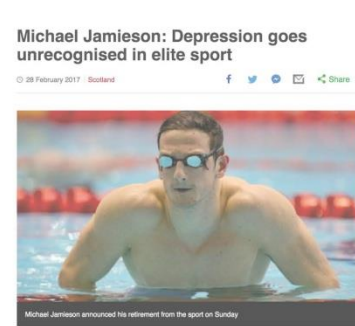




Businesses Tackling Mental Health Stigma: Inspiring Campaigns Making an Impact

Beth Robotham
Business Development, Bupa UK



The way we view mental health is changing.

MHFA Take 10 Together

What?

Encourages a 10 minute conversation with a colleague, friend, family member or student about their mental wellbeing.

Campaign toolkit includes ready-to-use, practical materials for organisations.

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.

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.

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. Having a 10 minute chat is the first step on that journey.

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 café 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 want to be disturbed so turn your phone off or onto silent.

Talking tips

- Keep the chat positive and supportive, exploring the issues and how you may be able to help.
- Keep your body language open and non-confrontational.
- Be empathetic and take them seriously.
- Do not offer gifts or advice such as "just yourself together" or "cheer up".
- Take into account cultural differences in communication styles e.g. how much eye contact is appropriate.

Useful questions to ask

- How are you feeling at the moment?
- How long have you felt like this - is it an ongoing issue?
- Who do you feel you can go to for support?
- Are there any work related factors which are contributing to how you are feeling?
- Is there anything we can do to help?

Tips on starting a meaningful conversation

Signs to spot

Recognising a mental health issue is the first step in getting the support needed to recover. One of the first signs of mental ill health may be changes in the person's behaviour.

Physical

Some of the signs to look out for:

- 1. Frequent headaches or stomach aches
- 2. Difficulty sleeping or constant tiredness
- 3. Sudden weight loss or gain
- 4. Loss of interest in usual activities
- 5. Being withdrawn, not participating in conversations or social activities
- 6. Increased arguments or conflict with others
- 7. Increased consumption of alcohol, cigarettes or substances
- 8. Involuntary aggression or outbursts
- 9. Involuntary aggression or outbursts
- 10. Involuntary aggression or outbursts

Emotional & behavioural

- 1. Involuntary aggression or outbursts
- 2. Involuntary aggression or outbursts
- 3. Involuntary aggression or outbursts
- 4. Involuntary aggression or outbursts
- 5. Involuntary aggression or outbursts
- 6. Involuntary aggression or outbursts
- 7. Involuntary aggression or outbursts
- 8. Involuntary aggression or outbursts
- 9. Involuntary aggression or outbursts
- 10. Involuntary aggression or outbursts

At work

- 1. Increased errors, missing deadlines or forgetting tasks
- 2. Working too many hours, first in, last out, sending emails out of hours or when asleep
- 3. Taking on too much work and volunteering for more when project
- 4. Increased sickness absence
- 5. An employee who is normally punctual arriving late
- 6. Being treated with care treatment and quick to use those procedures

Look out for these signs that an employee may need more support in the workplace

Know the signs to spot

This is *me*™
in the City



The Green Ribbon Campaign

"Together we can #endthestigma"

Piloted by the Lord Mayor's Appeal alongside **This is Me - in the City**.

Encourages employees across the City to wear a green ribbon during Mental Health Awareness Week.

Over 150 organisations took part.





BANK OF ENGLAND

Frazzled Cafe

...fronted by Ruby Wax

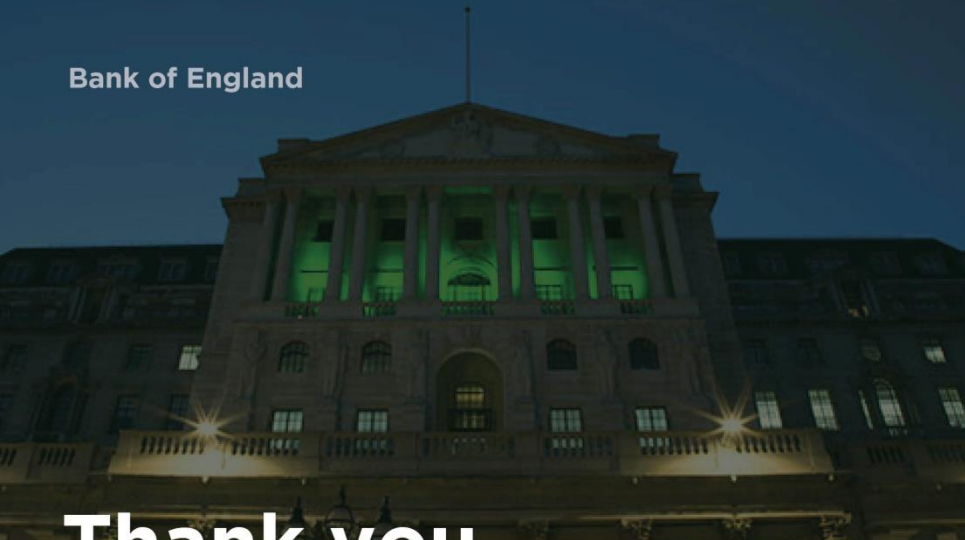
Recognises not purely mental illness, but people feeling simply 'frazzled' by modern life.

Provides a safe environment where people can talk openly with peers for support.

Supported by M&S, with sessions held in their cafes.



Bank of England

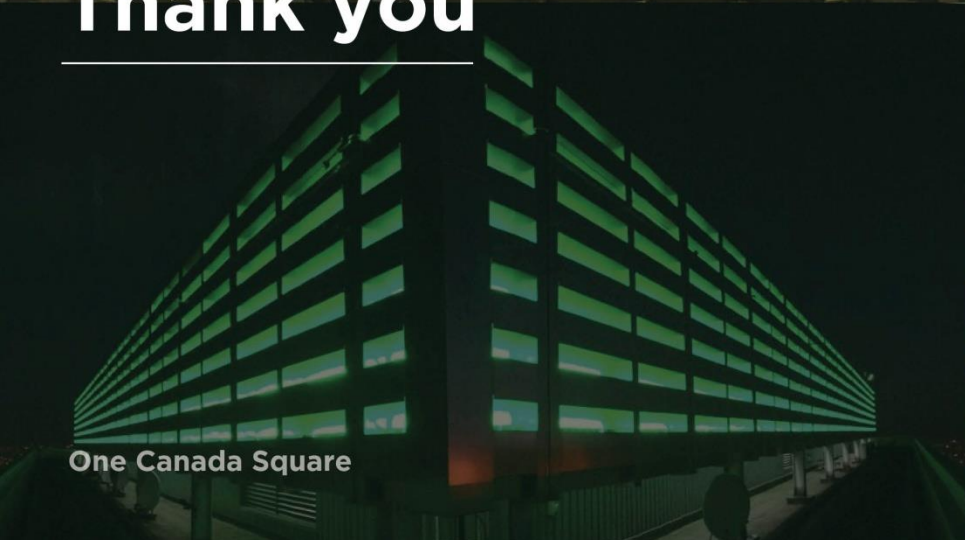


PwC Embankment



Thank you

One Canada Square



The National Theatre

