The Mental Health at Work Commitment

Welcome Pack

Your first stop for <mark>better</mark> Mental Health at Work

Introduction

Congratulations on signing the Mental Health at Work Commitment!

By signing your organisation up to the Commitment, you're declaring publicly that mental health at work is a priority for you, and you're joining the growing movement of likeminded employers, businesses and organisations across the UK.

This welcome pack contains information on what to do next. It will also help you to communicate to your organisation that you've signed the Commitment, what it means, and what you plan to do. It'll also support you in sharing externally your commitment to prioritising mental health and wellbeing where you work. You'll find copy for internal comms channels, presentations for staff and senior leaders, as well as social media assets, and a media release template.

To help support you along the way, you've automatically been enrolled to receive three-weekly emails relating to the Commitment and guidance around fulfilling the 6 standards. You can unsubscribe to this at any time.

About the Commitment

Designed for organisations of all sizes from all sectors, the Mental Health at Work Commitment is a simple framework that builds on what we know about good workplace wellbeing. It's based on the Thriving at Work standards, uses up-to-date research, and pulls from existing pledges and standards out there already – so it's the only roadmap you need to follow to achieve better mental health at work.

The Commitment framework sets out six clear standards for you to work towards. Based on what best practice has shown is needed to really make a difference, these standards aim to better equip employers to create an environment where employees can thrive.

Standard 1: Prioritise mental health in the workplace by delivering a systematic programme of activity.

The actions you take to prioritise mental health where you work should fit into a coherent whole, with a clear ethos, purpose, and commitment behind it. Senior buy-in is vital – but on the flipside, involving staff's own experience is critical, too. When employee involvement feels like not just occasional input but a fundamental underlying principle, real change is possible.

Standard 2: Proactively ensure work design and organisational culture drive positive mental health outcomes.

Physical and mental health conditions often go hand in hand, so it's clear that a holistic approach to prioritising mental health where you work is the only way forward. People are a key part of the work environment, too – the way we behave influences the culture we create. From recruitment and onboarding to flexible working and email etiquette, coming to work can and should be a positive force for wellbeing.

Standard 3: Promote an open culture around mental health.

One of the best ways to raise awareness about mental health and challenge stigma is to encourage conversation about it. Another way is to empower individuals in an organisation to take an active role in championing the issue. Both help create a culture where people feel able to come forward if they need support. It's clear that passionate employees and volunteers, at any level of the organisation, are often the drivers of that cultural change.

And, as an employer, fostering an environment in which these conversations can take place, and supporting grassroots enthusiasm to champion mental health issues, plays an integral role in keeping staff well.

Standard 4: Increase organisational confidence and capability.

Having a workforce that feels confident in responding positively, when things around mental health at work arise, is vital. Regular training is one part of that jigsaw; information and awareness-raising is another. You also need to be putting mental health on the agenda during inductions, supervisions and return-to-work conversations. People at all levels of an organisation have a role to play, and employers should support them all.

Standard 5: Provide mental health tools and support.

One of the easiest ways to support employees is to make sure people are aware of the help, tools and services available to them. It's not just about signposting – it's important to actively promote the use of wellbeing tools, mental health support and local and national services, so you're creating a culture in which these things are OK to talk about.

Standard 6: Increase transparency and accountability through internal and external reporting.

Key people in your organisation must understand that wellbeing and engagement are things that can be recorded and reported on as a key aspect of your company's performance. Using a standardised tool or framework like the Index or the Tracker helps you to identify areas to focus on for improvement, often with specific and actionable recommendations. This can create a positive cycle in which reporting, planning, taking action and measuring impact are parts of an ongoing process that continually improves outcomes for staff – and for your business.

Next steps
Submit your logo

We proudly display the logos of our Mental Health at Work Commitment signatories on our Mental Health at Work website. It demonstrates your public commitment to the importance of the good mental health of your employees and the growing movement of likeminded employers, businesses and organisations in the UK.

To have your organisation's logo included please:

1. Secure a high-quality JPEG or PNG file of your organisation's logo, preferably on a white back- ground, obtaining any relevant permissions you require internally in advance of submitting to us

2. Submit this logo to the Mental Health at Work team in an email with the subject "Mental Health at Work Commitment logo submission" to mentalhealthatwork@mind.org.uk

3. Once we have received your logo we will look to include it on our website's carousel of signatories within 14 days. However, do note our website will only display 32 logos at any one time. The logos displayed are a random selection of our full listing, so don't worry if you don't see yours when visiting the site.

