

# Mental Health Campaign of the Year

## Winner

### The Reignite Project, by Calmer

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

The wellness market is expanding at a rapid rate and people are searching for solutions to take better care of themselves. Calmer's free online course is part of a five-year mental health campaign aimed at identifying and preventing burnout and mental trauma in the workplace – the company's goal is to reach 600,000 entrepreneurs and business teams by 2023.

The Reignite Project aims to enable workers, particularly those who are working as individuals, with a better understanding of burnout, why it happens and how to beat it. Calmer cites the meaningful potential of its Reignite project and how it will positively impact the lives of countless business professionals.

The Reignite Project was soft-launched on World Mental Health Day 2018 and has since earned multiple awards recognitions and media coverage. The free 10-week e-course is designed to teach entrepreneurs and business teams how to prevent burnout, reboot a passion for work and life, and balance the two. Sign-up to the campaign is free because the goal is to positively impact the lives of as many working professionals as possible; it is Calmer's mission to empower a large number of busy professionals to take control of their own wellbeing.

To join, participants simply enter their details and are sent a free Reignite Ambassador pack with tips on how to use



The Reignite Film: three business owners talk honestly about their experiences of burnout and how the Reignite Project helped them to find a wellbeing balance

# Shortlisted

## Presented by:



the project and empower others to do the same. Learning strategies include the science behind burnout, plus how to build a support network, get out of your comfort zone, accept and learn from your failures, value your work, and more. The project outlines ways in which participants can help spread the word about the campaign across their own networks.

Calmer believes everyone deserves support in their working life. With more people working remotely these days, on-hand support is more crucial than ever.

## Achievements

Calmer's Reignite Project has worked with reputable brands such as Psychologies Magazine, Startups Magazine and most recently a collaboration with BAFTA to support its members and staff, creating a short film interviewing three business owners who each share their experience of burnout, the symptoms, the impact on their wellbeing, and how they recovered. During the film screening at a launch event during Mental Health Awareness Week 2019, speakers in the film were interviewed, talking honestly about their experiences of burnout and how the Reignite Project helped them find a wellbeing balance.

Thanks to media support and coverage, the campaign has seen a significant increase in sign-ups, becoming the second-most visited page on the Calmer website. The most visited is a blog post entitled 'The 5 Stages of Burnout', raising the need for similar content and support. ■

## Judges' comments

■ An innovative programme which recognises that there isn't a one size fits all - different to the other entries. Excellent

■ Broad impact on a sector that can be isolated

■ Spotted a current issue i.e. burnout and set criteria for success. Appears a focused and accessible resource for a group of professionals that are under-served. Concept of a free online resource encourages widespread sign-ups. Appears to be meeting a specific need. Implementation is structured i.e. having a soft launch to test and then building on this for the finished product

→ Partnership: MediaCom and The Book of Man  
**MediaCom**

→ The Elephant in the Room  
**JTI UK**

→ This Is Me and its impact across the UK  
**Barclays**

→ It's a Wonderful Line  
**Virgin Trains**