



Small business health insurance

# Small Business Academy.

Mental Health Edition

**Health Awareness Resource Guide**

Small Business Academy





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# Mental health problems are impacting every organisation.

**Workplace mental health is complex with no easy or single solution**

## **Mental health engagement is low**

Despite increased awareness of mental health in the workplace, in reality engagement continues to be low with nearly half (48%) of employees reporting they did not receive a wellbeing check-in from their employer within a year

## **Mental health is personal**

Needs and expectations vary hugely by personal experience, demographic, culture and lifestyle

## **Mental health stigma persists**

66% of employees would not feel comfortable raising a mental health concern with their employer

## **Work is the second biggest cause of stress**

Organisations need to address the root causes and focus on preventing stress for employees

## **The cost of living crisis is adding to concerns**

The British Association of Counselling and Psychotherapy says finances are driving a decline in mental health

By investing in mental health awareness, you can help your employees to stay in control of their wellbeing and demonstrate your commitment to creating a healthy workplace. A pro-active approach to mental health in the workplace will have a positive impact on engagement and your talent retention and attraction.

# Tools to support your workforce.

**1 in 5 people** take a day off due to stress, yet **90%** of these people stated a different reason for their absence. It's important that you know how your employees are feeling because spotting the signs early can prevent more serious mental health conditions developing.

You can nurture a healthy workplace by creating a mental health awareness campaign so your employees know that you're ready to support them should they need help.

Your mental health awareness campaign should:

- Create an environment where people feel they can ask for help before reaching crisis point.
- Keep the conversation open, with leaders sharing their personal experiences to lead by example.
- Upskill managers so they can spot the signs early when people need help.
- Think creatively and strategically about how mental health resources are shared so they're seen by people who need it.

Around  
**1 in 6**  
workers will experience  
depression, anxiety or  
problems relating to stress  
at any one time.



**You can use these tools in a variety of ways.**  
You could include them on newsletters, in bulletins,  
or emails, or even host them on your intranet.



# Breaking down the stigma.

In your Mental Health Academy event, you'll have gathered the first steps to kickstart your mental health plans. Now it's time to jump into action and create an awareness campaign to help continue breaking down the silence and stigma that can be so isolating to those suffering with mental health illnesses.

Mental health awareness campaigns are a great way to educate colleagues about the different types, causes and signs of mental health as well as an understanding of the different treatments available. We can help you bring your campaigns to life and bring change to your employees' lives.

## What can you do?

There are lots of ways to create a more open culture in the workplace where employees feel safe and able to speak out about their health needs. Sometimes, the best way is to try a few different methods, and see what works for you. Here are a few examples of things you can do to keep engagement high and shift the dialogue from stigma to support.



**Senior leadership  
advocacy**



**Mental health  
awareness webinars**



**Employee  
stories**



**Promoting national mental  
health awareness days**



**Regular health and healthy  
lifestyle content**



**Upskill your managers to  
make a difference to health  
and wellbeing**

# Mental health awareness campaign timeline.

Every business is different. So when it comes to creating and running a mental health awareness campaign, each one will be unique. It's about finding what works best for you and your team. Here's an illustrative example of how it could look:



## Key dates for your calendar.

- February**  
Time to talk day  
Children's Mental Health Week
- April**  
Stress Awareness Month
- May**  
Mental Health Awareness Week
- October**  
World Mental Health Day

# How to support someone with poor mental health in your workplace.

They may have questions, or feel overwhelmed with all the information about their mental health illness. Make sure they know that we're here to talk anytime.

Check out our line manager guides on the next page



## Help for colleagues

Your colleagues might not know how to support someone with poor mental health, so our **manager's guides** include ideas on how to support them, and also manage bereavement in the workplace.



## Returning to work

Employees are often concerned about their return to work, so a **phased return as they recover** can be the best option. You should always consider flexible working options too.



## Little things make a big difference

Small gestures like a card, or some flowers, can **go a long way**. We've seen the difference that our Small Acts of Kindness initiative makes to colleagues' mental wellbeing and morale.



## Signposting to support

Access to information is critical to empower people to take control of their health. You need to split this into 3 areas.

- What do people need for prevention and resilience?
- What is available for early intervention and self care?
- If someone needs further support, what is available?

We will provide further information on this over the next pages.



Supporting colleagues with mental health -  
at home and in the workplace

# Manager support guides.

Our bitesize videos cover a range of health and wellbeing topics. In the videos, our clinical experts provide tips and tools to help managers support employees.

You can add them to your intranet so they're easily accessible, or use them in your wellness campaigns to engage people.

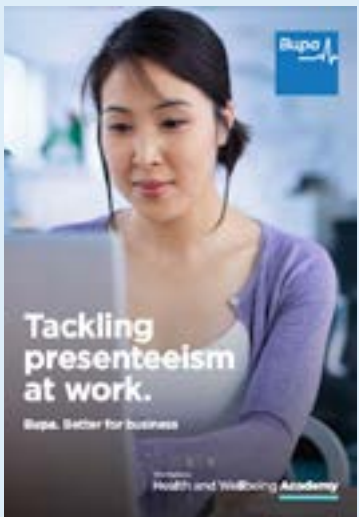
We have a number of guides to support your managers with practical advice, useful tips and expert insight to support employees' mental health.



