

THIS CAN HAPPEN. AWARDS

in association with

ALLEN & OVERY



The 2020 Winners

7 OCTOBER 2020

CELEBRATING EXCELLENCE
IN WORKPLACE MENTAL HEALTH

thiscanhappenawards.com

THIS CAN
AWARDS

HAPPEN.

in association with
ALLEN & OVERY



Talking openly

We aim to create an environment where our people are able to talk openly and know they will be supported.

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Welcome

Congratulations to all the finalists & winners

It is with immense pride that we present the 2020 winners of the This Can Happen Awards in association with Allen & Overy.

2020 has been a challenging time for everyone and their mental health, so it is refreshing to be able to read, learn and celebrate the great work that organisations are doing to support their colleagues and wider communities. We hope you will be inspired by these case studies and that you will be able to use them to further your organisation's mental health journey.

We would also like to thank Allen & Overy for their ongoing support and our 2020 entrants for sharing with our judges their passion, expertise and hard work.

THIS CAN HAPPEN

A message from our Jury Chair

TONI GRAVES

Global Head of Reward,
Benefits & Wellbeing
Allen & Overy LLP



Once again it has been an exciting and fulfilling task to chair the awards panel for This Can Happen. There was a large increase in the number of entries and my fellow judges and I were pleased to have had the opportunity to review so many entries from a wide range of organisations. It was evident that the quality of the work organisations are doing to support their colleagues in the area of workplace mental health has risen and it delighted the judges to see this.

Entries from large and small organisations have been recognised by the judges and of particular note is that organisations with complex structures are devising creative solutions to support their staff with great effect. With a backdrop of the pandemic these winning case studies are more relevant than ever.

Three key themes emerged from this year's entries. Firstly many entries

reference the use of openly available resources to start their mental health programmes. This is a positive step since it means organisations are using readily accessible guidance to start their mental health journey. Secondly, organisations are not being held back from supporting their colleagues even when there is little budget or resource available. The entries indicate that good work does not always need financial resources. Finally, it is still clear that measuring the effect of workplace mental health programmes is still in its infancy and we look forward to seeing how organisations will tackle this in the future.

Finally I would like to thank my fellow judges, who spent many hours of their time judging, shortlisting and deliberating the entries. We were delighted that there were clear winners and worthy commendations and we hope that all the shortlisted entries celebrate their deserved success. ■



THIS CAN HAPPEN.

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This Can Happen is a resource for companies of all sizes across the globe to support them in their workplace mental health journey – together we can empower workplace mental health.

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Programme of events

→ AWARDS PRESENTATION HOSTED BY:

Matt Johnson, TV presenter, film & documentary maker,
ambassador for MIND and RSPCA

- Most Inspiring Employee of the Year
- Most Inspiring Leader of the Year
- Best New Workplace Approach to Mental Health
- Mental Health Campaign of the Year
- Mental Health Consultancy Award
- Best Targeted Mental Health Initiative
- Product Impact Award
- HR / Wellbeing Team of the Year
- Employee Network of the Year
- Best Mental Health in the Workplace Strategy: SME
- Best Mental Health in the Workplace Strategy: Large Company
- Founder's Choice Award: Outstanding Service to Mental Health
- Mental Health UK Special COVID-19 Recognition
- This Can Happen Grand Prix Winner 2020

Meet our Judges

Over two days our judges met to deliberate the 56 entries that they shortlisted. The judges all brought their diverse experience of workplace mental health to the virtual table and it was especially pleasing to have three past winners participating.

Led by Toni Graves, Global Head of Reward, Benefits and Wellbeing at Allen & Overy LLP, it was the ideal group of experts to identify the most impressive work.

JURY CHAIR



TONI GRAVES
Global Head of Reward
and Wellbeing
Allen & Overy LLP



JANE AUSTIN
Director of HR
Wave Utilities



SARAH BODDEY
Chief Diversity, Equity
& Inclusion Officer,
EMEA & APAC
Northern Trust



DR ELLIE CANNON
GP, Author and
Broadcaster
NHS



JUNE CLARK
Health and Wellbeing
Manager
Nestlé UK&I



CHÉ DONALD
National Vice Chair
**Police Federation of
England and Wales**



BRIAN DOW
CEO, **Mental Health UK**
Deputy CEO, **Rethink
Mental Illness**



AMANDA DISTON
VP Global Compensation
Liberty Global



SUSIE HILL
Global Health Promotion
Manager
Shell



NICK JEMETTA
Principal Product Manager
Sainsbury's
This Can Happen Future
Leader Awards Winner



MILES KEAN
Executive Director,
Entrepreneurs Division
Coutts & Co



NANCY LENGTHORN
Head of Diversity, Inclusion
and Future Talent
MediaCom



**STUART
MACDONALD**
Head of Operations,
HR & Group Industrial
Relations
easyJet



**MANISHA
MEHROTRA**
Head of Diversity and
Inclusion, EMEA
Bloomberg LP



MONIKA MISRA
Head of Health &
Wellbeing, EMEA
GlaxoSmithKline



BETH ROCHFORD
Wellbeing Manager
Marks & Spencer



FLORENT SHERIFI
External Affairs Manager
Institute of Directors



KARL SIMONS
Chief Health
& Safety Officer
Thames Water



YVONNE SMYTH
Group Head of Diversity
& Inclusion
Hays

Most Inspiring Employee of the Year

Winner

Stuart Clack, National Grid Grain LNG

This category recognises an employee who has inspired their workplace by breaking down the stigma that surrounds mental health, and growing awareness of how positive mental health can help colleagues develop

Electrical technician Stuart Clack has a passion for looking after others, which ensures he is always involved in wellbeing at his workplace, National Grid Grain LNG. Having started as an electrical contractor in 2005, Stuart made the move to permanent technician staff in 2010. The terminal expanded rapidly, and Stuart was asked to become a Wellbeing Champion, a commitment that soon paid off. Having created the first ever wellbeing strategy for the site, Stuart continues to concentrate on fostering strong networks both internally and externally, while keeping up to speed with everything else involved in his role.

Stuart is well-placed to know about mental and physical wellbeing. A busy single parent of two, he suffered from asthma as a child, resulting in long spells of absence from school. Progress in class was affected as a result, and several different career paths followed, until an opportunity arose to attend college while working as an electrical assistant.

Pride in overcoming obstacles is an ethos that runs through Stuart's work, as well as a deep understanding of the struggles people experience in life and at work.

Recognised as a Better Medway Champion, he continues to forge strong ties with communities and local charities. Stuart has organised several town halls, impactful events with talks given by external speakers on mental health awareness. Colleagues describe Stuart as tenacious, dedicated and determined to



Stuart brings a deep understanding of people's struggles to his work. He is heavily involved with organising events to help communities in and around his workplace

make wellbeing at Grain LNG the best that it can be.

