

SUPPORT THE WORKING MINDS CAMPAIGN

Here's how you can
make a difference

WORKING MINDS
MAKE IT ROUTINE
→ REACH OUT → RECOGNISE → RESPOND → REFLECT



The Health and Safety Executive (HSE), Britain's regulator for workplace health and safety, launched the Working Minds campaign in November 2021 to raise awareness with employers of their legal duty to prevent stress and support good mental health.

The Working Minds campaign is based on the principles of risk assessment with a focus on five steps:

- 1. REACH OUT** and have conversations
- 2. RECOGNISE** the signs and causes of stress
- 3. RESPOND** to any risks identified
- 4. REFLECT** on actions taken, what's working and what needs review
- 5. MAKE IT ROUTINE** to check in on how people are feeling and coping.

This toolkit will give you an overview of how you and your organisation can help raise awareness and drive culture change across Britain's workplaces to reduce and prevent work-related stress and promote good mental health.

Our campaign partners, champions and supporters are crucial to spreading the word and extending the reach of key information and resources.

Tackling stress at work isn't just the right thing to do, it's a legal obligation.

Many people still do not know that employers have a legal duty and that it should be included as part of health and safety risk assessments.

If there's one thing you can do as a champion, manager or good colleague, it's to help raise awareness of the legal duty and what is required.

There are many ways you can help, get started:

- ➔ Download the [champions checklist](#)
- ➔ [Sign up](#) to the monthly email update
- ➔ **Follow us** on social media
- ➔ **Share** regular updates with your colleagues and networks
- ➔ [Register for free bitesize learning](#)



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WATCH AND SHARE THE VIDEOS



About Working Minds...

WORKING MINDS

Whether you're a small business or a large corporation, the law requires all employers to prevent work related stress to support good mental health in the workplace.



Access the [full playlist](#) for more...



Working Minds - three reasons

Health and Safety Executive • 188 views • 5 months ago



Working Minds – employer duty to prevent work-related stress

Health and Safety Executive • 297 views • 5 months ago



Working Minds – support for small businesses

Health and Safety Executive • 79 views • 5 months ago



Working Minds - prevention is better than cure

Health and Safety Executive • 138 views • 5 months ago



Working Minds – industry pressures

Health and Safety Executive • 118 views • 5 months ago

- ➔ Around half of all work-related ill-health is due to stress, anxiety or depression with each case taking an average of 19.6 days off work (2022/23).
- ➔ A report by Deloitte (2022) estimates that poor mental health costs UK employers up to £51 billion a year.
- ➔ Employers have a legal duty to prevent work-related stress and support good mental health. In practical terms, that means doing a risk assessment and acting on it.
- ➔ Anyone can suffer with stress and poor mental health – it can affect 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 to reduce and prevent work-related stress in five steps: **reach out, recognise, respond, reflect** and **make it routine**.



KEY AUDIENCES



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

Working Minds is relevant to all employers and workers as the principles around stress management are the same, however the campaign is particularly targeted at small and medium enterprises (SMEs), specifically those with fewer than 20 employees.

Some industries and occupations have higher than average rates including health and social care, education and protective services.

You can [read more on statistics here.](#)

Some suggested social media posts below

- ➔ **[your organisation]** is supporting HSE's Working Minds campaign to help raise awareness about how employers can learn to recognise and respond to the signs of stress at work. Get involved:
<https://workright.campaign.gov.uk/campaigns/workingminds> #WorkingMinds
- ➔ Did you know that no matter where you work, employers have a legal duty to include work-related stress in risk assessments? Find out how: <https://workright.campaign.gov.uk/campaigns/workingminds>
- ➔ Support the Working Minds campaign to help prevent and reduce stress across Britain's workplaces in five steps; reach out > recognise > respond > reflect > make it routine
<https://workright.campaign.gov.uk/campaigns/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

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.

Suggestions welcome!

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