Produce an action plan

How you implement and embed the standards and recommendations of the Mental Health at Work Commitment will depend on your organisation: its size, its workforce, its activities and its circumstances. These are things that you understand better than anyone, so we won't tell organisations exactly what to do.

To achieve lasting change within your workplace, it's important to create a plan of tangible and measured activity. You can start developing a comprehensive approach to mental health that works for your organization by producing, implementing, and communicating a Mental Health at Work action plan.

Before you start your action plan

There are all sorts of resources on Mental Health at Work that will help you to think about the following – spend some time looking through for things relevant to you:

- What activities you need to include in your plan to break down mental health stigma
- What you would need to encourage senior leaders to get on board
- How you might raise awareness of mental health amongst employees
- How to involve staff in dialogue and decision making to create a culture of openness
- How to promote a healthy work-life balance amongst employees
- What learning and development opportunities you can create to help employees better understand mental health including upskilling line managers
- What changes would you need to make at policy level to support this commitment
- Who can lead on activities, the timescales that you might deliver those activities in, and how you might measure impact and success
- How you will ensure that the activities will be inclusive to reach every employee within your workplace

You may find the following resources particularly useful when developing your action plan:

- The six standards pages are designed to get you started thinking about it. There are links to some suggested resources there, and more will be added in the future
- Our most recent Mental Health at Work Commitment guide
- Our webinar series, which explores each standard in turn with support from expert partners Each webinar is around 1 hour in duration

Creating your action plan.

1
We have created a template Action Plan for you to complete which you can download from the Mental Health at Work website.

2
Each standard section in the Action Plan begins with a series of questions to help support you   evaluate how your organization might currently deliver against the standard. Look to complete this as best you can to understand where there are gaps in your current activity.

3
Read our supporting information and guides for each standard to understand how your organization might best address the recommendations of the Commitment with respect to these gaps and in conjunction with your reflections on some of the above questions.

4
When you are ready, populate the Action Plan template with activities that address each standard. Be sure to not only identify what activities need to be delivered, but who is responsible for delivering these and how you measure progress or success.
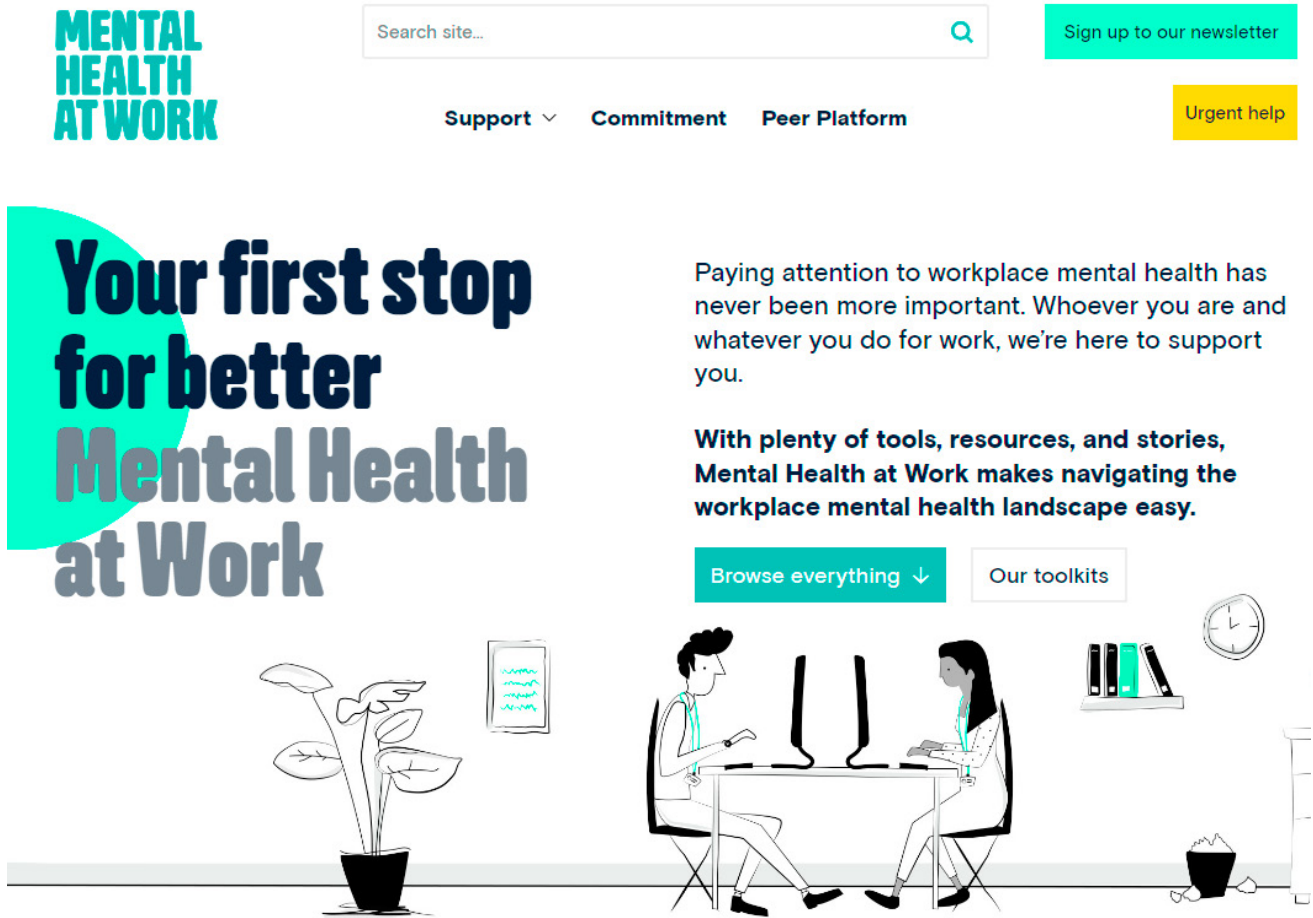
Explore the Mental Health at Work website

