

## **Royal Mail Group Case Study – Because Healthy Minds Matter Construction Client Leadership Group**

Royal Mail Group employs around 159,000 people across the Group; 141,000 are in the UK.

Supporting the health and wellbeing of employees is a key part of its People Strategy as Royal Mail Group recognises that stress is a leading cause of mental health issues, both nationally and within its business.

In October 2017, Royal Mail Group built on its previous work around mental health by launching a new five-year mental health strategy, “**Because Healthy Minds Matter**”.

The strategy has four core objectives:

- To increase awareness of mental health issues in the workplace;
- To reduce the stigma associated with mental health conditions;
- To provide tools and guidance to employees so that they know how to support themselves, their colleagues and their family members; and
- To ensure employees know where to go in a crisis.

To embed the strategy the company launched:

- A compulsory mental health e-learning module for managers. This raises awareness of mental health issues and highlights the support and resources that are available for employees.
- A pilot Mental Health Ambassador programme. This trains employees to provide support to colleagues who are experiencing mental health issues.
- A Stress Guidance Toolkit, available on the company intranet site, which helps colleagues to understand and address the potential causes of the stress they experience.
- A new mental health charity partnership with Action for Children, Mind and Mental Health UK which is helping to support mental health work with employees.

In September 2018 Royal Mail Group won the '**Mental Health Initiative of the Year**' at the Workplace Savings and Benefits Awards 2018. The awards - which are now in their sixth year - aim to 'find and recognise the employers which have the best benefits teams and offerings to staff and have done the most to improve these over the past 12 months.'

**Royal Mail Group was praised by judges for its 'courageous five-year mental health strategy, Because Healthy Minds Matter'.**

**Since October 2017, Royal Mail Group has:**

- Designed and delivered multi-media campaigns such as the ['Everyday People video'](#) which was launched by the Corporate Social Responsibility and Community Investment team
- Included Suicide Prevention Awareness in its communications

- 9,500 managers have completed the 'Because Healthy Minds Matter' e-learning course, which has been adapted and added to our Feeling First Class portal for all colleagues to access
- Sent support 'z-cards' into all units
- Launched a mental health peer-to-peer ambassador pilot
- Set up a mental health advisory board to review our progress
- Continued to promote our 24/7 'First Class Support' helpline and direct access to counselling
- 1,311 attendees have attended the Mental Health First Aid Awareness Course, which has now been extended to 5,500 physical First Aiders.

Dr Shaun Davis, Royal Mail Group's Global Director of safety, health, wellbeing and sustainability, has championed mental health both inside and outside of Royal Mail and recently published 'Positive Male Mind – Overcoming mental health problems' which he co-wrote with Andrew Kinder.

Speaking about the book, Shaun says

*“Men are often described as a “hard to help” group in relation to engagement and health issues. They are less proactive with their health than women, they will see their GP less readily, they have less social support and they are less likely to use counselling or talking cure services such as those available via employee assistance programmes. Unfortunately, men are also at greater risk of suicide than women.*

*Organisations that promote positive mental health and educate their employees about mental health, such as Royal Mail, can help to break down and remove the stigma that is so often associated with mental health issues. In these organisations, colleagues should feel able to talk openly about their mental health without fear of being judged or discriminated against.*

*The resulting positive workplace culture is one where colleagues feel empowered to disclose existing mental health conditions, making it easier for the individual and those around them to identify signs of mental distress should they experience mental ill health again in the future.*

*Thinking about these issues I wanted to do something to try and play my part in normalising mental health and addressing the stigma. Working in Royal Mail was a great opportunity to do this and to use the proceeds of my book to further support mental health – all proceeds will be split equally between Action for Children and our in-house charity, the Rowland Hill Fund.*

*The stigma around mental health can discourage people from raising the issue and seeking support. Colleagues who are experiencing mental health issues may feel unable to tell their line manager and instead, try to hide their problems. At Royal Mail we are committed to addressing these issues and supporting improvements in mental health and wellbeing.”*

[You can learn about Dr Davis and Andrew Kinder's new book, Positive Male Mind, here.](#)