

# Mental Health Campaign of the Year

## Winner

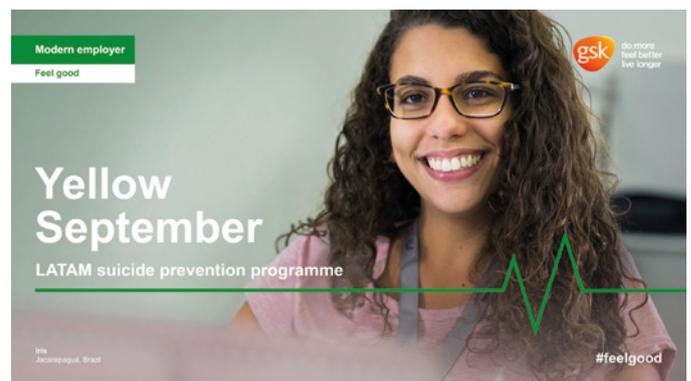
### Suicide Prevention Campaign, GSK Latin America

This category looks for the best internal or external mental health communications campaign, focusing on the importance of never taking mental health for granted, and the need for positive conversations

GSK is a science-led multinational healthcare company with a mission to help people do more, feel better and live longer. Employing more than 100,000 people across 93 countries, its challenge is to create a healthcare and wellbeing offer that's consistent across its global footprint while being sensitive to local cultural and societal issues. In 2017, GSK's Health & Welfare team for Latin America learned that 17% of Brazilians have thought about ending their own life. In response, the company developed and implemented a suicide prevention programme to raise awareness, fight stigma and educate employees.

The company's Latin America suicide prevention programme built on data it had gathered about organisational stress to put together a picture of what interventions were required to improve employees' mental health. It was based on four key pillars: robust emergency processes to support employees in crisis; training to give frontline staff the skills to support colleagues in need; resources and support such as EAP and mental health champions; and campaigns to engage employees and raise awareness of mental health issues, including sharing facts and myths about suicide.

Details of the programme were initially shared with key stakeholders such as



The launch of the suicide prevention programme was time to align with Latin America's Yellow September

HR and Environmental Health teams and occupational physicians. In order to maximise employee engagement across the region, the campaign was created in English, Spanish and Portuguese. The launch was timed to align with World Suicide Prevention Day in October 2020 and Latin America's Yellow September

# Highly Commended

A Celebration of  
Kindness  
Lloyds Banking Group

## Shortlisted

→ Merkle's Celebration  
of Time to Talk Day 2021  
Merkle UK

→ Sky Is The Limit  
Northern Trust

campaign. Awareness was raised through site newsletters, emails and GSK's internal social media platform, starting a conversation that aimed to end the stigma surrounding suicide.

Employees were given contact cards with details of where they could find help if they needed it, and were also invited to become mental health champions. Anyone taking up this offer was given a psychological and emotional first aid briefing by GSK Latin America's in-house mental health expert, equipping them for a role where they would listen and assist colleagues in need, signposting them to relevant support where required.

With research, preparation and creation and delivery of materials carried out by existing staff, the scheme was delivered at no additional cost to the business.

## Achievements

Following the month-long campaign, employees are now more aware of the support available to them if they are experiencing mental health issues, including those relating to suicidal behaviour. Leaders are also better informed about how to support the health and wellbeing of their teams, and better equipped to recognise warning signs and help prevent suicide.

More than 700 employees connected at the launch session, with a number of them opening up and sharing their own mental health experiences. Across the region the company recruited more than 55 mental health champions to offer support to their colleagues on a peer level. The company's psychological and emotional first aid protocol was implemented across the region and GSK found use of its EAP services in the third quarter of 2020 had increased 37.8% year on year. ■

## Judges' comments



**Very focused implementation which was impressive.**



**Excellent work, and congratulations for tackling such a tricky topic head-on in a region with a known challenge. Targeted, action focussed, impactful. Well done indeed.**



**As a survivor of suicide I wish I had worked for a company that offered this level of outstanding support.**



**Good buy-in and collaboration across business units and mental health champions to deliver the strategy at zero cost.**