Achievements

Stuart's dedication to his roles both at work and in the arena of mental health are apparent in the results he has achieved. Aside from his role as Wellbeing Champion, his varied networking skills have led to numerous on-site training initiatives, including Mental Health First Aid, Mental Health 'Lite', Suicide Prevention Awareness (West Kent Mind), and 'Connect 5', a Medway Public Health & RSPH course that Stuart is trained to deliver. His knowledge and understanding have led him to help develop a mental health training course delivered by actors, designed to bring everyday issues to life. Alongside his own busy career at LNG, Stuart has also found the time for tireless fundraising, including cycling from London to Paris twice, as well as participating in charity runs and obstacle courses. To date he has helped raise more than £30,000.

He is heavily involved with the Community Team at Grain (CAST), which organises events for the benefit of the company's internal and external communities. This has included planning help for a local special needs nursery, volunteer reward lunches, and a scheme where employees give practical help and time to socially isolated residents. Current projects include planning a 'Time to Change' event at Slough Fort, uniting several local mental health charities to break down the stigma surrounding the subject. ■

Judges' comments

Such an inspiring read, incredible work! Stuart's passion for wellbeing is obvious and his impact extends far beyond Grain LNG into his local community. He has gone above and beyond, and what he has achieved inside and outside of his organisation is nothing short of remarkable.

Stuart is an inspiring individual impacting those around him greatly.

Highly Commended

→ Alex Hyde
BIE Executive

Shortlisted

→ Jack Green
Accenture

→ Gemma Porter
Oliver Wyman

→ Liz Rotherham
Guy Carpenter

Most Inspiring Leader of the Year

Winner

**Grant Pritchard, Spark New Zealand
Trading Limited**

This category recognises a leader who has led from the front to banish the stigma surrounding mental health issues, and who has campaigned to ensure colleagues are appropriately supported by their employers

Grant Pritchard is an in-house lawyer at Spark, a leading telecommunications company in Auckland, New Zealand. He joined the company in 2015 and has performed a number of senior legal and commercial roles during his time at Spark. Having had first-hand experience of losing someone – a friend and colleague – to depression and suicide, Grant became an advocate for mental health at work, and a champion for change.

In 2018, Grant took up a voluntary role spearheading Spark's strategy for mental health in the workplace, creating a grassroots movement that is now known as 'Mental Health at Spark'. Grant's plan to help Spark become New Zealand's most mentally healthy workplace was to raise awareness, reduce stigma, equip and support staff and create a supportive workplace culture. His strategy took a personable approach: seeking out feedback from colleagues, setting up collaborative discussions between volunteers and key stakeholders, and speaking out whenever he felt that an idea was worth supporting.

The management-endorsed initiative



Above: Grant Pritchard has created a safe space for employees
Right: staff are invited to discuss issues

has improved the delivery of mental health outcomes across the company. In Spark's highly inclusive environment, open both to people and ideas, mental health volunteers and the wider mental health community come from all walks of life, and everyone is welcome regardless of their background. This attitude has helped the company transform its approach to mental health care, finding new ways to support employees and fostering a warm and inclusive working environment.



Achievements

The positive impact Grant has had on colleagues and friends is helping workmates feel better and encouraging them to take stronger action around mental health issues at Spark. Thanks to the initiative, staff are sharing stories, asking for help, and helping each other.

Challenges and problems are solved through collaborative discussions with volunteers and key stakeholder representatives across the company, and the positive ripple effect is being felt beyond the workplace. Team-mates are taking the skills, confidence and knowledge to their homes, as more and more people take positive action thanks to the improved wellbeing at work. Grant is supported by a core team of six volunteers who meet regularly to plan and undertake initiatives, with a further 60 volunteers helping around the country.

Recently, he presented a major proposal for improving staff wellbeing to Spark's leadership team. By creating a more open culture around mental health, Spark's initiative has created a safe space for employees to learn, make mistakes and be creative, ultimately channelling positivity back into the company. Staff feel included, valued, and part of a larger work family.

Grant's efforts have been recognised by everyone from customer service representatives to the CEO and Chair of the Board. His vision is to see similar initiatives in workplaces across New Zealand. ■

Judges' comments

Leading on a topic he is clearly passionate about, and which is not his day job, is an inspiration and should serve as a reflection for us all. Grant had a clear strategy supported by multiple approaches to reach colleagues (and their families) across Spark. The impact, particularly on organisational culture, is one many other businesses should take note of. With energy, focus and dedication we can create positive change, even if at times we feel powerless; one individual really can make a transformational difference to the lives of many others.

Grant has led from the ground up. It's clear that from his own initiative he has had an outstanding impact on his organisation. Grant has worked extremely hard and ambitiously, contributing to an improved environment for colleagues and the wider community.

Highly Commended

- Helen Matthews
Ogilvy UK
- Vanessa Sallows
Legal & General

Shortlisted

- Dr Shaun Davis
Royal Mail Group
- Debbie Mawer
Claims Consortium Group
- Vanessa Sallows
Legal & General

Best New Workplace Approach to Mental Health

Winner

Mindful Business Charter, Pinsent Masons LLP

This award is given to a workplace that has recognised the importance of resolving mental health at work, and taken steps in the last 12 months to improve the mental health and wellbeing of its employees

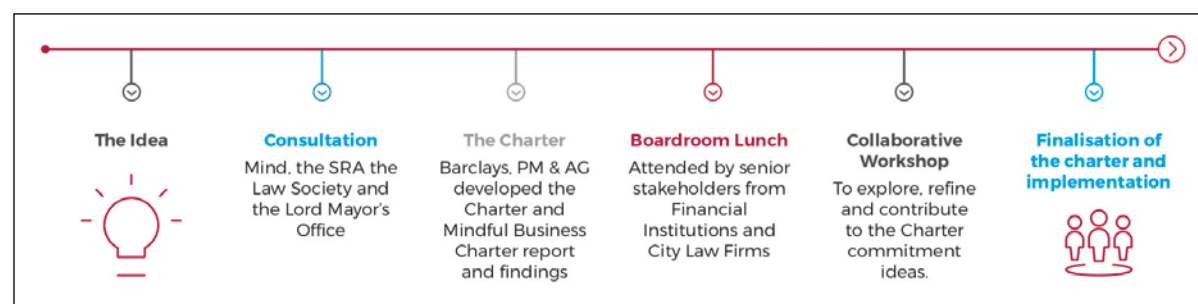
Multinational law firm Pinsent Masons knows that working within the legal sector can be stressful. Advances in technology and increasingly high expectations of a faster turnaround time mean that stress is on the rise amongst staff. There is also the demand for 24/7 availability, so workplace worries are often taken home.

