

**WORKING MINDS**

**MAKE IT ROUTINE**

→ REACH OUT → RECOGNISE → RESPOND → REFLECT →

## BECOME A CHAMPION

Sign up as a Working Minds campaign champion and help drive culture change across Britain's workplaces to prevent work-related stress and promote positive mental health.



**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 prevent work-related stress and promote good mental health.**

## **Building a network of support**

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 and we cannot achieve change alone. Our campaign partners and champions are crucial to spreading the word and providing support beyond HSE's reach.

## **What the insight tells us**

Mental health is the **number one reason** for work related illness in the UK and is on the rise. 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**

Working Minds is relevant to all employers and workers as the principles around stress management are the same, however we are particularly targeting small and medium enterprises (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 at work 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.



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### SIGNS OF STRESS

A change in the way someone thinks or feels can be a sign of stress, for example:

- Mood swings
- Being withdrawn
- Loss of motivation, commitment, and confidence
- Increased emotional reactions - being more tearful, sensitive, or aggressive

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Prevent work-related stress to promote, support and sustain good mental health in the workplace

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

- Mental health is the **number one reason** for work related illness in the UK and is on the rise. 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 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 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)

**Working Minds will be a phased, multi-channel campaign. As we move through the phases we will share additional information and assets as we test and evolve the campaign.**

- [Work Right campaign site](#) is a hub of information, advice and support
- [Dedicated resource hub](#) for partners and champions to access assets and information about the campaign – including exclusive previews.

## **Activity will include:**

- Campaign videos
- Social media
- News releases
- Blogs
- Webinars
- Podcasts
- Speaking at events.

## **Other useful resources**

- [HSE Talking Toolkits](#)
- [Risk assessment templates](#)
- [HSE mobile app](#) for small and medium sized businesses
- [Stress management standards](#)
- Download the [Working Minds Poster](#)



# 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 is the **number one reason** for work related illness in the UK and is on the rise.

In 2021/22 **914,000** workers suffered from stress, depression or anxiety. An estimated **17 million working days** were lost as a result.

**[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."

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 provides 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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## RECOGNISING SIGNS OF STRESS



A change in the way someone acts can be a sign of stress, for example they may:

→

- Take more time off
- Arrive for work later
- Be more twitchy or nervous



# 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 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.