

# WORKING MINDS

**MAKE IT ROUTINE**

→ REACH OUT → RECOGNISE → RESPOND → REFLECT →

**This partner toolkit will give you an overview of how you and your organisation can raise the profile of the impact of work-related stress and how employers can support good mental health.**

### **Building a network of partnerships**

It is clear to reduce the impact of stress on a person's mental health, we need to look at the impact of stress on a person wherever they are, no matter what they are doing, in or out of work. As Britain's regulator for workplace health and safety, HSE has a very specific role to play in ensuring that employers are aware of their legal duties to recognise and respond to stress in the workplace. Our partners - you - are crucial to providing whole-person and specific support and advice beyond HSE's reach.

### **What the insight tells us**

Workplace stress is the number one reason for sickness absence in the UK and is a big threat to businesses in Great Britain. Our insight tells us that risks of stress are not treated in the workplace the same way as physical risks are and often employers, particularly smaller ones, are not aware of their legal duties or how to recognise and respond to the signs of stress.

We're calling for a culture change across Britain's workplaces where recognising and responding to the signs of stress becomes as routine as managing workplace safety.



# OBJECTIVES **and** AUDIENCES



**HSE is Britain's national regulator for workplace health and safety in England, Scotland and Wales.**

## **Our audiences**

Our campaign will be relevant to all employers and workers as the principles around stress management are the same, however it will particularly target **SMEs**, specifically those with **fewer than 20 employees**. That's approx **1.1m businesses** and approximately **6 million workers** in total.

## **Our collective objective**

We need to increase reach, and drive action, on how to prevent work related stress to promote, support and sustain good mental health in the workplace.

Key to the success of the Working Minds campaign is our collective efforts to raise the profile of stress and the impact it has on mental health and business.

Our ask is that you support the campaign in any way you can – we will provide you with the messages and assets to share on your channels – but we welcome your ideas and suggestions too, because we know by working together, we can have a bigger impact and reach the people who need this information and support.

To get you started, we're delighted to share with you some creative assets which you are welcome to use across your channels.

Including an animated Working Minds GIF, email signature, social cards and banner.



**The campaign's key messages are set out below, we would welcome their use in your communications.**

- Poor mental health is the number one reason cited for sick days in Great Britain, it's a big issue. Taking action on stress and mental health at work can bring huge business benefits; it reduces sickness absence, boosts morale and helps improve productivity.
- No matter where you work, employers have a legal duty to identify risks and agree ways to prevent work-related stress and support good mental health.
- The aim is to prevent or reduce work related causes to support good mental health and help people to stay well and working. The challenge is to recognise the signs of stress when at work and identify the causes by reaching out and talking to people.
- Anyone can suffer with stress and poor mental health – it affects us all at different times and in different ways. We need to make recognising and responding to stress risks as routine as managing workplace safety, something every business thinks about every working day. The Working Minds campaign can help you do that.
- Remember, although employers have a legal duty to protect employees from stress at work, diagnosing and treating stress isn't your responsibility. If someone is experiencing stress or a mental health problem, they should be encouraged to talk to someone, whether it's a manager, colleague, GP or – if available – a trade union representative or occupational health team.

**At the heart of our campaign are simple ways to introduce our audience to risk assessment and managing stress. We are using 'Make it Routine' using normal, everyday language.**

**Reach out:** starting the conversation is an important first step towards supporting good mental health, preventing work-related stress and creating a healthy, happy workplace.

**Recognise:** the signs of stress in individuals and teams. There are six main areas to assess that may cause issues if not managed well. These are:

- Demands
- Control
- Support
- Relationships
- Role
- Change



**Respond:** after completing a work- related stress risk assessment, action points and solutions should be agreed together with employers and workers.

**Reflect:** monitor and review the actions you've taken, or not taken in some cases.

**Routine:** make it routine to ask how people are. The important thing is to make talking about how people are feeling, normal. Take regular opportunities to check-in on mental health and stress.

For more detail, advice and conversation prompts see [www.workright.campaign.gov.uk/workingminds](http://www.workright.campaign.gov.uk/workingminds)



# ACTIVITY **and** RESOURCES



**Working Minds campaign will be a phased, multi-channel campaign running until January 2023, so plenty of time to plan and build collaborative activity. As we move through the phases we will share additional information and assets as we test and evolve the campaign.**

- November launch of phase 1 to run until end of January 2023
- Launch event at HSE's virtual Health and Work Conference 16th November 2021 at 4.30pm
- [Work Right campaign site](#) will act as a hub of information, advice and support and includes a dedicated area for partners and champions to access assets and information about the campaign – including exclusive previews.
- Campaign videos – available from 16th November via our website
- Social media – organic and paid
- Proactive and targeted media by industry sector
- March – July 2022: Phase 2
- October 2022 – Jan 2023: Phase 3.