Did you know? 58% of people have experienced poor mental health where they currently work. And, in 2022, the cost of poor mental health at work cost UK employers £56billion. These figures are not improving – something needs to change.

The Mental Health at Work Programme, curated by Mind and overseen by the Mental Health at Work Leadership Council, exists to ensure that all employers and employees – regardless of background, role, sector, or business size – have access to mental health support so that they can thrive.

The Mental Health at Work website is the first stop to help people at work find what they need for better workplace wellbeing. It's also free to use, and is key fin implementing the Mental Health at Work Commitment, as you prioritise your people and embed best practice into your culture.

With plenty of tools and real-life stories, the website makes navigating the workplace mental health landscape easy. Mental Health at Work showcases original content that includes a range of tips, ideas, examples, and thought pieces on workplace mental health as it relates to different issues, people, and industries. Everyone's experience is different. By shedding light on these struggles, the website seeks to normalise mental health, and support organisations of all sizes in making a positive change.

The Mental Health at Work website homepage.

Support for you and your organisation.

Under 'support' on the homepage, you'll find:

Toolkits
We work with experts from specific industries, as well as those who specialise in the intersectionality of mental health with other issues, to create toolkits. These are our pre-packaged suggestions for sets of resources that go well together to help you focus on a particular area of workplace mental health.

Case studies
Here, you'll find stories from organisations of all shapes and sizes as they make a positive change to their workplace wellbeing, as well as those who're implementing the Commitment.

Resources
Here we have all our documents, guides, tips, videos, courses, podcasts, templates and information from key organisations and individuals across the UK, all aimed at helping you get to grips with workplace mental health.

Find resources in whatever way works for you:

• Jump straight in and browse the complete list, using the filters on the left to narrow it down according to your situation and what you're looking for
• Use the 'Start finding resources' tool on the front page to help steer you in the right direction
• Try the search box at the top of every page

Articles
Through our articles, we work with others to share their mental health story in the context of the workplace. It's really important that we raise awareness of less-common mental health conditions, and the impact of external factors on wellbeing. We share different formats for our articles, including video content.