The purpose of the mental health strategy developed by Pinsent Masons was to build a company-wide strategy to reduce the stigma surrounding mental health-related issues in the workplace. Developed in collaboration with Barclays and Addleshaw Goddard, the resulting Mindful Business Charter (MBC) was constructed from a series of commonsense principles aimed at changing the way staff thought about – and carried out – work. By identifying and tackling the root causes of stress, the

charter could promote wellbeing, aiming to re-establish some of the boundaries between personal and professional lives.

Building the charter's initial strategy involved engaging external stakeholders and developing shared thinking. A Code of Conduct was introduced, centering on openness and respect, with a high regard for employee welfare. Examples included being mindful about not disturbing staff with work calls on days off, avoiding instances of overwhelm during busy times, and having a general respect for rest periods.

There is now an established culture of wellbeing within the company. Changes to the issues surrounding mental health don't happen overnight, but the charter has sent a clear message that there is no taboo against talking about it.



The charter was developed in a collaborative way, in order to make it flexible enough to be deployed across a wide range of professional and financial services, not just commercial banks and legal advisers

Achievements

Since launching in January 2019, the MBC has seen colleagues working hard to keep communicating with teams, and a panel event in July 2019 saw the launch of the code of conduct. This has included a quarterly feedback survey, less-formal channels of feedback, and a series of Speak Your Mind sessions.

Feedback comments have cited many positive changes that have taken place since the launch of the MBC. Respondents suggest that staff remain very responsive to client needs, but senior employees now seem more willing to find out whether deadlines are really necessary. In the first year, the number of respondents who agreed or strongly agreed with the idea of being able to work flexibly had increased. Along with this, they noted annual leave days being respected, and being mindful of people's time when setting up meetings and calls.

Discussions around the MBC have given rise to constructive conversations about team culture. It is now understood that the purpose of the charter is to address the feeling of lack of control that can challenge staff wellbeing, in addition to encouraging open conversations about stressful issues such as deadlines and targets.

That said, the charter also recognises that people should feel free to work long hours should the need arise. The charter has also launched in Hong Kong and Singapore and more roll-outs are planned. ■

Judges' comments

There has been an important acknowledgement and focus on the mental health as a result of work in this sector. The code of conduct developed with junior lawyers makes this entry a worthy winner, with its targeted approach in a very high-pressure environment. Well done!

The charter shows an outstanding approach towards listening to junior lawyers and then acting upon it, leading to outstanding results. Among the many great outcomes, what is particularly impressive is the percentage increase in employees feeling they can take time off when they are actually away from work.

This charter is simple and impactful. It shows clearly what people in the organisation need to do to develop a workplace culture that supports good mental wellbeing.

Shortlisted

→ CET's #Let's Talk Campaign
CET

→ Growing mental health awareness at SGN
SGN

→ It was our time to change...

The General Dental Council

→ Southeastern Railway
Southeastern Railway

→ Wellbeing Programme
Freshfields Bruckhaus Deringer LLP

Mental Health Campaign of the Year

Winner

Not a Red Card Campaign, Legal & General

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

Legal & General has long been in the business of protecting employees, a company's most valuable asset. Mental health and wellbeing is the leading cause of long-term absences from work. As a longstanding advocate for addressing such issues in the workplace, Legal & General leads the way in addressing and de-stigmatising mental health issues, both in the workplace and wider life.

Since 2017, Legal & General has campaigned to bring mental health issues to the forefront of the national conversation surrounding wellbeing in the workplace. Its prestigious Not a Red Card campaign helps create environments that prioritise employee wellbeing.

The campaign initially used sport to raise awareness and encourage businesses to talk about the issues surrounding mental health at work, with famous sporting personalities helping create an impact within the business community.

In 2018, the Not a Red Card Awards launched to celebrate businesses who demonstrated best practice in terms of protecting their team's mental health. As part of the Not a Red Card campaign, the company developed a dedicated microsite housing mental health and wellbeing resources aligned to a series of core



Not a Red Card event

standards written into the Stevenson and Farmer *Thriving at Work* report (an independent mental health manifesto drawn up in 2017). Other expert partners included Mind, Mental Health First Aid England and Health Assured.

2019 saw the launch of a drive to provide managers with the tools needed to help employees, built on a range of articles and videos available at L&G's online resource hub. In the same year a documentary series aired, featuring former world champion boxer Ricky Hatton, in which he met Rhondda Housing Association, a

previous winner of the Not a Red Card Award for its mental health initiatives.

The campaign continues to support employers to reduce the impact from long-term absence costs, and to improve mental wellbeing policies to create better working environments for employees.

Achievements

An annual forum brings together business leaders, employers and mental health advocates, sharing inspiring stories from high-profile speakers to raise awareness, and providing employers with key insights that they can carry forward into their own organisations. The finale is the Not a Red Card Awards ceremony, which encourages businesses to keep mental health on the agenda, while showing others what they can do to improve their own workplace wellbeing strategy.

Since the campaign began, it has reached more than 10 million people and achieved more than 200 pieces of press coverage, including in national and trade publications. A microsite has had 55,000 views, the most visited pages being a resource hub that provides employers with key insights on how to embed wellbeing strategies into their organisation.

The impact of efforts is reflected in a 2019 post-event survey, in which 81% of attendants rated the event as excellent and 19% rated it as good. All those who completed the survey intend to implement their learnings in the workplace. ■

Judges' comments

It's hugely important that an insurer is taking the initiative to focus on mental wellbeing as a core part of their strategic offering. Only by changing how employers think about mental health will we see a difference in how people are treated and supported.

I think the focus on sport and male sports stars is excellent – to engage men who would otherwise not engage, when we know males are the forgotten victims.

I like how the narrative is being flipped here: the celebration of best practice is a great positive angle for other businesses to aspire to.

Highly Commended

→ Magnox Target Zero Campaign – Mental Health and Wellbeing
Magnox

Shortlisted

→ L'Oreal #beatthestigma
L'Oreal UK&I

→ Mental Health Campaign
Claims Consortium Group

Mental Health Consultancy Award

Winner
DOCIA sport

This category recognises a team or body who make it their focus to raise awareness of duty of care in the workplace, often using personal or first-hand experience as a benchmark



DOCIA sport stands for 'Duty of Care in Action sport' and is an initiative set up to offer advice, support and guidance on all aspects of duty of care in the sport sector. DOCIA sport teams up with clients to identify troublespots and build on strengths within organisations. Administrators, coaches and students work together in order to address mental health in sport, and facilitate growth and development.