## **Other useful resources**

- [HSE mobile app](#) for small and medium sized businesses
- [Stress indicator tool](#) available for free to pilot for up to 50 employees.
- [Stress management standards](#)
- [Return to Work tool](#)



# QUICK WIN



## Make employers aware this is a legal requirement

We know that many employers, particularly smaller ones, are simply not aware of their legal duties. If you have existing or planned content available on stress and mental health at work, a quick-win is to add in a simple line that lets employers know of their legal obligations.

For example:

"No matter where you work, employers have a legal duty to identify risks and agree ways to prevent work-related stress and support good mental health."

We understand that you may wish to attribute this to HSE rather than your organisation so could also add:

"As Britain's national regulator for workplace health and safety, The Health and Safety Executive (HSE) can take action where it can be shown that organisational stress has either not been risk assessed or the findings of a risk assessment have been ignored."

This at least gives employers the information and opportunity to find out more.



# NEWS ARTICLE



**If you would like to share the news on your own channels, please see some suggested wording below. Feel free to include more information relevant to your work area, as well as a quote from a spokesperson from your organisation.**

Mental health issues are the number one reason given for sick days in the UK. Last year almost 18 million working days were lost as a result of stress, anxiety, or depression.

**[your organisation]** is supporting the Working Minds campaign, led by the Health and Safety Executive (HSE), to help businesses to recognise the signs of stress and make reaching out and responding to issues routine.

Chief Executive of HSE Sarah Albon said: “Work-related stress and poor mental health should be treated with the same significance as poor physical health and injury. In terms of the affect it has on workers, significant and long-term stress can limit performance and impact personal lives.

“No worker should suffer in silence and if we don’t act now to improve workers’ mental wellbeing, this could evolve into a health and safety crisis.

“The pandemic has highlighted the need to protect the wellbeing of employees who have faced unprecedented challenges; the Government is committed to building back better and we want to make sure good mental health is central to this.”

HSE is reminding business that no matter where people work, employers have a legal duty to assess the risks of work-related stress in the workplace, not just in terms of potential hazards and physical safety and should also promote good working practices.

Ms Albon added: “Our campaign is focused on giving employers a clear reminder of their duty while championing good mental health at work.”

Working Minds’ is aimed at specifically supporting small businesses by providing employers and workers with easy to implement advice, including simple steps to reach out, respond, recognise, and reflect to make managing stress risks routine.

Employers and workers wanting to know more about the Working Minds campaign, including the legal obligations, advice, and tools available, should visit: [www.workright.campaign.gov.uk/working-minds](http://www.workright.campaign.gov.uk/working-minds)

Our social media channels are updated daily and we welcome you to share our posts.

[Twitter](#) @H\_S\_E

[Facebook](#) @hsegovuk

[LinkedIn](#)

[Facebook](#) @hseworkright

Here are some examples of our social cards:

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## REACH OUT

Starting the conversation is an important first step towards supporting good mental health, preventing work-related stress and creating a healthy, happy workplace.

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## THE LEGAL BASICS

Have you identified any risks (checked your sickness records, spoken to your staff etc)?



# YOUR SOCIAL MEDIA



If you would like to share on your own social media, see some suggested posts below and accompanying socials cards. More will be made available as the campaign progresses in the partners and champion's hub on the website.

## Twitter

(your organisation) is supporting @H\_S\_E 's newly launched Working Minds campaign to give small businesses the tools to recognise and respond to the signs of stress at work. For more information, see (tagged link) [www.workright.campaign.gov.uk/workingminds](http://www.workright.campaign.gov.uk/workingminds) #WorkingMinds

## Facebook

Did you know that no matter where you work, employers have a legal duty to identify risks and agree ways to prevent work-related stress? (your organisation) is supporting @hseworkright Working Minds campaign to give small business owners the tools to recognise and respond to the signs of stress. For more information, see (tagged link) [www.workright.campaign.gov.uk/workingminds](http://www.workright.campaign.gov.uk/workingminds)

## Linkedin

(your organisation) is supporting the Working Minds campaign to support small businesses to recognise and respond to the signs of work-related stress. Led by The Health and Safety Executive, the campaign is focused on providing tools for employers to make talking and responding to issues routine whilst reminding them of their legal duty. For more information, see (tagged link) [www.workright.campaign.gov.uk/workingminds](http://www.workright.campaign.gov.uk/workingminds)



# GET IN TOUCH



**For support with using any of this toolkit to help promote and champion the Working Minds campaign please contact [campaigns@hse.gov.uk](mailto:campaigns@hse.gov.uk)**

We would welcome you to get in touch with us for clarity, advice or a chat on any opportunities you have in mind.

## **Including...**

- A quote or spokesperson
- Any creative assets
- Video footage
- Webinars, blogs and podcasts
- If you've got an idea you want to talk through.

We also welcome your suggestions for content contributions such as a guest article on our channels or yours i.e. your website, newsletters etc.

We also have speakers available and may be able to support relevant webinars and events you are holding or involved in.