

#thiscanhappen

**THIS CAN**  
**AWARDS**

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# **The Winners' Book**

**Thursday 24 June 2021**

**CELEBRATING EXCELLENCE  
IN WORKPLACE MENTAL HEALTH**

ALLEN & OVERY

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# Welcome

## Congratulations to all the finalists & winners

It is with immense pride that we present the 2021 winners of This Can Happen Awards in association with Allen & Overy.

We were delighted to receive so many entries from a vast array of organisations. Not only does this make the judging varied but it demonstrates how workplaces, whether large, small, local or international, are proud to share the work they are doing to improve mental health. Obviously the pandemic has been a wake-up call for many organisations to implement internal programmes. This year's winners allow us all to learn how organisations have adapted to support their colleagues, and offer the chance to celebrate best-in-class winners.

As always, we hope you will be inspired by our winners and their case studies. Please share them with whoever you feel will benefit from reading them. We hope your organisation will benefit too.

Finally, we would like to thank Toni Graves and Allen & Overy for their ongoing support, our 2021 entrants and our judges for 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



Chairing the judging for the 2021 This Can Happen Awards has been an exciting and fulfilling task. With a record number of entries and 86 of these being shortlisted, the judges worked very hard and made time to discuss each and every entry. This may sound like an arduous task. However, the entries we received delighted and enthused us, since the quality of the work and case studies demonstrated the excellence we are all seeking in workplace mental health.

This year's categories took into account the pandemic and how organisations have risen to the challenges of supporting colleagues and customers alike, adapting their strategies to support an often remote workforce. Some of the entries demonstrated how adverse situations can bring out the best in people and the lengths they will go to, to support others. In difficult times we have all witnessed how mental health is rising up the corporate agenda and the shortlist demonstrates how well organisations are rising to the challenge.

I also want to congratulate our Grand Prix winner Riders Minds, which was only established in 2019 by 5\* Event rider Matt Wright and his wife Victoria. Their entry stood out in terms of comments from the judges and how it answered the brief. Riders Minds has broken new ground in an area where there was nothing before.

What most of the judges were unaware of when the entry was shortlisted and judged, was that in February this year Matt took his own life after battling with his own mental health. Awarding the Grand Prix to Riders Minds on the merits of its entry alone shows a strong legacy for Matt's family and friends and the horse-riding community.

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.

ASIA • EUROPE  
NORTH AMERICA



## FRIENDS PROGRAMME

### EMPOWERING WORKPLACE MENTAL HEALTH

This Can Happen is an invaluable 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.

We offer a 12 month rolling programme of benefits and services to complement the work you are doing to ensure positive mental health for all your employees, no matter where they are based.

### THIS CAN HAPPEN FOUR PILLARS

- Annual Conference
- Awards
- Webinars
- The Retreat
- Curated in-house events

Events

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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 Mental Health Leader of the Year
- Most Inspiring Senior 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/D&I/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
- Best Mental Health in the Workplace Strategy: Multinational
- Best Covid-19 Company Response – Internal
- Best Covid-19 Company Response – External
- Covid-19 Unsung Hero
- This Can Happen Future Leader Award
- Founders' Choice Award: Outstanding Service to Mental Health
- This Can Happen Grand Prix Winner 2021

# Meet our Judges

Over two days our judges met to deliberate over the 86 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 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.



**TIM ACKROYD**  
Senior Talent Manager – Mental Health  
Deloitte



**SARAH ALLEN**  
EMEA Indirect Tax Compliance Manager  
RS Components



**ALEX BISHOP**  
Head of Organisational Development & Inclusion  
General Dental Council



**DHAVANI BISHOP**  
Head of Colleague Health, Wellbeing and Experience  
Tesco



**SARAH BODDEY**  
Head of Diversity, Equity & Inclusion, EMEA & APAC  
Northern Trust



**Jury Chair**

**TONI GRAVES**  
Global Head of Reward, Benefits & Wellbeing  
Allen & Overy LLP



**BEN IDLE**  
Managing Director  
Deutsche Bank



**JONNY JACOBS**  
Finance Director, EMEA  
Starbucks



**VINAY KAPOOR**  
Global Chief Diversity, Equity & Inclusion Officer  
FactSet



**DASOS KIRTSIDES**  
Head of Healthcare  
Shawbrook Bank



**KATIE LEGG**  
Director of Strategy and Partnerships  
Mental Health UK



**LISA MANNING**  
HR Reward Manager – Benefits & Wellbeing  
BGL Group



**FIONA McASLAN**  
Wellbeing Lead  
NatWest Group



**MONIKA MISRA**  
Head of Employee Health and Wellbeing, EMEA  
GSK



**DARYOUSH MOEZZI**  
Regional Sales Director  
Salesforce



**DAWN MOORE**  
Group People Director  
J Murphy & Sons



**RICHARD CHAPMAN-HARRIS**  
Client Diversity and Inclusion Partner  
Bloomberg



**DR SHAUN DAVIS**  
Global Director, Compliance & Sustainability  
Royal Mail



**ABI EAST**  
Director  
Effectus People Solutions



**HENRIETTA FRATER**  
Head of HSE & Wellbeing  
The Crown Estate



**YVONNE HARLEY**  
Group Head of Communications  
NCC Group



**AGGIE MUTUMA**  
Chief Executive  
Mahogany Inclusion Partners



**GEMMA PORTER**  
Global Wellbeing Manager  
Oliver Wyman



**ASIF SADIQ**  
Senior Vice President – Head of Equity and Inclusion  
WarnerMedia International



**VIKKI TATNELL**  
Equality, Diversity & Inclusion Lead  
Magnox



**LAURA YOUNG**  
International Wellbeing Manager  
BNY Mellon



## Most Inspiring Employee of the Year

### Winner

**Samantha Treasure-Valentine,  
Johnson & Johnson**

This category recognises an individual who has inspired their workplace by breaking stigma around mental health as well as growing awareness of how a workplace can focus on positive mental health

Sam is an established account manager within the optics industry who has worked with Johnson & Johnson for three years. She has also been a key member of the Alliance for Diverse Abilities (ADA) Employee Resource Group, focusing on mental health. The ADA is dedicated to actively shaping a culture of belonging for people with diverse abilities, their caregivers and advocates.

Sam's interest in mental health began after she lost her father in 2012. She was diagnosed with borderline personality disorder in 2019, which has driven her passion for mental wellness. Sam draws on her experience to inspire others and encourage openness and compassion through her accessible style of storytelling.

Sam responded to the peculiar circumstances of 2020 by establishing and leading the ADA virtual chapter, with a mission to connect employees with wellbeing resources. The initiative was organised under three themes. Theme One was ensuring parity of access to mental health resources for all J&J employees. Sam collaborated with colleagues to deliver consistent messaging, linking back to a microsite. She also implemented an informal "pay it forward" system, whereby employees would check in on one another.



**Sam launched the stress toolkit to help staff identify signs of stress and avoid burnout**

Theme Two was promoting mental wellbeing as a part of people's lives, not just something to focus on once a year. During Stress Awareness Month, Sam delivered a stress toolkit, designed to identify signs of stress and help prevent stress developing into burnout. Two further toolkits, Inner Peace and Challenging Negative Thinking, have also been implemented across the business. During the first lockdown, Sam helped deliver feelgood activities such as the 'Visioncare Olympics' to help employees feel a sense of belonging.

Theme Three was empowering employees to challenge the stigma around mental health. Sam shared her own experience in a webinar and stressed the importance of an inclusive culture. The webinar has been recognised as an example of best practice and now forms the foundation for the Mental Fitness series in 2021.

### Achievements

The effort to secure equal access to mental health resources yielded tangible results, with a global J&J employee survey showing an uptick in favourable responses to the statements: "[J&J] provides an inclusive work environment where each employee is considered as an individual" and "[J&J] respects the dignity and diversity of all employees."

Sam's drive to make mental wellbeing part of people's everyday lives found expression through the Kindness Challenge initiative. J&J promoted this through a partnership with charity Mental Health UK, as part of Mental Health Awareness Week in May. Two months into the lockdown, this resonated with employees as they sought to connect with family, friends and colleagues, and many shared photos of their acts of kindness. J&J also matched every pound donated by employees, raising £10,000 for the charity.

Strides have also been made in challenging stigma. As part of National Inclusion week Sam engaged campaigner Geoff McDonald to share lessons he's learnt about mental health in workplaces, and tell the story of how he has maintained his energy since his own crucible moment in life. More than 150 people virtually attended the webinar, and the recording has been accessed more than 100 times. During Disability Awareness Week, Sam supported a further webinar on bipolar disorder. ■

### Judges' comments



Creating ideas and content, such as creating the stress toolkit and kindness challenge. The passion, drive and commitment shines through.

