria Milligan and Edward Simpson
- Launch of wellbeing webinars, podcasts as well as providing online wellbeing tools from AXA

## Example initiatives from the Bank of England

The Bank of England has engaged in a number of awareness events including World Mental Health Day, Mental Health Awareness Week, World Suicide Prevention Day, Eating Disorder Awareness Week, Time to Talk Day and Children's Mental Health Awareness Week.

For these awareness days and weeks, The Bank has done:

- Supported the Green Ribbon campaign via The Lord Mayor's Appeal
- Lit up the Bank building green
- Held coffee hours - providing colleagues with a drop-in opportunity, over a number of hours, to step away from their desks and meet others over refreshments.
- Held conversation sessions – colleagues invited to hear from others sharing their mental health experiences
- Talks
- Hosted external speakers - on a variety of topics from 'psychological resilience in children under 12' to 'the mental health of black men in the UK'
- Posted blogs internally to share personal stories – both from senior colleagues and also colleagues at the start of their careers
- Contributed to newspaper articles
- Produced two 'This is Me' videos

If you would like to talk to the CMHA Team about running a mental health awareness campaign or to speak to CMHA members about existing campaigns and charters please email: [city@mha.org.uk](mailto:city@mha.org.uk)



# Mental Health Awareness Calendar

Below is a list of key awareness days in the mental health calendar.

## February

- Time to Talk Day
- Children's Mental Health Awareness Week

## March

- Eating Disorders Awareness Week
- Self Injury Awareness Day
- University Mental Health Day
- World Bipolar Day

## April

- Stress Awareness Month
- UK Maternal Mental Health Matters Awareness Week

## May

- Mental Health Awareness Week
- International Fathers' Mental Health Day

## September

- World Suicide Prevention Day

## October

- World Mental Health Day

## November

- National Stress Awareness Day
- International Survivors of Suicide Loss Day
- Anti-bullying week

Thriving at Work: How To Guide  
**Mental Health Awareness Campaigns**





**City Mental Health  
Alliance**

E [cmha@citymha.org.uk](mailto:cmha@citymha.org.uk) [citymha.org.uk](http://citymha.org.uk)

Follow us:  [@city\\_MHA](https://twitter.com/city_MHA)  [city-mental-health-alliance](https://www.linkedin.com/company/city-mental-health-alliance)

**Registered address:** City Mental Health Alliance,

60 Alington Grove, Wallington, Surrey SM6 9NG, United Kingdom

**City Mental Health Alliance C.I.C** Registered in England & Wales Company Number 123035