This dynamic initiative was the brainchild of Leadership coach and former CEO of the British Athletes Commission (BAC) Ian Braid, who founded it having come close to burnout himself in his ruthlessly busy role. Working regular ten-hour days, picking up the phone at weekends and being permanently on call to high-profile athletes

and executives – gave him little time for mental wellbeing. Ian eventually chose to leave his BAC job because of his health, but had soon set about creating a new working initiative with mental wellbeing at the core of the ethos.

DOCIA sport now offers advice, support and guidance on all aspects of duty of care to the sport sector. Ian delivers keynote speeches and lectures, and is called on to review the effectiveness of relevant policies and processes for business in the sector, and run workshops on duty of care, focusing on wellbeing, self-awareness and ownership. He's also a Mental Health First Aid instructor and has worked with MFHA England to create a bespoke course for sport, using case studies from various jobholders to demonstrate experience.

Achievements

The DOCIA sport's mantra is 'Who is looking after the people looking after the people?', and several case studies perfectly illustrate the benefits of the campaign, as well as Ian's involvement.

As a result of his work on the Duty of Care in Sport review led by Baroness Tanni Grey-Thompson, Ian was approached by Professor Andy Smith, Professor of Sport and Physical Activity at Edge Hill University, to help create the first ever survey of duty of care to the UK workforce in sport. The survey initiated responses from coaches, officials and administrators, and has been supported and promoted by the Sport and Recreation Alliance and the charity Mind.

As a result of the survey, Ian has helped UK Coaching deliver workshops and presentations that have led to initiatives to seek better advice, support and guidance for coaches at all levels, especially with regard to their mental health.

Ian has been recognised for his work by being made an inaugural member of the InsideOut Leaderboard for challenging the stigma of poor mental health, and is also a Fellow of the Mental Health Collective. He has been asked to sit on the Legacy Committee of the Rugby League World Cup as the programme focuses on mental health. Ian recognises that the renewed sense of purpose brought about by his initiatives has contributed significantly to his own continued wellbeing. ■

Judges' comments

A combination of personal experience and passion, research skills and a solid academic partnership make this case study a compelling one.

The entrant is innovative and pioneering, and totally understands his market.

There is a clear purpose, design and approach to driving innovation in this space.

Shortlisted

→ Business Mental Wellbeing
Business Mental Wellbeing

→ Oakwood Training
Oakwood Training

→ Softer Success
Softer Success

Best Targeted Mental Health Initiative

Winner

**Connecting with People Training,
CPSL Mind**

This category recognises a special incentive brought about for a group of employees working in a specific industry, or a specialist initiative to solve a particular challenge

Cambridgeshire Peterborough and South Lincolnshire Mind (CPSL Mind) was already leading the award-winning 'STOP Suicide' awareness campaign, an initiative that empowers individuals to speak openly about suicide. With support from Public Health, CPSL Mind then delivered 'Connecting with People', a suicide mitigation training scheme provided by 4Mental Health for local primary care and GP teams.

Suicidal thoughts occur in one in five people, and self-harm rates are increasing. Suicide is the biggest killer of men under 49 and women under 35. GPs are often the first port of call for those struggling with suicidal thoughts, but doctors are often pressed for time and may lack confidence in dealing with the issues surrounding the topic. As many as 70% of those who die by suicide are not seen by specialist mental health services in the year before their death, but they do visit their GP.

Mitigation training is designed to equip GPs with the knowledge and tools to help. It's delivered in two modules, completed together or separately according to a practice's needs.

It provides an understanding of suicidal thinking, an evidence-informed clinical



Connecting with People training, co-delivered with a local GP

tool to enable better patient assessment, the knowledge and confidence to support patients compassionately, and the ability to co-produce a safety plan with a patient.

The project strategy involved engaging key GP leaders, establishing training modules for GPs and harnessing GPs' own peer groups in order to develop GP champions for the training. The next phase involved embedding Connecting with People into mental health services, with the aim of extending the initiative into community care.

Achievements

Connecting with People – delivered by 4Mental Health – uses the SAFETool Assessment framework, which embeds training into practice, offers reminders of available options, and includes a Safety Plan template. The system-wide approach facilitates a consistent, compassionate, person-centred ethos, alongside 4Mental Health's SAFETool assessment framework, which supports GPs in assessing, documenting, referring and safety planning for every patient.

SAFETool guides a practitioner through the process of identifying and evaluating a person's experiences, history, risk factors and details of their suicidal thoughts, in order to design a person-centred intervention to mitigate the risk of suicide.

GPs are time-restricted, so the scheme uses various approaches, delivering directly to practices and health networks and presenting at a Regional Royal College of GPs event. It has gone from strength to strength in the 18 months since its inception, to more than 200 GPs and 250 Primary Care staff across the county.

Training has been transformational, not only for patients, but also for professionals. GPs reported relief in having a toolkit to understand patients' suicidal thoughts; pride in the knowledge that managing suicidal patients is no longer the preserve of specialists; and clarity on which patients need an immediate specialist approach. ■

Judges' comments

With the statistics you have presented, we can see how important it is to target suicide in a campaign. Great to see that you have noticed an area that needs improving and focused your campaign on this. Also great to see some fantastic results, particularly regarding GP professionals' improved knowledge and confidence through this training.

Fantastic – a much-needed scheme, well thought through and implemented, and a very worthwhile aim. The fact that it was so popular with GPs illustrates just how vital this is, and how well done it was. Well done.

Highly Commended

→ Financial Wellbeing
Direct Line Group

Shortlisted

→ bmJV Wellbeing Rooms
bmJV

→ Mental Health Awareness
for Managers
Sainsbury's

→ Shipping & Maritime
Supported by Shell Health
Shell Shipping & Maritime

Product Impact Award

Winner
Unmind

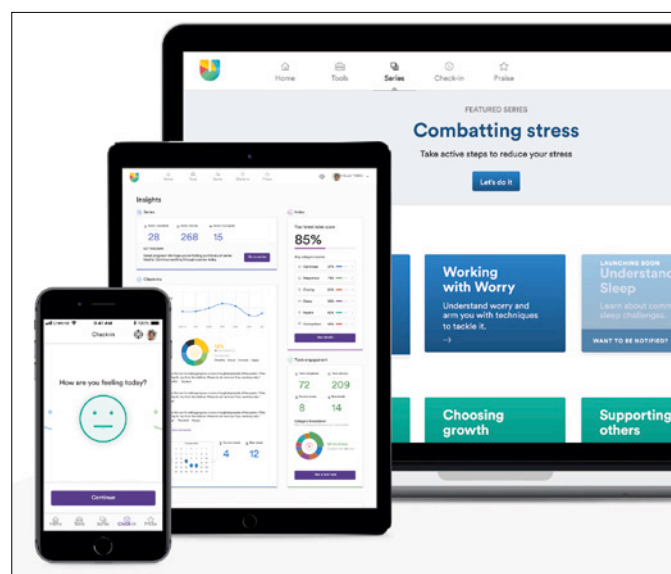
This category recognises a product that allows businesses to facilitate better mental health in the workplace, by introducing a system of tools and skills that enable staff to measure mental wellbeing

Unmind is a workplace mental health platform that empowers employees to measure and manage their mental wellbeing through scientifically backed tools and training. The digital platform offers aggregated, anonymous data, enabling organisations to make informed decisions on their mental health strategies.