## Highly Commended

→ Rhianwen Condon  
BAM Nuttall

## Shortlisted

→ Lewis Cannon  
Oliver Wyman

→ Sam Dimond  
Oliver Wyman

→ Tom Williams  
ViiV Healthcare

# Most Inspiring Mental Health Leader of the Year

## Winner

**Ruth Pott,  
BAM Nuttall**

This category recognises senior leaders within HR / Wellbeing / D&I / OH who have worked to banish stigma around mental health and ensure colleagues are appropriately supported by their employer

Ruth Pott is Head of Workplace Health & Wellbeing at construction and civil engineering company BAM Nuttall. She joined as HR Director in 2011, and in 2016 oversaw a transformation in the way the company supported employees facing mental health issues. The shift from a reactive approach to a continuous programme of promoting mental wellbeing saw the company commit to training all its leaders in mental health. In 2019, Ruth was seconded into a global role leading the expansion of wellbeing support to other companies within the group, before returning to BAM Nuttall at the end of 2020 to take up her current post.

Ruth has shared her personal experiences of overcoming diversity, speaking openly to encourage others, including senior leaders, to do the same. Stories shared through channels including webinars, vlogs and discussion groups have covered suicidal ideologies, childhood abuse, depression and addiction among other topics.

The wellbeing strategy that Ruth introduced as HR Director had an immediate impact, with the supporting interventions benefiting the many staff who had indicated stress and mental health were significant issues for them.



Ruth's efforts have transformed the business in a sector known for mental health challenges

In her next role as Global Director, Mental Health and Wellbeing for the BAM Group, she set up a global wellbeing strategy supported by training programmes, critical incident protocols and EAP or similar across 10 operating companies. From 2020, wellbeing was also a component of the global "Speak Up" safety campaign she instigated within the group. Back at BAM Nuttall, she continues to develop and clarify workplace mental health and wellbeing policies, processes and resources, as well as supporting

BAM Nuttall HR Business Partners in delivering business and people strategies.

Following the suicide of a sub-contractor in 2019, she undertook a review that put in place a procedure to be enacted in the event of any future suicide. This replaced the wall of silence around such deaths with a requirement to immediately notify the senior leadership team and mobilise critical incident support.

## Achievements

Ruth's vision has created a culture within the company where it's okay not to be okay, in the male-dominated and traditionally macho construction sector where suicide rates are double the national average. She has inspired many colleagues to get trained as wellbeing champions, join steering groups and get involved in the movement to enact positive change. The monthly wellbeing programme she created now sees more than 500 attendees at its webinars.

Ruth's efforts have also increased usage of the company's EAP from fewer than 10 employees in 2016 to more than 150 in 2020, and established a network of around 180 trained mental health first aiders, who supported more than 700 people in the business in 2020.

Initiatives instigated by Ruth have been recognised with several awards, including Mind's Index Awards and an Investors in People Health & Wellbeing Award.

Most importantly, the support network Ruth has been instrumental in creating has given a handful of colleagues who were feeling suicidal the confidence to come forward. Three employees have confided they would probably not be here if it weren't for the programmes and training Ruth put in place. ■

## Judges' comments



Ruth is clearly and inspirational leader, who by bravely sharing her own experiences will lead the way for individuals to not fear speaking out. She is clearly well regarded by her colleagues, and is at the heart of employee wellbeing for the company.



Ruth's work at BAM Nuttall has resulted in the organisation moving from a reactive and piecemeal approach to workplace wellbeing to one that is not only proactive, but also preventative. The wellbeing programs are holistic in their approach, and are centred around supporting colleagues to thrive.

## Highly Commended

→ Nancy Lengthorn  
WPP and MediaCom

## Shortlisted

→ Jane Austin  
Wave Utilities

→ Kathryn Ward  
Guide Dogs

## Most Inspiring Senior Leader of the Year

### Winner

**Andy McAleese,**  
**Pacific Life Re**

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

Andy is Head of Longevity at PL Re, a global life reinsurance company. He established the company's longevity reinsurance business line in 2007, and it has grown under his leadership. He is a member of the Europe Management Team and global Senior Leadership Team. Andy's passion for employee mental wellbeing stems from his own experiences. In 2019, he broke down in tears at a management team offsite. A diagnosis of depression and anxiety kickstarted his journey to recovery.

Andy took some time off, before returning to the business with a new sense of purpose. Andy has always been a caring and thoughtful leader, and he resolved to be open about his experiences and use them to help others. His aim is to foster a safe, accepting culture within the business, to ensure all employees know it is okay not to be okay, and that they are supported by PL Re. Andy is a trained Mental Health First Aider and a member of the Stability Network, with a mission to inspire people experiencing mental health challenges to thrive.

Andy has pursued several approaches to this goal. He regularly shares his mental health experience: at in-person events, in writing and through creating his own videos (including a music video which



Following a diagnosis of depression and anxiety, Andy resolved to be open about his experiences and use them to help others

lifted spirits at a difficult time) to share internally and externally. This has pushed Andy far outside his comfort zone, but it has had an amazingly positive response.

Upon returning to work, Andy joined the Wellness Champions, an employee-led group that promotes well-being within the company. As an active participant, Andy also generates support and represents the committee within the senior teams he is part of. The Wellness Champions have

been central to the support provided to staff throughout the pandemic.

Andy is very approachable and makes time for one-to-one conversations with colleagues at all levels. He checks in with people and encourages them to share any challenges. In 2020, Andy trained as a Mental Health First Aider to further support his colleagues. His strategy is based on being a role model for openness and showing vulnerability while demonstrating ways of working that promote well-being. He has shown bravery in discussing his mental health, helping others to feel safe to do the same.

### Achievements

Although he is responsible for one of the company's largest business lines, Andy resolved to devote a significant part of his time to people and wellbeing, in response to the difficulties caused by the pandemic. He has brought real energy and enthusiasm to wellbeing at PL Re and has worked with the wellness committee to organise events to support colleagues (such as tea & talks, discussion forums, mental health training and Coffee with a Colleague) and championed the cause with senior colleagues.

Andy has contributed to a tangible feeling of acceptance and safety at PL Re. People have shared their mental health challenges for the first time because of Andy's work. Employees have felt highly supported during the lockdown, with Andy playing a key role in this. Wellbeing scored strongly in the company's 2020 employee survey, significantly above industry benchmarks. Mental health is now much more prominent on the management agenda, with greater focus and plans for the future, and Andy's actions and words have strongly contributed to this. ■

### Judges' comments



I love the fact that Andy is so open, honest and injects humour into the subject through his parody. Humanising and normalising mental health is so important. He hits the right note with both.



Strong, authentic leadership. It is a brave action to share personal experience but this sets the tone for the culture and encourages openness.



The openness that Andy brings to this topic is inspiring and the effort that he puts into his videos even more so. The testimonials were very moving.

## Shortlisted

→ Audrey Boyd  
Direct Line Group/  
Green Flag

→ Ted Moynihan  
Oliver Wyman

→ Toni Dines  
Boxtree Recruitment



## Best New Workplace Approach to Mental Health

### Winner

#### Flywire New Employee Mental Wellness & Engagement Initiative, Flywire

This award is given to a workplace that has recently recognised the importance of mental health in the workplace and within the past 12 months has taken first steps to change the culture at the workplace

Flywire is a fast-growing global payments company with offices in 12 countries. Its success has not come without challenges, including burnout and stress.

In 2019, the company formed a Wellness Committee and expanded support for employees' (FlyMates') personal and professional development. Covid-19 brought to the fore many needs that had likely been present already; stress and anxiety, parenting challenges, loneliness, chronic illnesses, family loss and dealing with life changes. Kelly Hartman, Chief People Officer at the time, had seen the warning signs before Covid-19 and convinced her peers on the executive team that the company needed to be doing much more.

Flywire's Mental Wellness & Engagement programme asked for full executive team participation, adequate resources and budget, and executive Team KPIs to make mental wellness a strategic focus. Resources were made available in local languages and various time zones.

The first thing Kelly did was reach out to FlyMates across the organisation to better understand their needs. The company needed to address the regional, cultural and social differences within its global employee base. This involved one-on-one conversations and confidential



Staff work in the Flylodge quarantine house during lockdown. From left: senior data engineer Dan Ladd, business intelligence specialist Cooper Tilton and data scientist David Herook

employee surveys. Equipped with this information, Kelly and her team created different personas around which to tailor programmes. These personas included: parents; FlyMates living alone; couples, people with issues relating to sexual orientation; people with cultural or social differences; those with disabilities; carers for elderly or sick people; and those supporting family members financially.

A wide range of initiatives were launched. The company set up free confidential counselling services, with six psychologists based around the world available to FlyMates in every region.

They are complemented by teams of counsellors and wellness coaches in each region who speak local languages and are available 24/7. Training was offered to champions across the company to help them become mental health first aiders.