We seek to tell the stories of those underrepresented in society. Everyone's experience is different, and by shedding light on these struggles, we hope to normalise mental health.
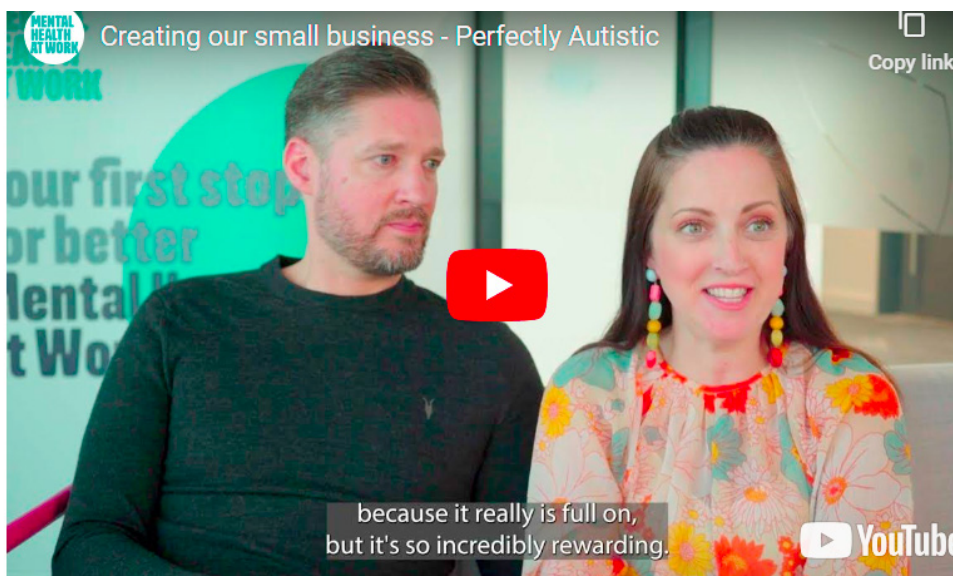
 A still from our video with Perfectly Autistic, a neurodiversity consultancy and small business.

Self-employed and small business hub.

We know that small businesses and self-employed people face unique challenges. So, if you work for yourself, or you're a small business, this is the space for you to explore. Designed through our partnership with Simply Business, in the hub you'll find resources to support you and some to support your staff.

Self-employed & small business owners
Mental health support, with Simply Business

We know that small business owners and the self-employed are suffering, with 1 in 2 reporting poor mental health. We've partnered with business insurers Simply Business to create a growing collection of resources to support you on your journey towards workplace wellbeing. Whoever you are and whatever you do for work, we're here for you.

Read the report   Find out more about Simply Business

Sign up to the Mental Health at Work Commitment Peer Platform.

The Peer Platform is a space, just for you and other Commitment signatories, to connect. It enables you to share your experiences of working towards the Commitment standards – to learn, seek and offer support, and share ideas and tips about improving workplace mental health. You'll be able to join forces with an organisation similar to yours so that together, you can work towards achieving the Mental Health at Work Commitment standards.

The Commitment Peer Platform
Support with delivering the six standards

The Mental Health at Work Commitment Peer Platform is a space where organisations can help each other to deliver the Commitment's six standards. You'll be able to connect with professionals from organisations of a similar size and sector so you can ask and answer questions, and share ideas, resources and tips on how to put the standards into practice.

Join the Peer Platform

Sign up to our e-newsletter.

Mental Health at Work is free to use for anyone, without registering or signing up to anything. If you'd like to hear from us, please subscribe to our newsletter where we'll share the latest from the website each month.

Using the Mental Health at Work Commitment Brand

Using the Logo

As a Mental Health at Work Commitment signatory, you are permitted to make use of the Mental Health at Work logo in digital materials and physical collateral with reference to your having taken the Commitment.

Your right to make use of the logo is by a two year license beginning the date of your Commitment submission using the form on the Mental Health at Work website. We reserve the right to revoke this license if the logo is used inappropriately.

The Mental Health at Work logo is suitable for use online and offline and is available in a range of file formats.

It is important that you always make sure the logo is legible and clear. As a general guide, it should appear no smaller than 20mm in width when used in print. When used online, the minimum logo size should be 130px wide. Remember that these are just minimum sizes; use your eye and common sense.

The logo works best when it is left aligned and positioned in the top left or bottom left corner of a document. It can also be used on top of imagery.

To make sure you keep the logo clear and legible it is important that it is not crowded with other visual elements such as text or imagery.

To help ensure this, the logo has an exclusion zone. This exclusion zone surrounds the whole logo and is equal to the size of the M in the logo.

The exclusion zone is the minimum distance that should be left as 'free space'. However, you can always leave more. Again, common sense should prevail.

Internal Communications

Letting your staff know that you have signed the Mental Health at Work Commitment can increase engagement in creating and promoting an open culture around mental health.

It will also contribute to fulfilling the actions for the six standards, such as producing and implementing a mental health at work plan, changing the way people think and act about mental health by increasing awareness and challenging stigma, and demonstrating senior level ownership and accountability.

