

Best Awareness-raising Mental Wellbeing Campaign

THIS CAN
GLOBAL AWARDS
2025



in association with
A&O SHEARMAN

Winner // MONDELEZ

This award recognises campaigns addressing specific employee groups or workplace challenges with measurable engaging outcomes.

Until recently, cancer was a subject rarely spoken about within Mondelēz. While the company had policies for leave and pay, there was no structured support, education, or consistency in how employees were helped through a diagnosis. The experience often depended on the individual manager or site, leaving many feeling isolated at a time when connection mattered most.

Mondelēz set out to change that – to create a workplace where cancer could be discussed openly, where everyone could access clear, compassionate support, and where awareness could lead to earlier detection and better outcomes. The goal was to build a culture of confidence and care, ensuring that no one faced cancer alone.



Awareness sessions have reached over 3,800 colleagues.

Building a Culture of Openness and Education

The initiative was built on inclusivity and awareness. Mondelēz developed detailed manager and employee guides to ensure consistent information across all UK sites, and introduced a training programme that has so far created 225 Cancer Support Ambassadors, offering peer-led help for colleagues and their families.

To break stigma, especially around men's health, Mondelēz launched a UK-wide tour focused on testicular cancer, engaging 1,800 male employees with awareness talks and distributing branded OddBalls



Speaking to our men in Sheffield. Raising awareness across all sites about the importance of knowing the signs and symptoms of cancer

underwear as a practical reminder to check regularly.

Quarterly calls bring ambassadors together to share experiences and updates, strengthening the network and keeping conversations active. The next phase will explore hospice and end-of-life care to support colleagues through all stages of the cancer journey.

Results & Impact

The campaign has fundamentally changed how Mondelēz talks about cancer. 7.5% of the UK workforce are now trained ambassadors, with support available at all 11 UK sites.

Awareness sessions have reached over 3,800 colleagues, leading to several early detections and treatments.

Visible changes, such as installing sanitary bins in male toilets after feedback from the Prostate Cancer UK campaign, have improved inclusion and wellbeing. The initiative has since inspired other organisations to replicate its model – proof of its cultural impact.

Today, cancer is no longer a silent subject at Mondelēz, but one met with openness, empathy, and understanding. ■

Judges' comments

- + A creative and inclusive campaign tackling an important issue with sensitivity and innovation.
- + Great to see strong engagement, open conversation, and visible cultural impact.

SHORTLISTED

- BAM UK&I
- FinWELL
- The Right Not to Remain Silent: The Truth About Mental Health in the Legal Profession