The pandemic made looking after employees' need for social interaction even more important. Online wellness workshops helped keep them connected, covering topics including laughter & anxiety management, financial planning, cooking, professional development and many more. The FlyLodge offered 12 employees with negative Covid-19 tests the chance to stay in a quarantine house during lockdown, and spend five days working remotely together, playing games and participating in theme nights

Forums were launched on topics such as BLM, the rise of Asian hate and LGBTQ discrimination. Disconnect days encouraged employees to switch off completely from work. FlyBetter days were paid volunteering days that built on Flywire's history of giving back to its local communities and enabled employees to get together during the pandemic.

### Achievements

Flywire's huge investment in its Mental Health & Wellness initiative has delivered tangible results. More than 75% of FlyMates worldwide are participating in at least one of the programmes, while 15% are accessing psychologist resources. In employee surveys, 93% say that their managers genuinely care about their wellbeing, 98% say that their manager allows them to be flexible in work whenever need arises and 89% believe that Flywire is a great place to work. The success of the strategy has also been reflected in strong employee retention rates and business performance. ■

### Judges' comments



The company has demonstrated the importance of mental wellness by appointing a C-level executive focusing on this topic. Well done to Kelly for taking the time to better understand the employees' individual needs, rather than assuming a one-size-fits-all approach.



Clear strategy with executive team support to provide resources and commitment to the strategy.



Embedded a range of support, both reactive and preventative, to support colleagues. I really like the disconnect days for colleagues to recharge and re-set.

## Highly Commended

→ Enginuity

## Shortlisted

→ Guide Dogs People and Wellbeing Strategy (PaWS) Guide Dogs

→ NWG Living Well Northumbrian Water

→ Progressing the mental health and wellbeing strategy at TSB TSB

# Mental Health Campaign of the Year

## Winner

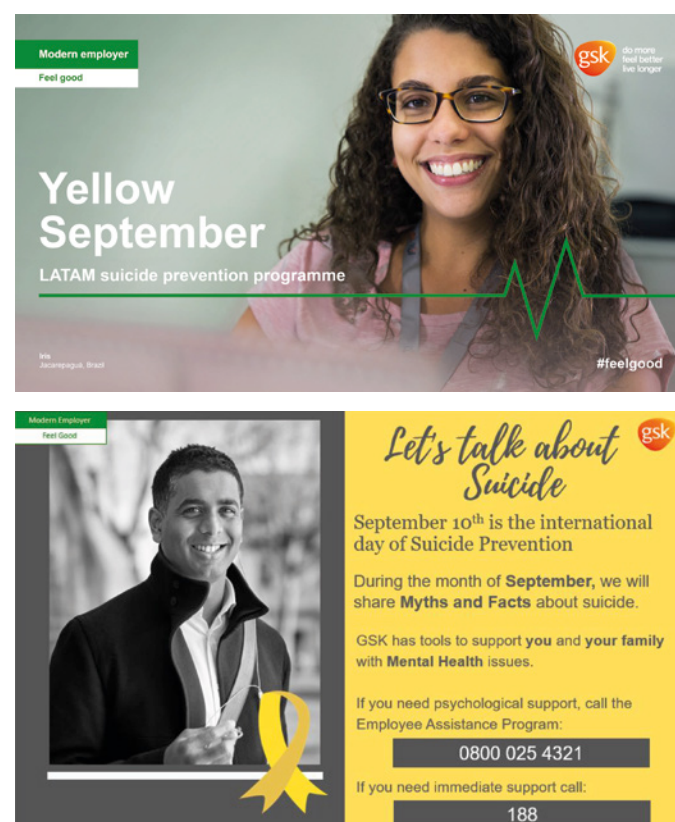
### Suicide Prevention Campaign, GSK Latin America

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

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.

## 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



## Mental Health Consultancy Award

### Winner Petros

This category recognises consultants, trainers or agencies who can demonstrate how they have worked their client(s) to deliver a successful and implementable mental health strategy

Founded by Jo Clarke PhD, C.Psychol., AFBPsS, EuroPsy HCPC, Petros is a not-for-profit consultancy dedicated to enhancing resilience for a balanced and happy life. Forensic psychologist Jo founded Petros with a highly qualified team whose experience spanned work in maximum security prisons, high-security psychiatric hospitals, policing and with children in care. The team delivers training to multinationals, blue light services, schools, families and individuals. This includes the pioneering Decompression Sessions, MindHealth for Managers and “train the trainer” programmes for self-supporting organisational training. A national and international speaker, Jo holds the UK and European licence for the Challenge of Change™ resilience programme and is the only UK accredited deliverer of Dr Ross Greene’s Collaborative and Proactive Solutions™ model for challenging and disruptive children.

### Achievements

Two case studies illustrate how Petros is helping organisations make strides with their mental health strategies. United Response is a charity committed to improving life for people with disabilities. In response to a seemingly intractable problem with workplace stress and high staff turnover, Jo provided evidence-



Petros' MindHealth for Managers workshop helps managers support their staff

based resilience training The Challenge of Change to 45 managers over six weeks. Beforehand managers were assessed for habits associated either with resilience or an increased risk of responding stressfully. Jo's findings suggested employees had a high level of engagement and job satisfaction but needed resilience skills. The training helped individuals combat stress at work and home, empowering them to be more productive, competent and confident in the workplace. Six months after the training, managers' habits were re-assessed and a reduction recorded in three habits associated

with increased stress – ruminating, perfectionism and emotional inhibition. There was also an improvement in detached compassion – a habit that supports a more resilient approach. By 2011, regions where managers had attended the training saw a 16% to 43% reduction in staff sickness absence and nearly 5% improvement in staff stability, compared with organisational improvements of just 0.25%. United Response was delighted with the change in resilience and work culture.

A recent survey for Mind reported just 11% of people would speak to their manager about their mental health. (Pulse Survey April 2020). The General Medical Council reports 85%, recognised as largely due to its partnership with Petros. Petros runs workshops for GMC frontline staff, such as MindHealth for Managers. This helps managers support staff's psychological health at work, including those with pre-existing mental health conditions. It has been adopted as a mandatory training module in the GMC.

The Supporting Staff Managing Challenging Interactions workshop empowers managers to support their frontline staff in response to trauma. A “train the trainer” programme has also been rolled out for key managers, and Petros produced guidance for GMC staff to manage working from home, bereavement and suicidal thoughts. Jo was heavily involved in the development of the overall GMC wellbeing strategy. The training has continued online throughout Covid-19. All Mind Health for Managers participants rated the course “excellent”.

Petros continues to work with such diverse organisations as: London Zoo, Facebook, G4S, HEE, NSPCC, Girl Guiding and SSE. The company's profits support schools and charities. ■

### Judges' comments



An excellent robust account of a highly effective training program – evidenced by the 85% score of employees comfortable to speak with their managers about their mental health. The longevity of the relationship demonstrates the trust and impact felt by the client toward Petros.



Strong tangible evidence of effectiveness and impact, which is recognised in the partnerships with key insurers. Interesting blend of clinical, theory and practice.

## Highly Commended

→ Fortis Therapy & Training

## Shortlisted

→ Oakwood Training

→ Our Mind's Work

## Best Targeted Mental Health Initiative

**Winner**

### The Wright 5\* Legacy, Riders Minds

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

#### Statement from Victoria Wright

“Matthew took his own life in February, which has been such a difficult time over the last few months for myself, my whole family and the whole team. We want to make Riders Minds Matt’s legacy – the work that he wanted to do, the help and support that he wanted to give to so many other people, we want to continue with that and we will continue with that. So to have the work that we’re doing recognised is a dream come true.

Matthew often said that mental health is a war, one that nobody

knows you’re fighting, and you either die trying or win. We want to win that war for so many people struggling in the equestrian world. We will provide them with the army and ammunition they need through the Riders Minds platform.

A real stigma for me is the word ‘suicide’. One day, I will have to explain to my children why Daddy has the word ‘suicide’ written on his death certificate, but they will understand because I will be honest and open with them and give them a good understanding of the importance of good mental

health. Perhaps if this word was replaced with ‘mental illness’ for future families losing loved ones to the same silent killer that nobody can see, more people will see it as an illness, no different to any other. But most importantly, an illness that you can recover from because, like with all illnesses, many people can get better.

For anybody contemplating suicide, wanting to take that pain away; no matter how bad any situation may be, you will be loved, you will be missed, and it’s okay to not be okay.”

Riders Minds is one of three bespoke, groundbreaking mental health initiatives for the equestrian industry. The scheme is the personal brainchild of 5 star event rider Matt Wright and his wife Victoria, Director of Cauntun Manor Stud.

Matt had openly shared his mental ill health struggles, regularly blogging about his experiences to raise mental health awareness and understanding. His courageous openness encouraged other riders to come forward. Victoria and Matt recognised the need for a resource that could offer mental health and well-being support for all riders. They teamed up with Lucy Katan, CEO of The British Grooms Association and Equestrian

Employers Association, who had launched Grooms Minds and Employers Minds. Riders Minds brought together three loud voices to address the challenges of mental health in the sector. It aimed to build understanding and confidence among all equestrians, and encourage a more compassionate industry with a healthier culture. The founders also hoped people beyond equestrianism could benefit from the ripple effect.