Use these resources to make sure that all of your staff know that mental health is a priority in your workplace.

Internal presentations.

The internal presentation can be used at staff briefings, meetings or other events to explain why workplace wellbeing is important, what the Mental Health at Work Commitment is and why your organisation has signed up to it.

The presentation is available in two versions: one for all staff and one for senior leaders. Our senior leaders presentation addresses the business case and costs of poor mental health in greater detail than our presentation for all staff, however, you are welcome to use either presentation with due consideration to what is of most interest to your audience.

Staff email template.

We recommend sending a staff email from the most senior contact possible and preferably not in the HR team in order to break the subject of mental health out of 'HR box'. Below is a suggested email which you can tailor to your own organisation.
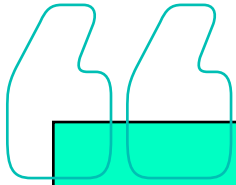
Subject: [ORGANISATION NAME] signs up to the Mental Health at Work Commitment

To all staff,

This week/month we signed the Mental Health at Work Commitment.

By signing the Mental Health at Work Commitment, [ORGANISATION NAME] has committed to achieving better mental health outcomes and a genuine longer-term positive impact on our staff's wellbeing, joining a growing movement of over 1000 organisations including: Accenture, B&Q, Barclays Bank, BT, Bupa UK, Deloitte UK, Hewlett Packard
Enterprise, Historic England, IBM, Network Rail, Santander UK, Save the Children UK, Sky, and many more.

Developed with the knowledge and expertise of mental health charities, leading employers and trade organisations, the Mental Health at Work Commitment provides a simple framework for employers who recognise the importance of promoting staff wellbeing. This framework sets out six clear standards based on what best practice has shown is needed to make a difference and create an environment where employees can thrive.

Over the coming months we'll be looking to
• [Details of actions you intend to take following signing]
• [Details of actions you intend to take following signing]
• [Details of actions you intend to take following signing]

For further details please contact [name of staff member responsible for the Mental Health at Work Commitment] or visit [appropriate intranet web-page]

We want everyone who works here to feel they can be themselves, be open about their mental health and ask for support if they need it. [Insert details of your organisation's support offer, such as Employee Assistance Line or HR policies, or include information about support services.]

Sign Off
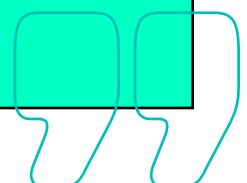
Intranet news article template.
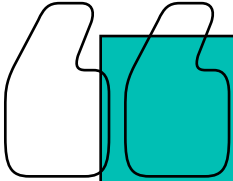
> We're committed to achieve better mental health for all staff
>
> At [ORGANISATION NAME], we want to improve and support the mental health of our employees.
>
> In a survey of UK adults conducted by Business in the Community in partnership with Bupa in 2020, only one in two (51%) of employees say they feel comfortable talking about mental health in the workplace, whilst two in five (39%) report they have
> experienced a work-related mental health issue in the last year.
>
> That's why we have signed up to the Mental Health at Work Commitment.
>
> Developed with the knowledge and expertise of mental health charities, leading employers and trade organisations, the Mental Health at Work Commitment sets out six clear standards based on what best practice has shown is needed to make a difference and better equip employers to create an environment where
> employees can thrive.
>
> Over the coming months we'll be looking to:
> * [Details of actions you intend to take following signing]
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> * [Details of actions you intend to take following signing]
>
> For further details, please contact [name of staff member responsible for the Mental Health at Work Commitment] or visit [appropriate intranet web-page]
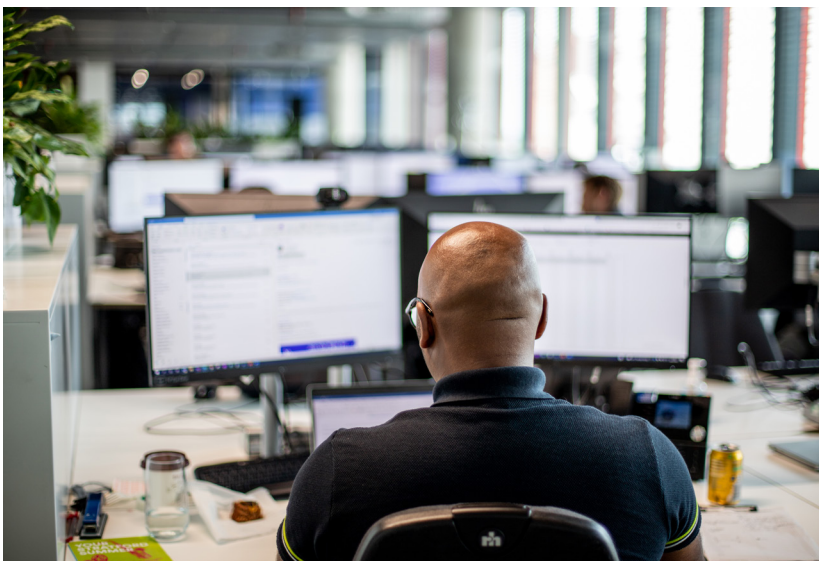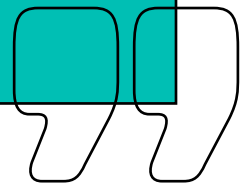
Employee blogs.

