

Winner// BAM UK&I

This award recognises how internal communications have been used to successfully drive engagement with a mental health initiative or strategy.

In an industry where high stress and male-dominated culture intersect with elevated suicide risk, BAM UK recognised the need to make wellbeing visible, relatable, and actionable. Five years ago, the company began reporting internally on the full breadth of mental health and wellbeing issues faced by colleagues, with the core messages: "You are not alone" and "Are you really ok?" The goal was simple but powerful – reassure employees that support is available and destigmatise conversations around mental health.

Making Wellbeing Visible

The report is designed for all employees, with a particular focus on leaders. For employees, it showcases what support is available and how to access it; for leaders, it demonstrates the complexity and prevalence of challenges colleagues face. Over the years, the approach has evolved from

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a simple Word document compiling wellbeing activities into a visually engaging, 15-page report.

Content includes peer case studies, issue spotlights, redacted messages from families affected by suicide, photos from Time to Talk events and BAMathon activities, statistics on mental health-related absences, links to safety incidents, and details of support for Mental Health First Aiders. Data from insurers, EAPs, digital GP services, and private counselling are summarised to give a comprehensive



BAM'S Wellbeing Report 2024

view of the impact of BAM's wellbeing programmes. The comms and graphics team transforms these insights into a branded, engaging, and easy-to-read document that reflects BAM's values and culture.

Real Impact and Influence

The annual report has become a cornerstone of BAM's internal communications, consistently receiving positive feedback. Many colleagues are surprised by the volume and range of support available, encouraging them to seek help or participate in wellbeing initiatives. The report also strengthens business operations, providing valuable evidence for

tenders, audits, accreditations, and insurance renewals. By clearly linking wellbeing activity to outcomes, BAM demonstrates professionalism, effectiveness, and a culture that prioritises people. Through this innovative approach, BAM has created a communication tool that not only informs but empowers, connecting colleagues, normalising conversations about mental health, and embedding wellbeing at the heart of the organisation. ■

Judges' comments

- + Strong evidence of impact both internally and externally".
- + A thoughtful, comprehensive approach.

SHORTLISTED

→ Freshfields LLP