The equestrian industry is beset by high rates of depression and suicide. Some riders have fallen victim to pressures within the equestrian industry. Others use riding as an escape from struggles in their personal life. A key goal of Riders

Minds was to reduce suicide rates within the industry.

Riders Minds was founded in 2019 and launched in May 2020 Mental Health Awareness Week to great acclaim throughout the industry. It was signed up to the Mental Health Charter for Sport and Recreation. A comprehensive mental health resource was created, including a self-help zone, mental health checker, case studies, inspirational stories and ‘top tips’. The Riders Minds logo was created from Matt’s description of ‘my messy mind’. A Facebook page was established, offering opportunities to connect with others. People can offer support and share stories, hints and tips.

#### Achievements

Riders Minds is still in its infancy, but is already getting traction in the sector. It has been acclaimed by industry bodies such as British Eventing, British Dressage and the British Equestrian Federation and garners regular media coverage.

The equestrian community is increasingly talking about mental health, as evidenced by activity on the Riders Minds social media channels. The Facebook page has 5,429 followers and February’s reach was 84.6k people. The new Instagram account has 1,016 followers already and is growing rapidly. Riders Minds was initially financed by the founders, but has since secured sponsorship from equestrian industry corporates. A GoFundMe page has to date secured 30% of its target.

Victoria says: “The important part for Matthew was to have a helpline available 24 hours a day, seven days a week and even if only one person called it, it would still have been worth it. We achieved that. I am fervently determined to make Riders Minds Matt’s legacy.” ■

#### Judges’ comments



Loved the cultural change ambition across the entire industry and the scale of reach.



This feels like an industry which may not have been addressed before and a gap that needed to be filled with support. Fantastic strategy, well thought out, very inclusive.

**Highly Commended**

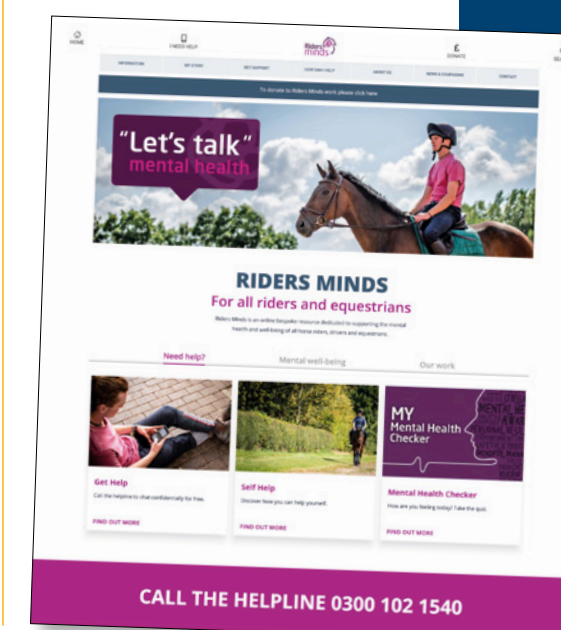
→ Health Toolkits  
The Walt Disney Company

**Shortlisted**

→ MH initiative  
Bloomberg LP

→ Fertility in the workplace training  
Fertility Network UK

→ EPIC - Encouraging Positive Improvements  
Continuously  
Reward Gateway





## Product Impact Award

**Winner**

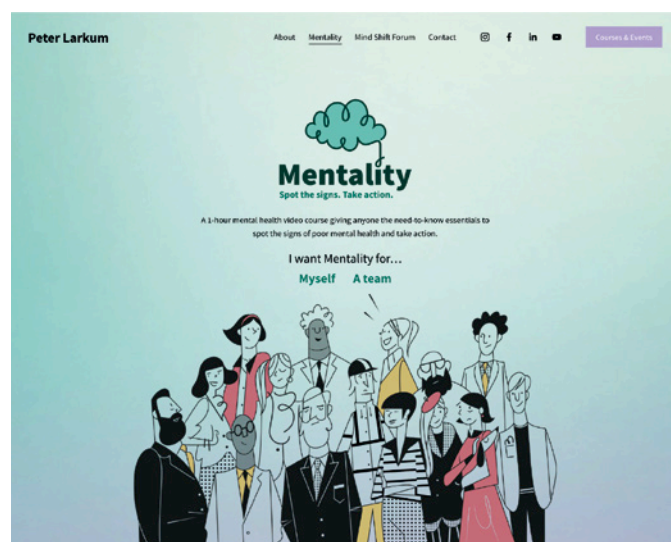
**Mentality, Peter Larkum**

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

Mentality is a one-hour mental health video training course, giving anyone the need-to-know essentials to spot the signs of poor mental health and take action. It was created to change the mindset around mental health in the workplace, by positioning it as an organisation-wide responsibility. It uses everyday language, so anyone can spot the signs of poor mental health and take action.

Mental health awareness is at an all-time high. Yet, when it comes to helping our friends and colleagues, few of us know how to spot the signs of those struggling. Even fewer know how to help. Peter Larkum, a mental health professional and award-winning Mental Health First Aid instructor, was becoming increasingly aware there was a lack of quality training to provide base knowledge for all.

Mentality was created to do that. It offers engaging, affordable and interactive online training for the entire workforce in three short modules, focusing on "mental health in others", "mental health in me" and "where to find support". Mentality goes through the changes that you need to look out for in other people and yourself. It offers engaging and interactive instruction, with fun illustrations and integrated activities such as comprehension quizzes. Individual certificates are awarded upon completion.



### Achievements

Two case studies illustrate how Mentality has made a positive impact on individuals' understanding of mental health and helped businesses build their mental health strategies.

Back in February 2020 Point 6 Design had no training or provision in place to support its team members' mental health. Creative Director Russ Hodgson attended the Mentality launch, where he met Peter and heard about the new training product. Point 6 purchased Mentality through a set of pre-paid coupon codes and made it mandatory for all staff.

Feedback submitted from individuals who have completed the Mentality course helped Point 6 understand the positive impact it has had. Users reported that the course had taught them to recognise the difference between a bad mood and poor mental health, and that they would aim to be more caring to others who were acting out of character. The positivity around Mentality within Point 6 Design has helped to embed mental wellbeing within the company values. Point 6's strategic mental health journey continues with Peter Larkum and it has now trained a team of Mental Health First Aiders.

Insurance risk management company RiskSTOP provides an excellent example of how Mentality can benefit a company with an established wellbeing strategy. Despite a general good level of mental health awareness, the company had a learning gap between those with Mental Health First Aid training and those without. It was looking for a way to expand the conversation across the entire company and Mentality provided that solution. RiskSTOP purchased 100 coupons and instructions on how to access the online course were sent to all staff, regardless of previous training. To monitor engagement, staff supplied their completion certificates to be held on their personnel file.

Feedback has shown that confidence in being "able to spot the signs and take action" was increased in 100% of delegates. Additionally, all "agreed" or "strongly agreed" with the statement "I found Mentality to be a really valuable use of my time". Staff across the board have reported a deeper level of understanding, a change in both the language they use and the openness with which they communicate in a time when the workplace looks very different from how it looked before. ■

### Judges' comments



Product is flexible, easy to use and has demonstrated that users can receive education and tools which can be transferable both in work and at home.



Great to see mental health awareness mandated to all employees and aligned to company values. A strong message and endorsement from leadership as opposed to self-selection to take part.



Enjoyed seeing Mentality support a wider conversation around mental health, and how everyone can play a role safely to support mental health through wider education beyond just a few.

**Highly Commended**

→ Chasing the Stigma

**Shortlisted**

→ Improving mental health in the medical and non-medical sectors  
87%

→ People Matter Technology

## HR/D&I/Wellbeing Team of the Year

### Winner Wave Utilities

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

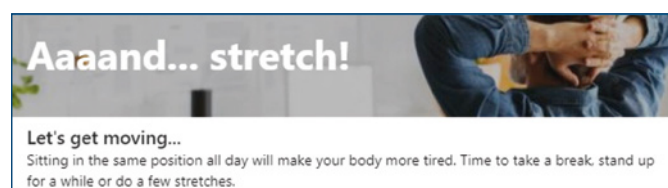
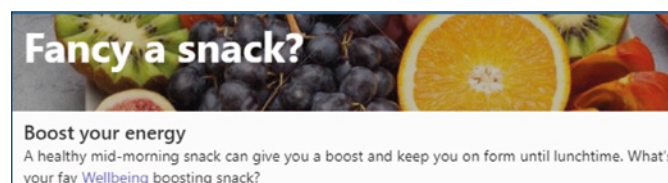
Wave is a national water retailer that helps businesses drive down their water use and save money on their bills. In April 2017 the company opened its doors with 70 employees, small budgets and an HR team of two people. From the beginning, the CEO's and HR Director's ambition was to create a culture where people enjoyed going to work and could be themselves.