Sharing personal experiences about mental health is a powerful way to reach and change people's attitudes throughout the organisation – it can play a real role in breaking down stigma, as well as encouraging and enabling others to speak up.

Having people from across the organisation, in different roles and from different backgrounds, share their story is important. By doing so, you are spreading knowledge and perspective about mental health problems that can change the way people

Who will choose to blog and how can you reach them?

Before asking someone to write a blog sharing their personal experiences, it's worth considering what their motivations might be for doing this.

You could perhaps approach a colleague:

- Who would like to raise awareness around mental health
- Who would like to help others get seek the support they need, internally or externally
- Who would like to have their voice heard, perhaps as part of a recovery process
- Who would like to make a difference

Guidance on writing a blog.

A personal story.
Encourage the writer to open with a quote that resonates, or a paragraph writing about their experience and how being able to be open about it has helped them, will make a powerful introduction.

The organisations perspective.
Encourage them to include a quote or paragraph from someone senior within your organisation about why they're supporting Mental Health at Work Commitment and why challenging stigma is important to the organisation.

Be concise.
The ideal blog length is between 500-800 words, so they shouldn't feel like they have to keep writing forever. The shorter it is, the more likely it will hold the reader's attention.

Information about the campaign.
They could include a short # description of what the Commitment is, and how people can find out more and get involved themselves.

Signposting to relevant support.
They could let their colleagues know what resources are available to them and what they can do if they're worried about their mental health.

External Communications

Media release template.
Local media outlets and sector specific business publications could be interested in your organisation's commitment to improve and support the mental health of your staff.

The media release template below is perfect for tailoring for this purpose.

For immediate release
Date
ORGANISATION NAME SIGNS MENTAL HEALTH AT WORK COMMITMENT TO IMPROVE AND SUPPORT THE MENTAL HEALTH OF THEIR EMPLOYEES

 [Organisation Name] signed the Mental Health at Work Commitment today, demonstrating their ambition to develop a workplace environment and culture where all employees can thrive.

By signing the Mental Health at Work Commitment, [Organisation Name] has committed to achieving better mental health outcomes and a genuine longer-term positive impact on staff's wellbeing, joining a growing movement of over 1000 organisations including including: Accenture, B&Q, Barclays Bank, BT, Bupa UK, Deloitte UK, Hewlett Packard Enterprise, Historic England, IBM, Network Rail, Santander UK, Save the Children UK, Sky, and many more.

Developed with the knowledge and expertise of mental health charities, leading employers and trade organisations, the Mental Health at Work Commitment provides a simple framework for employers who recognise the importance of promoting staff wellbeing. This framework sets out six clear standards based on what best practice has shown is needed to make a difference and better equip employers to create an environment where employees can thrive.

[Spokesperson Name, Job Title of Organisation Name] said: ["Quote from organisation regarding why the Commitment is important to your organization and what activities your organisation is prioritising. This might include reference to new initiatives/programmes being launched and how it links to any broader strategies of the organisation"]

Sarah Merrington, Mental Health at Work Programme Manager, said: "We're delighted to see [Organisation Name] sign the Mental Health at Work Commitment. By embedding our six standards in the way they operate, [Organisation Name] are demonstrating a real commitment to supporting the mental health of everyone in their workplace."