Interactive courses tackle such issues as improving sleep, nurturing relationships, reducing stress and managing anxiety. Clinically backed in-the-moment exercises help boost everyday wellbeing, from mindfulness meditations to cognitive behavioural therapy metaphors, and from sleep melodies to storytelling. There are also yoga sessions, healthy recipes and tools to help users live more mindfully.

It was important to create an accessible tool that could be used in the office, on-site or at home, from any device. Feedback indicates 76% of employees who use it feel in a better position to support the mental health and wellbeing of those around them. The platform allows users to assess their mental wellbeing via a variety of methods, from standardised questionnaires to everyday mood diaries. This helps reduce stigma and ambiguity, while also providing actionable insights and personalised tips.

The platform works with top clinicians,



Unmind's mental health platform

academics and authors, combining the latest research from positive psychology, cognitive behavioural therapy, neuroscience and mindfulness. Iconic brands aligned with the scheme include ASOS, Centrica, British Airways, Gymshark, JustEat, Landsec, the John Lewis Partnership and William Hill.

Achievements

Employees who use Unmind report being empowered to track, assess and understand their wellbeing and how it changes over time. Leaders are able to

make more informed decisions, with 88% experiencing an improvement in mental wellbeing, work or relationships, and 92% reporting higher confidence, awareness and understanding of mental health.

One case study cites Gymshark, a fitness apparel company that began working with Unmind to proactively improve employees' mental wellbeing. Workloads fluctuate in the fashion industry, and Gymshark wanted to build resilience around managing changeable schedules, teaching employees how to effectively manage stress.

Unmind's flexible platform perfectly suited this requirement. Gymshark needed to find a credible way of measuring stress and Unmind fitted the profile, being scientifically backed with evidence-based content from the latest research in cognitive behavioural therapy, positive psychology, neuroscience, mindfulness and more. In the first nine months, Unmind saw a 60% sign-up rate, with 87% of users rating the series as 'good' or 'excellent'.

Another company, real estate organisation Landsec, began working with Unmind in 2018, looking for a proactive approach to mental health to complement its existing wellbeing programme. Unmind's flexible app and online formats were the perfect solution, making wellness tracking available across the country at any time. The platform provided Landsec with the data needed to identify focus areas across three aspects of wellness – financial, physical and emotional – as well as being a catalyst for open talks about the topic. ■

Judges' comments

The Gymshark case study is really impressive – a simple model, well resourced with leading experts, impressive take-up rates and feedback. Very comprehensive overall. The Landsec case study is a tricky sector; great process was shown here, clearly needed. The impact you have had is impressive, hitting the spot with a catalyst for openly talking.

Really good evidence of another impactful excursion for Unmind. It obviously had an impact on complementing the existing process at Landsec. There is a great video blog on Gymshark and the success of Unmind in this business: a 60% take-up is good.

Highly Commended

→ StayingSafe.net
4 Mental Health

→ Mixed Mental Arts
Tough Cookie

Shortlisted

→ i-act for positive mental health and wellbeing
i-act for positive mental health and wellbeing

→ Intelligent Mental Wellbeing
People Matter

→ Mental Health First Aid England
Mental Health First Aid (MHFA) England

HR/Wellbeing Team of the Year

Winner

**Health & Safety Team, National Grid,
Grain LNG**

This category recognises a team in the workplace that has had a positive impact across their staff. Large or small, the team should demonstrate that they have been crucial in driving mental health initiatives

Grain LNG did not always include mental health as a core value for staff. The diverse workplace consists of an array of engineering and support services. The business itself imports and stores Liquefied Natural Gas (LNG) and its employers have a range of skills and backgrounds, with a large proportion of them male and working in manual or technical roles.

Then National Grid signed the 'Time to Change' pledge and all that changed. Grain LNG seized the opportunity to go beyond the corporate programme to create its own tailored approach, putting mental health at the heart of the business. Initially the focus was on safety, but as it evolved, the programme incorporated wellbeing as a key factor.

The 11-strong Health and Safety team at Grain LNG was the driving force behind the scheme, overseeing all aspects of health and safety on the potentially hazardous work site, including behavioural, occupational and environmental factors.

The strategy's aim was to 'recognise the importance of a healthy workforce', with caring and value-led attitudes to work becoming embedded into best working practices. In fact, the team partners with the business to ensure best practice is



'Five Ways to Wellbeing' provides structure for targeted, SMART (Specific, Measureable, Relevant and Timed) activities

observed, and that the right structures, guidelines and training are all in place.

The aim was streamed into strategic priorities, each aligned to the Five Ways to Wellbeing, and each priority having an innovative range of activities to support it. With mental health established as vital to the business, it is now easier for the team to advocate change.

Achievements

The team and Wellbeing Champion are now a core, specialist part of the company, helping to integrate mental wellbeing across the business – whether that's

through Key Performance Indicators, hardwiring mental health into business performance metrics, or proactively creating and organising mental health wellbeing events. Mental wellbeing is now on everyone's agenda.

They ensure the implementation and continuous improvement of mental wellbeing on-site, listening to feedback and acting on ideas. Most importantly, the focus is to embed wellbeing using a strategic approach, underpinned by action on the ground.

More than 88% of employees have received some sort of mental health training, including mental health for line managers, and suicide prevention awareness. Grain has also created its own mental health training working with Enact, which uses actors to bring situations to life.

Mental health experts give talks on site, and looking after the local community is also important: staff are actively encouraged to attend at least one community day a year.

Grain LNG recently achieved 1,700 days without a Lost Time Injury (LTI) for which it won a prestigious National Grid award, and the Wellbeing Champion is a regular invitee to local and national forums.

Underpinned by an ongoing culture of learning, and proactive engagement with colleagues, the team often finds itself 'pushing at an open door' when it makes suggestions for improvement. ■

Judges' comments

■ This company has obviously worked hard to galvanise a core team of health and safety professionals who wanted to make mental health one of their strategic priorities. A worthy winner!