In the first 18 months, the HR Director noticed that new hires who had been through redundancy elsewhere in the industry were joining Wave with mental health conditions and in some cases, big financial worries. There was so much potential in these employees yet they needed support to reach that potential and make Wave a successful company. The wellbeing strategy was created to support the business goals and lay the foundations of Wave's culture. Since then, employee feedback and HR research have driven the development of the mental health approach. The HR team has secured award-winning employee benefits, many of which can help employees' families too.

The wellbeing and mental health strategy has been driven by the HR Director and five-person HR team, supported by the CEO and the whole leadership team. The wellbeing strategy is part of the people strategy, which in turn feeds into the



Wave's twice-daily wellbeing pop-ups and social media posts remind people to look after their mental health



overall business objectives, KPI and focus areas of Wave. It is this link that ensures the HR strategy contributes to business performance and reputation. Happy, productive employees make for positive customer interactions, helping achieve Wave's goal of Trustpilot scores of at least 4/5. The HR team works to make sure employees feel they can learn or make mistakes without fear for their job or reputation.

### Achievements

Ensuring the positive mental health and wellbeing of employees should deliver measurable business results, so Wave's targets include a 97% attendance rate and employee turnover of less than 10%. Attendance was at 97% pre-Covid and averaged at 96% during Covid. Retention of key people has remained exceptionally high. The focus on employees has had a positive effect on Wave's Trustpilot scores, which have soared to 4.6/5. In August 2019 the HR team introduced the WeThrive employee survey, based on a psychological model of motivation. This was repeated in December 2020. Wave's continued focus on wellbeing has seen the response rate go up to 95% and the employee engagement score rise by 5%. Eighty-five per cent of Wave's people rated the company's support to them during Covid-19 as excellent.

The team sent out daily communications during working from home and now issues wellbeing pop-ups twice a day. Members of the HR team run a Health, Safety and Wellbeing forum, set up a virtual book club, encouraged involvement of pets and children in Teams meetings, and initiated virtual walks round the UK coastline, across the equator and Route 66, resulting in people taking exercise and feeling connected with their colleagues.

The HR team in Wave may be small but it delivers mental health initiatives that would rival most large corporate companies. The offering never stands still and the feedback loop is always active. As an example, a senior female manager was about to resign. Her lack of confidence turned out to be as a result of menopause-related mental health issues – and so the menopause education programme was born. ■

### Judges' comments



Very compelling – link between wellbeing, performance and client impact. Accountability to employee engagement survey and measurable targets. Focus on psychological safety.



The team are achieving a great deal with small-scale resources and budgets. They are utilising what they have very wisely.



Good to see the wellbeing strategy weaved into all the other important business strategies. Good to see targets set for attendance, turnover and survey responses.

Highly  
Commended

→ People Team  
Ogilvy UK

Shortlisted

→ People Team  
Northumbrian Water

→ D&I  
Reward Gateway

→ Team collaboration  
reponses  
Swiss Re



## Employee Network of the Year

**Winner**

**T.R.U.S.T.**

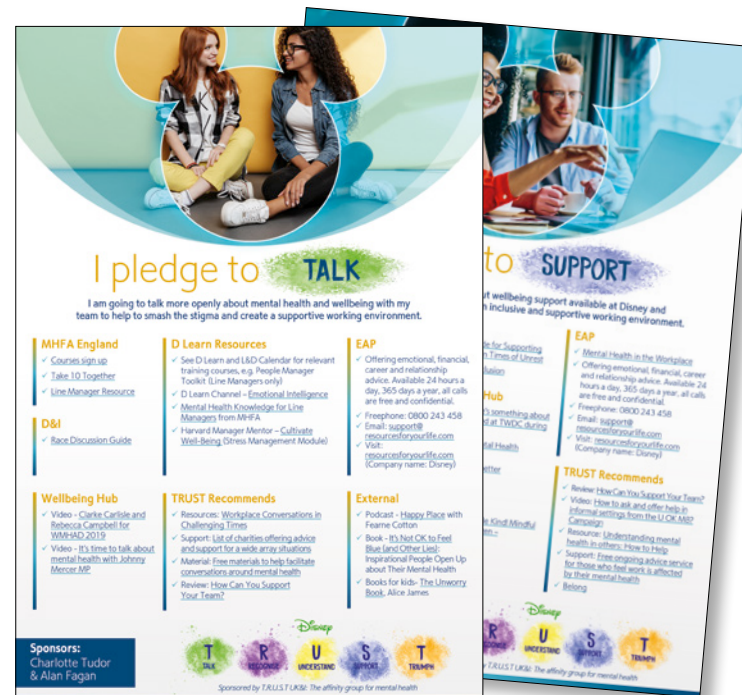
**The Walt Disney Company**

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

Disney tells stories and its employees are storytellers. But mental health wasn't always at the forefront of that story. Over the last 48 months the company has built a more understanding workplace, where people feel listened to and able to be their whole selves. Disney T.R.U.S.T. has been a crucial player in that change. The affinity group was formed in January 2019 by two employees, Charlotte and Colette, who are advocates for the Mental Health First Aid programme and have been positive role models in sharing their own mental health journeys. They strive to create safe spaces for conversations about mental health, providing support and events that all employees can benefit from.

T.R.U.S.T. encourages Disney employees to: TALK about mental health; RECOGNISE the impact of mental health issues; UNDERSTAND and deal with mental health issues, both their own and their colleagues'; SUPPORT openness in discussing mental health in the workplace; and finally to TRIUMPH and establish a community where people can come together in support of positive mental health. T.R.U.S.T. encourages employees to be champions of mental health within their own lines of business, challenging leaders to prioritise the wellbeing of their employees.

The T.R.U.S.T. pledge was launched



The T.R.U.S.T. pledge was launched across Disney's EMEA region. Leaders championed openness and promoted resources

across Disney's entire EMEA region, in partnership with local HR teams. Leaders, including Country Managers, signed up and made personal video pledges to champion one or more of the key pillars.

Working from home demanded a pivot from leadership to connect with their teams and to prompt them to share how they really are. T.R.U.S.T. Coffee Conversations created safe safes within

the work community where employees discuss mental health challenges. On average more than 50 employees attend each session, which is split into smaller groups so people get a chance to interact.

Wellness Wednesdays were part of a strategic approach to prompt leaders to provide greater flexibility and support teams' mental health with meeting moratoriums, Zoom-free hours and adjustments for focus on wellbeing. Regular events and proactive pandemic communications to encourage employees to be part of the conversation also include yoga, mindfulness and creative sessions for employees and their families.

### Achievements

The impact of T.R.U.S.T.'s work can be seen in the increased interest in attending the various conversation-starting sessions. More than 400 employees from 23 countries joined five Senior Executives in signing up for a 12-month pledge, creating a huge cultural shift. The T.R.U.S.T. newsletter goes out to more than 500 people every month.

An increase of more than 170% in usage of the EAP from May 2019 to May 2020 showed that the consistent communications about this service are working. Pulse surveys paint a picture of a workforce that, while struggling with the pandemic, does in general feel supported by managers and the business. Week on week, more and more people are accessing The Wellbeing Hub. In the monthly Town Hall sessions hosted by Disney's UK&I Country Manager, employees are asking questions about mental health and wellbeing support, showing that the stigma is being broken and that staff can now openly care about each other in a way they were never able to before. ■

**Highly Commended**

→ Ogilvy UK – Roots  
Ogilvy UK

### Judges' comments



It's great to have such strong leadership buy-in. The coffee conversations are a great idea during remote working.



I like the use of the T.R.U.S.T. pledge to commit leaders to make a difference and focusing on the five key pillars. It is good to see regular open conversations between managers and their teams.



Very clever and clear strategy – easy to communicate and understand plus align initiatives and metrics to. Plus a *Toy Story* reference – love it!

### Shortlisted

→ Mind Your Mind  
Capital One UK

→ Asia Health and Wellbeing Network  
GSK

→ Healthy Minds  
Gymshark

→ Mental Health Advocates  
Lloyds Banking Group

→ MVF: A LEEP Forward for Mental Health  
MVF

→ Breathe – the mental health network  
Norton Rose Fulbright

→ Shawbrook Bank

## Best Mental Health in the Workplace Strategy: **SME**

### Winner

#### Cubico Sustainable Investments

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

Cubico Sustainable Investments is a UK-based company that runs global renewable projects. It operates in 13 countries across Europe, the Americas and Oceania. The company established its wellbeing strategy three years ago, following passionate discussions between the HR Director and senior leadership team about the potential impact of stress and burnout. As a fast-growing company, Cubico recognised that investing early in mental health would mitigate future risks. It put in place a three-year programme focusing on “hearts, minds and bodies” – storytelling is used to influence the heart, education and literature targets the mind, while physical and social activity engages people’s bodies.