"We know it can be hard to talk about mental health and seek support, which is why public commitments such as this one are so important. With issues like stress, anxiety, and depression common across all employers, regardless of size or sector, we want to see every employer recognise and address any work-related causes of poor mental health among their staff and it's fantastic to see organisations like [Organisation Name] taking the lead."

In a survey of UK adults conducted by Business in the Community in partnership with Bupa in 2020, only one in two (51%) of employees say they feel comfortable talking about mental health in the workplace, whilst two in five (39%) report they have experienced a work-related mental health issue in the last year.

[New mental health research from Deloitte](#) has revealed that the cost to employers of poor mental health has increased, to up to £56bn in 2020-21 compared to £45bn in 2019, and investment in workplace support and interventions remains a key issue. The pandemic has changed our ways of working, and Deloitte's findings show that the mental health challenges following the pandemic have undoubtedly had a huge impact on employees.

Sarah Merrington, Mental Health at Work Programme Manager, added: "Many leading employers have found that making a strategic commitment to the mental wellbeing of their workforce not only benefits their staff but also their bottom-line, improving productivity and staff retention. Rates of burnout, anxiety, and depression are at record levels. With one in six British workers experiencing mental illness, now is the time for businesses to make a change and start creating more mentally healthy workplaces."

Ends.

For more information contact –
[Media contact at Organisation]
[Telephone number for Contact]
[Email address for Contact]
[Organisation Name]

[Paragraph on your Organisation. This might include a mission statement alongside a brief explanation as to the scope of your business activities.]

Mental Health at Work

The Mental Health at Work website is your first stop for better mental health at work and key enabler for organisations in the implementation of the Mental Health at Work Commitment.

Curated by Mind, the Mental Health at Work website makes navigating the mental health landscape easy through: original content including a range of tips, ideas, examples and thought pieces on workplace mental health as it relates to different issues, people and industries; and a growing curated database of over 450 resources from a wide range of providers, to give people the tools they need to take action.

Since the website's launch in September 2018, Mental Health at Work has supported over three quarters of a million visitors navigate our curated partner resources to enable change in their organisation.

You can visit the website at www.mentalhealthatwork.org.uk.

Updating your website.

You may have already identified in your action plan opportunities for updating your website to communicate your new commitment. This might include updates to your recruitment pages, about us pages or inclusion of a news article in any news section.

With over 300,000 people leaving their jobs every year due to poor mental health, a clear communication of your commitment on your recruitment pages can be a powerful signal to candidates who might be apprehensive due to poor past experiences.

Recruitment pages.

Such declarations might look like this:

[ORGANISATION] are committed to supporting the mental health and wellbeing of all of our staff. That's why we've taken the Mental Health at Work Commitment and are currently delivering a programme of activities to ensure that everyone can have open and honest conversations about their wellbeing in the workplace and feel supported. We encourage applications from persons with experience of poor mental health and are committed to supporting our employees to fulfil their potential and perform at their best in work.

About us and company information pages.

You might also want to reference your signing the Mental Health at Work Commitment on corporate pages, setting out how the Commitment is supporting your organisation to embed best practice in mental and wellbeing and how these relate to your organisational values.

This can be a strong signal to customers, suppliers, stakeholders and investors as to the importance your organisation places on supporting your people and ethos around ways of working.

Using your social media channels is a great way to get the word out about your Mental Health at Work Commitment signing.

Social Media.

Here are some top tips for communicating the pledge on social media channels like Instagram, LinkedIn, or even TikTok and Threads!

Tell your followers why you're signing the Commitment, not just the fact that you're doing it.

Why does your organisation think it's important to achieve better mental health outcomes for employees?

Include compelling images that bring the actions of the Mental Health at Work Commitment to life. for example, staff attending Mental Health Awareness training, or activities organised on key dates such as Mental Health Awareness Week or World Mental Health Day. If you're taking photos, look to ensure they include a cross section of your staff team.

Consider using alternatives to photos: If you can't pick just one photo, why not create a gif of your favourites in rotation like? Could you take a short video of a senior leader with your staff team explaining the importance of the pledge to your organisation? We've created some social media assets that you can share, too. [Download the pack here.](#)

In your messaging, use facts to reinforce why this is an integral issue: 39% of employees have experience poor mental health where work was a contributing factor in the last year, 51% feel comfortable talking generally in the workplace about mental health issues, 300,000 people lose their jobs each year because of long term mental health problems, employers see a return of £5.30 on average for every £1 invested in mental health.

Use appropriate hashtags. We suggest #MHAWCommitment