■ This is a good entry but I would have loved to have got more of an insight into the team itself.

Shortlisted

- Avis Budget Group
**Avis Budget Group
HR Department**
- Ogilvy UK Thrive Team
Ogilvy UK
- The Walt Disney Company
The Walt Disney Company

Employee Network of the Year

Winner Mental Health Champions, Fidelity International

This category looks to identify a workplace that has established a successful peer network of champions and advocates: a team of workers who commit to supporting colleagues in addition to their day job

Fidelity International offers investment solutions and retirement expertise to institutions, individuals and their advisers around the world. Prior to the formation of their Mental Health Champions (MHC) group, the company didn't talk much about mental health. Despite having great psychological support benefits, the uptake was low and employees weren't aware of the support available to them, until sometimes it got to a point where intervention was not just needed but essential.

In 2016, Fidelity's D&I network celebrated world Mental Health Day by hosting a talk with boxing legend Frank Bruno about wellbeing issues. A call went out for volunteers to take part in a mental health focus group to understand what the current company policy might be, and what people thought could be done better.

Valuable and concerning insights were gleaned: respondents reported they did not feel comfortable to openly talk about mental health, and many weren't aware of the help that was available if they did speak out. This feedback was used to create Fidelity's first mental health action plan,



which focus group participants volunteered to work together to implement.

Despite having no budget and having to use individual contacts within the business to lobby senior leaders and fund initiatives, Mental Health Champions was formed. The team consists of volunteers from all areas and levels of the business. They all have experience of mental health issues, on a personal basis or through family and friends. Some are trained counsellors, some are just passionate about making Fidelity a great place to work.

Achievements

The Mental Health Champions at Fidelity have introduced a series of wellbeing initiatives company-wide, from joke competitions and Easter egg hunts, to desk drops of chocolate bars and fortune cookies, book giveaways, photo competitions and yoga classes. Expanding from the UK to Ireland, India and beyond, this passionate group of employees has introduced expert-led webinars with celebrity speakers, green ribbon and green cupcake days, and shared personal stories of mental health. The team work tirelessly to build an inclusive workplace culture, where employees feel comfortable talking about mental health without fear, and in the knowledge that they will be supported if they do.

They have received recognition for their achievements from the company's CEO and a variety of the most senior leaders in the organisation, and their efforts mean they are often cited as an example of best mental wellbeing practice.

At the end of 2018, the team entered the Mind Workplace Wellbeing Index for the first time and achieved a Silver Award. Proud moments include an employee in India who read MHC's Suicide Prevention Day blog and took action to safeguard his own health. Another example from closer to home involved an MHC team member having a conversation with a colleague that turned into a chat about personal mental health needs. In both cases it is likely that lives have been saved. ■

Judges' comments

There is real passion in this entry, and passion achieves lots, including the ability to find alternative ways of raising funds where there is no initial budget. This initiative shows the desire to improve employee engagement, which is important if this is to continue to impact positively.

Such good progress has been made from where you began, and would be even better if you could encourage people who don't have experience of mental health issues to join the team.

This made me smile to read. I love the mention of laughter and of saving lives and of so much effort going into all those little things people will remember. Not having a budget initially is hard but you've partnered with others to enable you to achieve.

Highly Commended

→ HPC Mental Health Buddies Network
EDF (Hinkley Point C)

Shortlisted

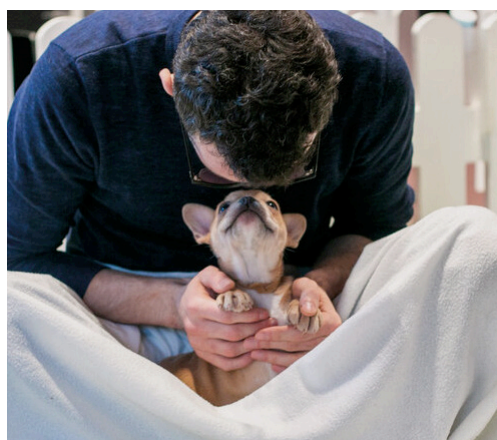
- Bank of England Mental Health Network
Bank of England
- Bloomberg Abilities Community & MHFA
Bloomberg LP
- dh Thrive
dunnhumby
- PepsiCo Healthy Living Champion Network
PepsiCo

Best Mental Health in the Workplace Strategy:

SME

Winner**Nature and Nurture, The First Mile**

This award recognises a workplace with fewer than 750 employees that has implemented an exceptional mental health strategy, demonstrating how a small organisation can use outside resources to foster wellbeing



Puppy days proved hugely popular

Leading waste and recycling company First Mile set out in 2004 on a mission to revolutionise waste and recycling for businesses. Along the way they've pioneered some clever tech to help deliver a hassle-free, reliable service that is good for customers and the planet too. They've also invested heavily in supporting their people's mental wellbeing, training first aiders and bringing in initiatives to help foster an awareness of mental health in the workplace.

The First Mile was always a fun place to work, with most staff reporting to be generally happy and culture surveys achieving 7/10 on the whole. That said, with a growth rate of 25% year on year, it is also a busy place to work, and investment was



Walking and talking in the country with the CEO

needed if staff were to feel happier as a whole.

The two main components of a new mental health initiative were education and experiences. With education, experts were brought in to hold sessions in recognition of the sensitivity and complexity of the subject matter. For the experiences part, the company looked at several articles to understand what they could and should be doing to help the team reset its awareness of wellbeing.

Four mental health first aiders of varying ethnicity, gender and background received training to provide support to the company. A psychologist held a session with every employee on the subject of mental health,

and also trained every manager on how best to recognise when one of the team was experiencing challenges.

Achievements

First Mile continues to be a fun place to work, with the added bonus of many happy initiatives. Staff can attend walks in the country with the CEO and a slap-up pub lunch, getting them active in nature and giving them the opportunity to talk outside of the work environment. A puppy day allowed employees to book in for 25 minutes of cuddle-time with a pooch – sessions sold out within ten minutes. The company holds monthly walking and talking lunches around a local park, regular crafting sessions, litter-picks in the park, mindful colouring sessions, advice on mood food, and optional sessions held by a psychologist on dealing with anxiety, which are fully booked every time.

Since starting its mental health initiative, The First Mile has seen more than 219 attendances to various sessions, representing an average of more than two sessions per person. Of the 10 measures brought in to help raise general wellbeing in the workplace, seven outcomes are reported as improved, and three remain the same.