Cubico wanted to make mental health an everyday topic that its teams would be comfortable talking about. The company also wanted to educate colleagues to enable them to look after their wellbeing and avoid stress and burnout. While it looked to senior leaders to act as role models and initiate conversations, the company wanted colleagues at all levels to feel able to support each other. This was especially important in light of Cubico’s global structure, with some teams being quite small and featuring few senior leaders.

The company launched its wellbeing



strategy on World Mental Health Day in 2018, inviting mental health educators and activists Jonny Benjamin and Neil Laybourn to share their stories. Cubico’s global EAP provider then introduced the science behind mental health and mindfulness, which served as a foundation for ongoing bimonthly communications on a range of topics.

The second year saw Cubico use World Mental Health day once again as an opportunity to focus on the importance of wellbeing. The EAP provider gave another talk on supporting colleagues, followed by activities in Cubico’s offices around the world. Prompted by positive feedback

Physical and social activity is a key plank of Cubico’s strategy

for the talk, the company offered team members in Europe the chance to learn Mental Health First Aid. Many took the two-day course, including senior leaders.

By early 2020, wellbeing tools were embedded in the company culture. Then the pandemic hit, and the team realised that they would need to amplify their efforts. A six-week resilience programme launched in April, followed by physical and social wellbeing initiatives and regular welfare checks. LinkedIn Learning was introduced to help staff continue their development remotely.

World Health Day 2020, in October, saw Cubico focus on families, with an EAP session on children and mental health. The company responded to lethargy it had noticed creeping in amongst employees with a nutrition talk, weekly meditation sessions and the Calm app, which it purchased for all employees.

### Achievements

Metrics relating to the strategy are continually monitored, and indicate it is working well. The positive impact is apparent in the low levels of absence and staff turnover, high performance at all levels and sustained high engagement scores on anonymous employee surveys.

Cubico’s global talks on mental health and wellbeing have consistently engaged more than half of the company’s employees, with 25% of the workforce activating the free Calm app and more than 70% completing the recommended LinkedIn Learning on wellbeing. The efforts of the HR team have been recognised both by colleagues from around the world at the company’s internal awards, and by the judges from the London Healthy Workplace Award and London Good Work Standard accreditation bodies. ■

### Judges’ comments



I very much appreciate the proactive mindset and the awareness of creating a strategy around mental wellbeing. Additionally, I really like that the initial plan was designed for three years, and having the strategy broken into three pillars. Excellent use of senior leadership to create awareness and to remove the stigma around mental health and wellbeing.



Great to have qualitative feedback to review and inform forward-looking strategic goals. Great engagement with the talks, on-demand learning and a nice gesture of the Calm app as a gift to colleagues during the holiday period.

## Shortlisted

- Jami
- MVF: Be Well
- NAViGO Health and Social Care CIC



## Best Mental Health in the Workplace Strategy: **LARGE**

**Winner**

### Helping Our People to Thrive at Work, Capital One

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

Capital One was established in 1996, and from day one its mission has been to “do the right thing” on issues such as vulnerability and fairer finance. The same principle drives the company’s internal culture. Capital One works hard to break down the stigma associated with mental health issues and promote understanding. Over the past few years, Capital One has nurtured a thriving and inclusive culture that helps everyone to succeed and has a positive impact on associate wellbeing.

In January 2020, the company introduced its proactive roadmap and three-year plan Thrive at Work. Using associate-led insights, the team defined key areas to support mental health within the organisation, laying the guidelines for how the company will develop its inclusive, preventative and supportive strategy.

The strategy aims to: foster a culture that supports mental wellbeing and enables associates to build personal resilience, encourage open conversations; make support available for managers; create and promote good working conditions; and ensure a healthy work-life balance. Among managers, it aims to improve the monitoring of associates’ mental health.

Capital One’s biggest objective for the strategy is to keep conversations about mental health going. It uses various



channels to achieve this, including a talking mental health guide and homepages with signposting to benefits. Mental Health Awareness Week and other mental health days are celebrated and messaging is incorporated into internal communications. Associate-led blog posts tackle issues such as autism, suicide awareness and gender dysphoria.

The business resource group/employee network Mind your Mind was formed by a former associate with lived experience of

Capital One’s Talking About Mental Health guide offers tips for leaders

mental health issues. MYM holds monthly peer support sessions where people share experiences. An open channel on the messaging platform Slack facilitates sharing of tips, resources and supportive messages – something which proved invaluable during the pandemic.

Managers are supported through links with the Mind Your Mind group and Rethink charity. Mental health and resilience training for all is run by Aviva, while sessions on topics such as burnout and stress are provided by Capital One’s benefit provider Perks at Work.

### Achievements

Despite the challenges of the past year, the company has seen a positive shift. A total of 163 managers attended mental health awareness sessions, while 26 associates trained as Mental Health First Aiders. During the Mental Health Awareness Week campaign, most respondents attended three or more events and 86% said they improved their understanding of mental health resources. Contacts with the employee assistance programme increased by 40% between the second half of 2019 and the second half of 2020. Use of the company-provided private medical insurance rose from 75% to 80.75%, while the membership of the Mind Your Mind group rose by 60%, with a 50% hike in attendance at drop-in sessions.

Partnerships have been established with This Can Happen, NSPCC, Inclusive Companies and Nottingham University, featuring regular participation in round tables and sharing of knowledge.

Over the last 12 months, the “Thrive at Work” programme and “Be You” campaign have embedded a culture of inclusivity and understanding of mental health. ■

### Judges’ comments



Clearly thought-through and comprehensive strategy. Clear, measurable targets and targeted actions.



Execution via a variety of lenses – storytelling, peer support, training, external support via EAP, apps and pathways. Having a MH charity also drives engagement and understanding on the topic, which is great. Collaboration across other networks really helps with the intersectionality in mental health.



Excellent summary of uptake of services – would benefit from further deep dive into the insights and how this will help shape future strategy

**Highly Commended**

→ EMCOR UK

**Shortlisted**

→ Havas Group UK

→ MediaCom

## Best Mental Health in the Workplace Strategy:

MULTINATIONAL IMPLEMENTATION

Winner

### Approach to Workplace Mental Health, Northern Trust

This award recognises workplaces that have implemented a strategy to strengthen mental health in two or more countries, resulting in company-wide cultural change yet recognising local cultural differences

Northern Trust is a multi-faceted financial services provider with global reach. The company has always understood that a good mental health strategy is critical to business performance. In Asia particularly there are still a lot of preconceived notions around mental health. The pandemic has heightened the focus on mental health for businesses globally and Northern Trust recognised that it needed to factor in wellbeing when looking into the future of work.

The company's strategy set out to build mental health amongst employees and provide managers with the wherewithal to signpost and support employees experiencing mental health conditions. It also looked to create a culture of wellbeing and psychological safety.

In Asia, the company ran a storyboard campaign involving a character named Sky who opens a mind gym, called "Sky is the Limit\*" in partnership with an external organisation. The team decided to take an approach that made no reference to people, in order to avoid preconceived notions around diversity and mental health. Every Wednesday Sky meets with peer animal characters Penguin, Owlle, Doggo and Slothie to discuss topics such as stress, anxiety and depression.

Over the past year Northern Trust's



The Sky is the Limit\* campaign used animal characters to avoid preconceptions around diversity

mental health programmes have been at the forefront of the response to the pandemic, with webinars focused on topics such as protecting your Mental Health during Covid-19, Supporting Your Family's Well-Being during Lockdown, and Coping with Loss during Covid-19.

Northern Trust has 300 Mental Health First Aid champions in London, approximately 150 champions in Ireland and 50 champions in Guernsey. These champions share articles and resources, and meet quarterly to share best practice and experiences. In Asia Northern Trust has 21 champions

in the Philippines and 36 in India. Plans are under way to train 12 in Australia, 53 in India and 30 in the Hong Kong office, and to run shorter courses for junior managers.

The company also launched a global mental health site on its intranet, while its Employee Assistance Programme offers 24/7 confidential counselling to employees and family members. It partnered with an external expert to highlight the challenges faced by carers. World Mental Health Day was recognised across the company globally, and Northern Trust sponsored groundbreaking research on Embracing Mental Health in the Workplace in Asia, in partnership with Community Business.

### Achievements

In Europe, Northern Trust was awarded a Bronze in 2018 and Silvers in 2019 and 2020 by the UK's Mind Workplace Wellbeing Index. In Asia, feedback on the Sky is the Limit\* campaign showed 88% agreeing it had helped them appreciate the importance of mental health. Seventy-five per cent said it would help them achieve their own goals, while 88% said they would apply learnings and 80% will likely recommend this initiative to others.

