

Most Inspiring Mental Wellbeing Champion, Ally or First Aider

Winner //

JO FOSTER

This award allows companies to recognise an outstanding Champion, Ally or wellbeing First Aider who has shown dedication in supporting their colleagues.

Jo Foster is the quiet force behind a stronger wellbeing culture – using creativity, consistency and genuine care to connect colleagues and make mental health part of everyday working life across six business units.

Although wellbeing sits outside Jo's day-to-day role, she has become a trusted champion across the Group. Through engaging newsletters, noticeboard updates and support for initiatives including Brew Crew, Circles and Mental Health Awareness Week, she keeps wellbeing visible, accessible and easy to engage with.

Her communications are short, upbeat and visual, helping important messages reach employees while encouraging participation. She also works with senior leaders to build sponsorship and keep wellbeing high on the agenda.



Her promotion of mental health support helped the Group exceed its target of training 10% of employees as Mental Health First Aiders.

From Communication to Cultural Change

Jo's influence goes beyond sharing information. She connects colleagues across the six businesses, encourages participation and creates opportunities for people to build relationships beyond their immediate teams.

Her promotion of mental health support helped the Group exceed its target of training 10% of employees as Mental Health First Aiders, reaching 16% by year-end, alongside 100% completion of leadership training.



Supporting the "Fractured to United" strategy, Jo has helped unite previously independent business units through group-wide initiatives including quizzes, Bake Off challenges and walking activities. Brew Crew alone now reaches 81% of the workforce.

Results & Impact

The cultural impact is reflected in a 73% response rate to the Manager Awareness Survey, with scores of 4.5/5 for Respect & Trust, Empowerment, and Authenticity & Vulnerability, and an overall Leadership Health Score of 4.2/5.

Colleagues describe Jo's communications as helping them feel more connected, build relationships across the Group and improve their wellbeing. Her initiatives have also helped make collaboration easier by creating stronger personal connections between teams.

Jo demonstrates that a wellbeing champion does not need wellbeing in their job title. Through energy, empathy and consistency, she has helped create a culture where people feel more connected, supported and comfortable talking about mental health. ■

Judges' comments

+ I love that someone's personal passion can drive them to make such a big contribution alongside their "day job".

+ Jo has made a significant contribution to building a more connected and visible wellbeing culture.

Highly commended

→ Anna Kasatkina
Haleon

Shortlisted

→ Patricia Pauli
Haleon

→ Anastasia Vinnikova
City of London
Corporation