The company recognises that a healthy, happy team is a productive and engaged team. Investing in the team's wellbeing has produced amazing results, proving that looking after people is not only the right thing to do, but essential for the business. ■

Judges' comments

Good submission – very impressed with the range of activities you have introduced within your business to improve knowledge of mental health among staff whilst implementing a number of measures which will hopefully reduce the prevalence of mental illness among your staff. Recognition of the role managers play in the mental health of their staff is vital and your work with the psychologist is hugely positive. Hugely impressed with the range of activities introduced to both raise awareness and recognise signs of mental illness, while also promoting preventative measures such as exercise and highlighting benefits of a healthy diet.

It's good to see evidence of the difference your interventions have made. These are impressive results that are measured externally (Glassdoor) as well as internally. You should be proud of the impact on lessening absence.

Shortlisted

→ Mental Health Awareness
Claims Consortium
Group

→ Making a difference
'on the ground' - everyday
Grain LNG

→ OMD UK Best Mental
Health Strategy
OMD UK

Best Mental Health in the Workplace Strategy:

LARGE COMPANY

Winner
Royal Mail Group

This award recognises a workplace with more than 750 employees that has implemented an exceptional mental health strategy, demonstrating an inclusive, preventive and supportive approach to wellbeing

One in 194 jobs in the UK is provided by Royal Mail Group (RMG), and the company understands that protecting and improving the health of its workforce not only improves its people and business metrics, but delivers economic and social benefit to the communities it serves. The company employs 142,000 people, and they are the biggest asset; the aim was to ensure that everyone in the company felt responsible for making sure employees went home safe and well every day.

In 2017, RMG launched the five-year mental health strategy 'Because Healthy Minds Matter' e-learning course, combining group-wide programmes and local activity to support healthy minds with a number of clear objectives: to increase awareness of mental health and reduce the stigma that surrounds it; to ensure colleagues knew where to go in a crisis; and to create signposts for tools and support.

The approach was very much one of partnership and external benchmarking, and the team worked with Business In The Community (BITC) alongside external stakeholders and the unions, to develop the tools and resources for employees. The initiative involved designing a video, z-cards and posters, as well as the launch of Health and Wellbeing ambassadors. HR support teams were upskilled and the



RMG's 'Because Healthy Minds Matter' e-learning course has been made available to 130,000 front-line staff to make sure they know where to go in a crisis

company worked with unions to deploy joint messaging to promote listening and signposting. Mental health campaigns were featured in internal worktime briefing sessions, in the employee magazine and on internal TV screens in all units.

Achievements

RMG is now well equipped to steer its strategy of mental health awareness

through the company. Membership of its Feeling First Class health and wellbeing website, used by employees and their families, has increased from 20,000 to 54,000. RMG has seen an increase in calls to the First Class Support employee assistance helpline of around 100 a month, as employees become more willing to talk about mental health.

The new Because Healthy Minds Matter e-learning course is included in manager induction days, and has been adapted and made available to 130,000 front-line colleagues via a Feeling First Class portal.

A First Class Mental Health toolkit is available on the company intranet as part of the health and wellbeing programme of the same name. It offers support across a number of health topics, including employee assistance, fitness, health, lifestyle and finance.

More than 1,800 managers have attended mental health First Aid training, and all mental health ambassadors are now combined mental and physical health and wellbeing ambassadors.

In 2020, RMG included a mental health question in its annual employee survey, which in its first year scored positively, and allows managers to assess local results. The company is frequently asked its opinion about such issues, and gives talks on its mental health initiatives. It has given interviews to BITC and the Institute of Occupational Safety and Health (IOSH), and always enjoys sharing its story. ■

Judges comments

The focus on management training and the high percentage of managers trained provides a strong foundation impacting behaviours and company-wide culture, while embedding training into onboarding processes demonstrates commitment to sustainability. Data here suggest increasing levels of engagement and use of support services. Some tracking on knowledge, attitudes and behaviours would be a good next step to help to demonstrate the full impact of this excellent programme.

A great success story in delivering external advice as to how the RMG has built their MH awareness strategy. Placing this as a five-year plan is wise as that's how long it takes in most organisations, let alone one with a reach of 142,000 employees.

Highly Commended

→ Making Mental Health
Key to our Wellbeing
Strategy
Brakes

Shortlisted

→ Accenture UK 2020
Mental Health Strategy
Accenture

→ Bank of England Mental
Health in the Workplace
Bank of England

→ Best Mental Health in
the Workplace strategy
Direct Line Group

→ Making the Connection
Skanska UK

→ PepsiCo
PepsiCo

Founders' Choice Award

OUTSTANDING SERVICE TO MENTAL HEALTH

Miles Kean, Executive Director, Entrepreneurs Division, Coutts



We must never let people lose hope. There is always a solution to be found

It is truly both humbling and an honour to be to be chosen for the This Can Happen Founders' Choice Award. Tackling mental health is very much a team game. The progress we have made to date has been down to real desire to change and great teamwork and collaboration across many areas, spanning the entire breadth of our organisation and beyond.

It is a journey that is never complete and constantly changing, which is so evident this year in what has perhaps become the most challenging time ever for us all. We must always be looking forward on behalf of our people to find ways to keep improving our approach to this agenda.

There are so many ingredients to mix together to have the best chance of success. Most important is the tone set from the top of an organisation, educating and supporting line managers and getting people passionate about mental health promotion to lead the change. Line managers themselves are often the most vulnerable, so helping them with their own resilience is key, so that they can in turn support their own teams.

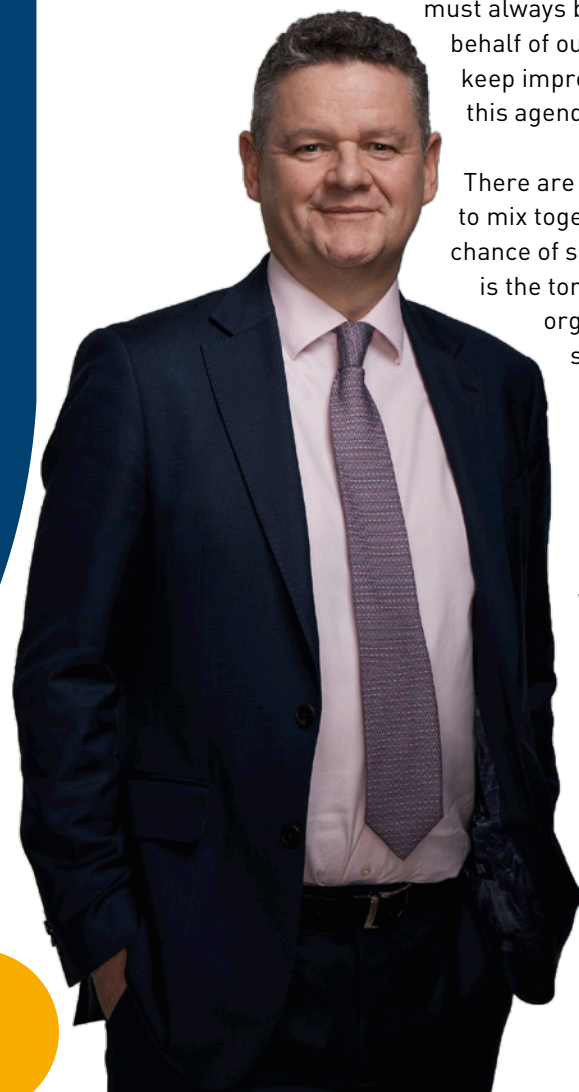
Without doubt, one of the most impactful actions workplaces can take is to encourage their