Open-house sessions across Asia were attended by an average of 200 employees, with feedback returning a satisfaction score of 95%, 98 saying they found the content relevant and helpful and 95% saying they would apply the learnings. The campaign was recognized as a finalist for the 2020 D&I Pioneering Initiative Awards by Community Business Asia.

Northern Trust will continue to seek feedback from its employees to address gaps in its mental health support arrangements. The company's journey is one of progressive realisation. ■

### Judges' comments



Amazing creativity. Really enjoyed reading about this creative approach, especially to focus and target the younger workforce.



A great number of examples on support and awareness – holding a number of webinars and workshops to increase awareness, focusing on different groups and being inclusive in this. Has a large and structured MHFA network, complemented by a mental health site on the intranet. Really like the creativity of Sky is the Limit\* campaign.



\* Created and designed by Mithra Trust

Highly Commended

→ HSBC Group Wellbeing

Shortlisted

→ Global Mental Health Strategy  
Accenture

→ Thrive Global Rollout 2020/21  
Dunnhumby

→ Global Employee Mental Wellness & Engagement Initiative  
Flywire



## Best Covid-19 Company Response: INTERNAL

### Winner

#### Live Well Being You, NatWest Group

This category recognises organisations that have gone above and beyond to support their employees through the pandemic, keeping mental health at the forefront of their efforts and managing to uplift spirits

NatWest set out its commitment to become a purpose-led organisation on 14 February, 2020. Its vision was to become a more sustainable business and deliver better outcomes for customers, colleagues, shareholders and wider society. But a month later, the world had acquired a whole new set priorities for physical, social and financial wellbeing. NatWest enabled more than 40,000 of its staff to work from home and introduced social distancing measures for essential workers. Now it needed to address the new wellbeing challenges at an unprecedented pace and scale. The team used external research along with internal data to guide their evidence-based approach and create NatWest's Covid-19 Wellbeing plan.

Responding to the changing and differing needs of colleagues became NatWest's priority. The team quickly built wellbeing and learning into daily routines. Initiatives included the Wellbeing Covid-19 Hub, provision of 24/7 access to a GP for all staff, and the extension of support to customers. Colleagues operated various daily live wellbeing events for each other's benefit, including "deskercise", sleep classes, yoga and storytime for children. The bank also provided free access to the Les Mills Home fitness workout programme and enhanced its bereavement, financial wellbeing and



family wellbeing support. The Looking After Ourselves and Others microsite integrated wellbeing into learning.

All leaders were offered one-to-one coaching and the new Mental Health Awareness programme launched to more than 10,000 managers. More than 1,200 members of staff became Wellbeing Champions. Specialist support was also offered to colleagues experiencing

NatWest set out to help employees manage work and family life

Wellbeing Support Where to begin	Calendar of Events	Employee Assistance Programme	Mental Health Healthy mind
Physical Health Keeping energised	Financial Wellbeing Looking after your money	Social Wellbeing Staying connected	Moments That Matter + Bereavement Support
Domestic Abuse	Customer & Charities Zone	Family & Carers Zone	Leadership Zone
Wellbeing Champions Zone	Run a Team Wellbeing Event	Live Well Being You 2021 plan	Wellbeing Monthly Promotion

domestic abuse, the Menopause, or health conditions such as IBS and MS.

NatWest's Live Well Being You strategy needed to be accessible for all colleagues, and to take account of people's varying situations. With everyone juggling priorities during the pandemic, it was also important not to overload people with information. These considerations led to the creation of a 10 Tips for Effective Remote Working guide, help with running great virtual meetings and support with managing childcare while working from home. The bank also created an e-learning module on self-compassion.

### Achievements

NatWest's multi-channel communications approach enabled it to impact more than 64,000 colleagues. The Wellbeing Covid-19 Hub received 16,027 views. The bank noted a 21.5% increase in use of the EAP online resources, while 7,290 colleagues were active on the Digital GP. A survey completed by 36,000 colleagues in May returned overwhelmingly positive results. Nine out of ten of colleagues felt their line manager truly cared about their physical and mental health, and agreed their line manager was considerate of their need to balance personal life and work, while 86% felt leaders were interested in their wellbeing (+14% above the financial services norm).

The percentages of NatWest staff who feel Covid-19 has affected their mental and financial health are lower than the ONS figures for the general UK population. Eighty-six per cent of employees feel they can flex work to meet personal needs. NatWest's evidence-based decisions, aligned with its purpose and values, have put the wellbeing of colleagues, their families and customers at the heart of everything the bank does. ■

### Judges' comments



Lots of support and information available to employees. Supporting not only employees, but their families by extending coverage to an app. Also, training managers in how to support employees.



Good use of surveys to check that employees feel positive about their experience.

## Highly Commended

- Lloyds Banking Group
- Pacific Life Re

## Shortlisted

- Cubico Sustainable Investments
- Havas Equalise Havas Group UK
- WeMind Mental Health & Well-being Employee Network Hiscox
- HSBC Bank (UK)
- MVF: Making Mental Health 'Business Critical' MVF
- Northumbrian Water
- Nuffield Health
- Ogilvy UK
- Collective Care During the Covid-19 Pandemic Shell International

## Best Covid-19 Company Response: **EXTERNAL**

### Winner **Magnox**

This category recognises organisations that stepped up to support society in the pandemic, helping charities, looking after supply chains and customers or making products and services accessible to those in need

Magnox is a nuclear decommissioning company operating under the Nuclear Decommissioning Authority. Magnox is responsible for the safe and secure clean-up of 12 nuclear sites in England, Scotland and Wales and already had a strong ethos of helping its neighbours.

The focus of its response to the pandemic was to support the country whilst maintaining safety and compliance. This involved pausing in some areas, maintaining critical operations in others and supporting hundreds of staff in shifting their work from site to home.

Magnox sites are in relatively remote locations so have strong ties to their local communities. Each year the Magnox socio-economic fund gives hundreds of thousands of pounds to support local causes. More than £300,000 in socio-economic grants was made available to support local authorities and community groups to enable them to respond to the crisis. But the Covid response was more than an organisational budget; Magnox supported its people to offer their vast array of skills – from co-ordination to crochet, from driving to design – as volunteers in their communities. More a quarter of the workforce volunteered, providing more than 5,400 volunteer hours in communities – the equivalent of almost three years of work.



In Magnox's business it needs to protect its workers from radioactive material, so it has the awareness and equipment to do that. Magnox staff identified supplies that could be shared whilst maintaining the safety of the sites and got the supplies out to the community to where they were needed to support frontline response work. More than 150,000 items of PPE were provided for frontline healthcare workers, including disposable respirators, suits and gloves. Magnox employees with 3D printers at home supplied their areas with face masks. Surplus food from site canteens was donated to local food banks. Volunteer motorbike riders transported

human milk, blood, medical samples, equipment and medication. Volunteer drivers also used Magnox work vans to support doctors' surgeries by distributing prescriptions to shielding members of the community. Magnox people helped with the vital administration to support all these activities. All this was delivered in response to the emerging picture of need, with volunteers' skill sets aligned with the requirements in the community.

### Achievements

The positive impact of Magnox's response to the pandemic was deep and wide-ranging. Volunteers marshalled traffic at doctors' surgeries and converted bedding into scrub bags for NHS workers. NHS staff put uniforms into the bags at the end of their shifts, and put them straight into the wash, minimising handling and helping to contain the spread of the virus. Volunteers worked at community shops and at local radio stations to keep neighbourhoods up to date with community information.

Magnox provided £300,000 from its socio-economic scheme to local authorities and organisations to support vulnerable groups. The money from Magnox's socio-economic scheme helped fund day centres, PPE for volunteers, baby boxes for vulnerable families and a pet food float. Activity packs were provided for disadvantaged children, as well as arts and crafts resources to help with schoolwork for vulnerable youngsters. A community call centre was set up, a citizens' advice bureau was supported and community vehicles maintained.

When the pandemic hit, the desire to help was innate; from the board to the workshop; the company as a whole and the individuals who make up Magnox provided a remarkable response. ■

### Judges' comments



You made me jump up and down after a long day of judging as I couldn't stop smiling when reading your entry. Congratulations on a wonderful, caring and far-reaching response to Covid-19. At a time when most concentrated on those closest to us or how to keep going, you turned outwards and directed your thoughts to your community.



What really stood out that this wasn't just about an organisation making the effort but individuals too – testament to the leadership of the organisation in creating an environment where colleagues can support their whole community.

