

# 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.