people to come forward and talk about their own mental health journeys. Stories are incredibly powerful, break down barriers and help normalise mental health as an everyday conversation. With nine in ten of us somehow touched by mental issues, the subject should be normal to talk about, rather than locking it away in fear. This said, we must have support in place for when people do reach out. All organisations have a duty to their people to do this. There are many charities with wonderful free resources and some excellent providers in the marketplace.

What has inspired me over time is people's capacity to recover from some of most dire situations and circumstances you can imagine and get back to leading fulfilling and productive lives. We must never let people lose hope. There is always a solution somewhere to be found and there is so much support and resource out there, so it is our absolute duty to ensure we don't leave anyone behind. It often takes time, but with the right approach, support and encouragement everyone can get better. It has been amazing to witness such turnarounds in people.

My driving passion is to ensure that there is always someone in every organisation that people can reach out to for help and to point them in the right direction. There are still too many lives lost to poor mental health that don't need to be and talking is the first step people need to take.

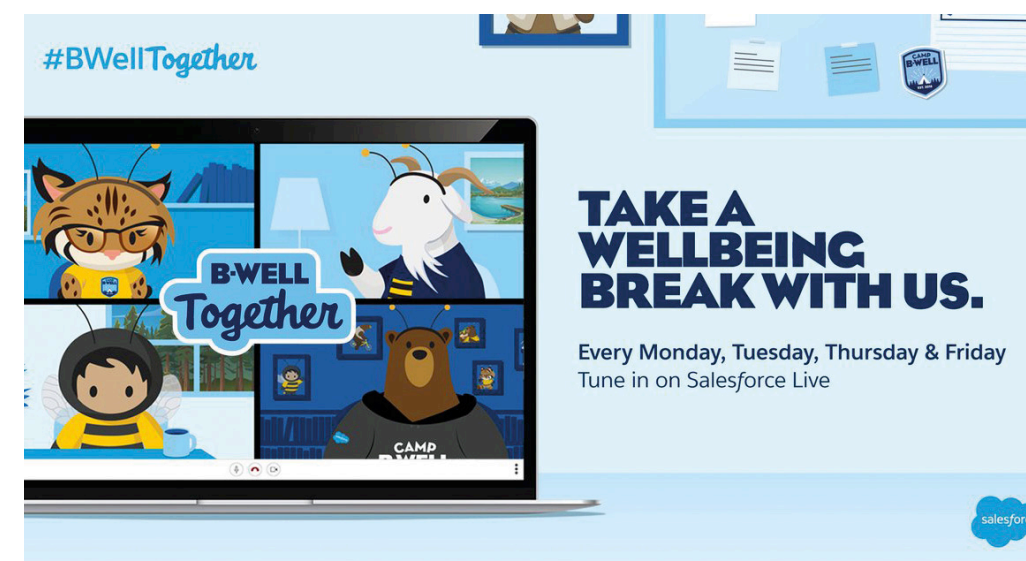
There is no real downside for workplaces to supporting staff with their mental health, and with the right approach everybody wins! ■



Mental Health UK Special COVID-19 Recognition

Winner Salesforce

This special award recognises an organisation that has been identified as 'going beyond the call of duty' since the onset of the UK lockdown in March 2020



Prior to the UK lockdown in early 2020, international CRM team Salesforce had already been considering the physical and emotional needs of its staff, looking into the wellbeing of its employees and their families and friends. Leaders had introduced activities such as meditation and conscious planning, bringing wellness into everyday working life.

By the time the Covid-19 crisis hit then, the organisation was already in a strong position in terms of taking care of its workforce. Through Salesforce Care, the company shared a wide range of advice and solutions not just from its own resources but the whole of its business network. Via the B-Well Together initiative, an online scheme became available to employees,

customers, partners and families, offering resources surrounding mental health from various wellbeing experts.

In addition, small businesses have been offered £600,000 in grants to help ease the pressures the pandemic has caused, plus a free 90-day workplace solution package involving safeguarding employee and customer health, managing health-related interactions, and workplace planning to boost healthcare responsiveness.

Salesforce also actively supports several initiatives (#GivingTuesdayNow and the Equality Group Matching Challenge), that allow staff to provide support to marginalised groups in their community affected by Covid-19. ■



Salesforce has considered its role as the alternative front line, embracing the role it can play in alleviating stress and burden for businesses, their employees and leaders



This Can Happen Grand Prix Winner 2020



This year the award goes to a workplace that has devised and produced a mental health strategy going above and beyond the realms of mental health care. The initiative demonstrated an inclusive, preventive and supportive approach to wellbeing

When Royal Mail Group (RMG) launched its 'Because Healthy Minds Matter' e-learning course, it had several objectives, chiefly increasing awareness of mental health and decreasing the stigma that surrounds it. Societal challenges that impact mental health are reflected in RMG's varied workforce, who face physically demanding jobs in a world where technology moves fast. Recognising the benefits of caring for its community, the company felt it had a responsibility to make sure every staff member went home safe and well every day.

The variety of steps taken reflects RMG's commitment to its principles, from the videos, films, z-cards and posters created, to the creation of health and wellbeing ambassadors and the extensive training for HR support teams.

Achievements

The effects have been far-reaching and favourable. RMG's mental health awareness strategies are widely used throughout its workforce. A special film titled Everyday People – made in collaboration with Action for Children, Mind and Mental Health UK – has been viewed 85,000 times. Team members are regularly called to speak out at trade events, sharing the Royal Mail mental health story and its Because Healthy Minds Matter strategy with the wider world. ■

Judges' comments

Excellent video, one of the best I've seen. A simple and clear strategy with lots of initiatives to reach employees.

Great to see mental health featured in the survey this year. This initiative shows great partnerships with charity as well as support for children in schools.

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Entries for This Can Happen Awards 2021 will open in January. If you are interested in entering and need some help in deciding which categories you are eligible for please email us at awards@tchevents.com and we will be able to assist you.

Good luck!

thiscanhappenawards.com