## Shortlisted

- 87%
- Fortis Therapy & Training
- Guide Dogs
- UK Addiction Treatment Group



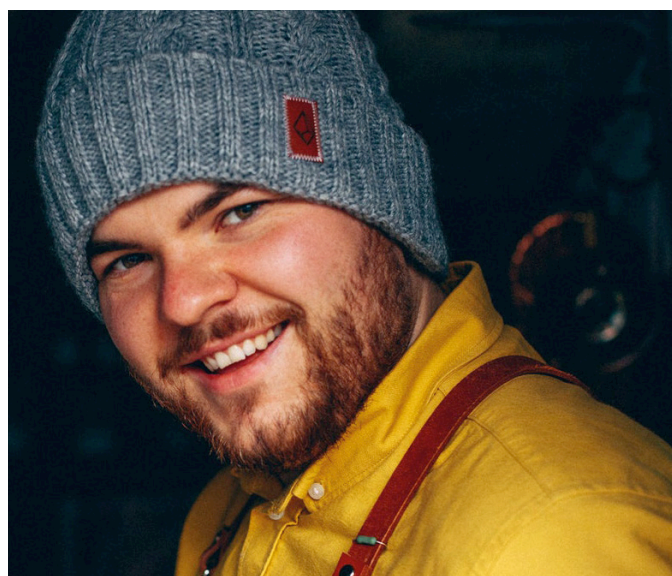
## Covid-19 Unsung Hero

### Winner

**Piotr Skoczylas,  
Stol Coffee**

The Covid-19 Unsung Hero went above and beyond to support others through the crisis. His efforts to solve the pandemic's mental health challenges served as a powerful example of how to make a difference

Piotr Skoczylas is the owner and sole employee of Stol Coffee. At the beginning of the first Welsh lockdown, Piotr left his job as a barista in a coffee kiosk at a tiny provincial train station. He decided to be closer to his community, so he invested all his savings into coffee equipment and a cargo bike, and launched a speciality coffee and home-made cookies delivery service. Meaningful conversations quickly became the main drive in the business to spread unconditional positivity and help people reconnect and create a stronger community. He became the coffee guy on a blue cargo bike riding



around a small town providing coffee, but most importantly human contact and meaningful conversations.

Piotr believes building relationships and healthy communities will ultimately make this world a better place. Coffee and cookies are just the way to get there. In between lockdowns he organised outdoor, socially distanced community meet-ups, providing a way for otherwise cut-off and lonely people to interact. Every Sunday he wanted to be in the park for those who needed him. The idea was that even the smallest interaction with another human could make a massive difference.

Piotr also tries to encourage people to come out and experience sunrise at the seafront. It's a wonderful start to the day. Piotr sees every day as an opportunity to do something awesome in the community, and he has plans to make an even bigger impact in the future. He also sells really good coffee and cookies. ■

Piotr delivered coffee with a large helping of human warmth, organised park meet-ups and distributed posters to spread positivity



### Judges comments



Piotr has clearly helped the community by organising socially distanced events to connect people and helped combat loneliness. A 'hug in a mug' from Piotr feels selfless and this has made an impact in the community.



This must have initially taken some courage to start. However, it was most probably a lifeline for some people.



Wonderful example of the importance of social wellbeing and connectivity which has been highlighted over the last year. The importance of taking a small amount of time out to connect with another person is captured in this example.

## Highly Commended

→ Beth Miles,  
Morgan Sindall  
Infrastructure

## Shortlisted

→ Dr Naeem Dalal,  
University Teaching  
Hospitals,  
Lusaka, Zambia

→ Little Book of  
Positivity,  
HNC and NC Working  
with Communities,  
Forth Valley College



## This Can Happen Future Leader Award

### Winner

**Kirsty McKnight, Oliver Wyman**

Nominated by their company, this award recognises a young future leader who has already made an impact on mental health in their workplace and is paving the way for a better future

Kirsty McKnight is a Senior Consultant who's been with Oliver Wyman just over two years. In that time, she has thrown herself into causes that speak to her heart. Having studied Economics at the University of Cambridge, Kirsty joined Oliver Wyman as a Management Consultant in January 2019. She is passionate about fostering a sense of community at Oliver Wyman and has taken several leadership roles within the firm, including co-leading the London Mental Health committee, Women's external networks group and University recruitment team. She co-leads the firm's social mobility platform, supporting sixth-form students from disadvantaged backgrounds in gaining valuable work experience.

As a co-lead of the UK Mental Health & Wellbeing committee, she works with senior leadership to put the mental wellbeing of employees at the heart of Oliver Wyman's overarching strategy. Kirsty has also been instrumental in designing sharing sessions



Kirsty has used her organisation and creativity skills in moving the MH agenda forward. She has worked closely with senior leaders and designed sharing sessions to enable dialogue that was needed during lockdown.



### Highly Commended

→ Nikesh Arya  
Norton Rose Fulbright

→ Sarah Greenwood  
Norton Rose Fulbright

that give everyone a voice and supportive ear. This work has been particularly important during lockdown. The sessions have covered topics ranging from managing anxiety to sleep hygiene and getting in touch with nature.

In summer of 2020, Kirsty was asked to represent Oliver Wyman on the Thriving From the Start initiative, where she has led a study investigating the impact of Covid-19 on the wellbeing of young people at work. She also received the Rising Star Award 2020 in Professional Services category, in recognition of rising female talent in the industry. On the Women of Oliver Wyman (WOW) committee she leads efforts to increase diversity and opportunities for mentorship. She has been awarded Firm Contributor Leader status two years in a row to acknowledge her many contributions inside the firm. ■

## Founders' Choice Award

OUTSTANDING SERVICE TO MENTAL HEALTH

### Barbara Harvey

**Managing Director, Accenture Research**

If mental health were a celebrity it would feature as "going up" in Caitlin Moran's weekly Celebrity Watch. A topic that was once addressed in whispers is becoming mainstream, accelerated by 18 months of this relentless pandemic. And that's a good thing, right? Yes. But.

Yes. My own awakening came about through two experiences. One, when someone I love developed Obsessive Compulsive Disorder, stranding them in a dark, tortuous cycle of rumination and

the other, when a travelling companion experienced a psychotic episode leading to a week in a secure psychiatric unit. Both knew they were deeply unwell; both were too scared to explain what was going on inside their heads. Both delayed

the treatment that ultimately helped them recover. When, with the support of like-minded colleagues, I focused on what we could do at work to prevent such pain, "making it safe for everyone to talk about their mental health" became #1 of the two ambitions we had of our programme.

But. The fluency with which many now speak of anxiety and depression and the way organisations are now working to address mental health is truly encouraging. But familiarity with these words must never make us forget what they mean. Poor mental health carries a huge human cost; it robs young people of



Barbara compares the mental health journey to a recent hill walk: we can look back with pride but the way ahead is tougher



the ability to enjoy the freedom of their youth, steals pleasure from university students, turns the working week into a trauma, breaks relationships, wrecks careers. Takes lives.



The fluency with which many now speak of anxiety is truly encouraging. But familiarity with such words must never make us forget what they mean

After labouring for an hour up a steep hill in Scotland recently we came to a cairn with the warning "steep path". And yes, that steep hill did indeed get steeper! And that's where I think we are with mental health. We can be proud of how far we've come, but the way ahead is tougher. Now we must get to the root causes of poor mental health. For businesses it means understanding how the way we work contributes to our people's mental health. We must be bold and go beyond fixing people to fix workplaces. We must make work a place that builds resilient, healthy-minded people; a place that leaves people better off in every way. ■



# This Can Happen Grand Prix Winner 2021



## The Wright 5\* Legacy

This year the award goes to a project that was established by a leader in his field, in a bid to use his own mental health struggles for the benefit of others. Now it has become his legacy, and his wife and team are determined to continue his vital work



Matt Wright was a five-star event rider who competed at the top level of his sport. He was courageously open about his struggles with mental health and worked hard to use his experiences to help others. Matt founded Riders Minds with his wife Victoria and support from the equestrian industry in 2020.

With depression and suicide rates high among equestrians, the organisation aims to offer wellbeing support for all riders and to help build a more compassionate sector with a healthier culture.

Matt described mental health as a war that you either win or die trying. Matt died trying, taking his own life in February 2021 at the age of 38. Matt's wife Victoria and the rest of the team

are determined to make sure Riders Minds stands as Matt's legacy. Still in its early stages, the project offers a bespoke and comprehensive mental health resource. Riders can access a self-help zone and mental health checker, and read case studies, inspirational stories and top tips. A 24/7 phone helpline is available, and the active social media channels offer an inclusive platform for people to connect.

Riders Minds is committed to continuing the work that Matt wanted to do, and to realising his vision of a go-to resource offering unique strategies and coping mechanisms. The project aims to make a difference to the lives of equestrians all around the world, removing the stigma around suicide, making it easier for people to talk and saving lives. ■



**What this entry has demonstrated is how to build a plan from scratch and it can take 5/6 years before you really start to see tangible results. Building a core foundation is key at the start and this is what has been achieved.**



**Really comprehensive and wide-reaching aims. Positioned effectively, with tangible goals.**

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Entries for This Can Happen Awards 2022 will open in January 2022. If you are interested in entering and need some help in deciding which categories you are eligible for please email us at [awards@thiscanhappenglobal.com](mailto:awards@thiscanhappenglobal.com) and we will be able to assist you.

**Good luck!**

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