Open up at work



Setting healthy  
workplace goals



Presenteeism in  
the workplace



Helping shy and socially  
anxious colleagues



Supporting employees who  
are experiencing stress



Talking about suicide  
and support at work



How learning can benefit  
your team's mental health



Supporting colleagues with mental health -  
at home and in the workplace

# Bitesize videos for line managers.

Our bitesize videos cover a range of health and wellbeing topics which have the potential to impact someone’s mental health.

The videos are 10 minutes long so easily digestible, where Bupa’s leading clinical experts provide tips, tools and resources on how managers can best support employees in the workplace

You can add them to your intranet or internal platform so they are easily accessible for your managers or you could use them in your campaigns to engage people.

Is your team  
burnt out  
or busy?

[View >](#)



Disability  
inclusion  
in the  
workplace

[View >](#)



Supporting  
managers  
to talk  
about period  
health

[View >](#)



Supporting  
neurodiverse  
employees

[View >](#)



Supporting  
transgender  
individuals

[View >](#)



Supporting  
employees  
facing  
fertility  
concerns

[View >](#)



Supporting  
those who  
care for  
children with  
mental health  
issues

[View >](#)



Supporting  
employees  
through the  
menopause

[View >](#)



Supporting  
employees  
experiencing  
endometriosis

[View >](#)



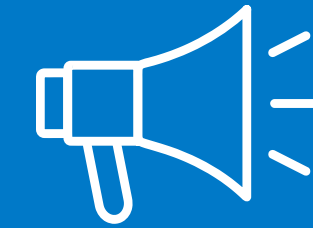


# Practical information so you can better understand mental health conditions.

We're here to support you with insight and helpful tips to help you and your employees take control of their mental health.



Small Business Academy



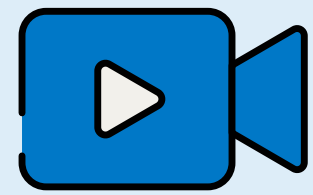
To find out more on each topic,  
simply click on the box



# Keeping active.

**Supporting colleagues with their mental health at home and in the workplace**

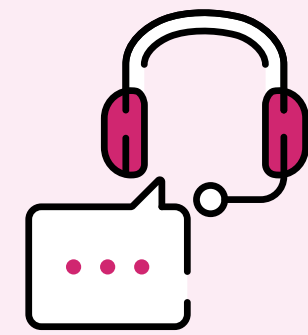
Physical exercise not only keeps our bodies healthy, it can make us feel better too. Even a short burst of 10 minute brisk walking increases our energy, mental alertness, and lifts our mood. Encouraging employees to take part in regular exercise can boost their self-esteem, reduce stress and anxiety, improve sleep and reduce the risk of depression.



## Inspirational videos

### Motivation and advice

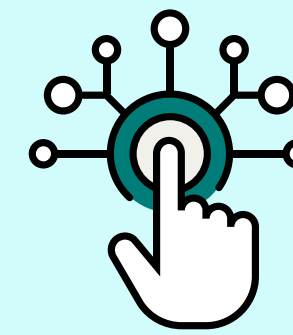
Here, we look at how important regular exercise is for our self-esteem and sense of wellbeing. In this video, professional athletes open up about their mental health experiences and share advice for looking after your own wellbeing.



## Webinars and podcasts

### Keeping active at home

Keeping physically active is great for body and mind. If you like to raise your heart rate, we can help you reach your fitness goals.



## Health information tools and calculators

### Physical activity quiz

How much physical activity should you be doing? Take our physical activity quiz and test your knowledge about the importance of staying active.





# Food and mood.

## Supporting colleagues with their mental health at home and in the workplace

Regular, heavy drinking interferes with chemicals in the brain that are vital for good mental health. So while we might feel relaxed after a drink, in the long run, alcohol can negatively affect mental wellbeing.

Eating certain foods can affect physical health and contribute to weight gain, but evidence suggests that what we eat affects our brain and sense of mental wellbeing too.

Encouraging your employees to incorporate a healthier lifestyle, could help to improve their mood, give them more energy and help them to think more clearly too.



### Reducing alcohol intake

Alcohol is a temporary and sometimes damaging response to a longer term problem. If you use alcohol to cope with stress and worry, you miss out on developing healthy coping skills which include:

- talking about your problems
- getting professional help
- using stress management techniques

The next time you face a challenge, you may feel more overwhelmed and more likely to turn to alcohol again. Poor sleep and hangovers can also make you feel less able to cope. Your mood can improve when you cut down or stop drinking.



### Eating well

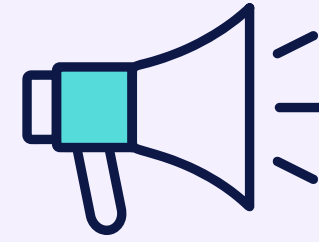
Good nutrition significantly affects our mental health. A healthy, well balanced diet can help us think clearly and feel more alert. It can also improve concentration and attention span. An inadequate diet can lead to fatigue, impaired decision making and can slow down reaction time. A poor diet can actually aggravate and may even lead to stress and depression.



# Encouraging healthy habits.

**Supporting colleagues with their mental health at home and in the workplace**

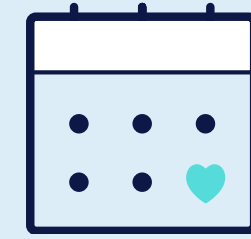
Encouraging healthy behaviours can help employees proactively manage their mental health. This can be from improving their sleep to finding a good work-life balance.



## It's good to talk

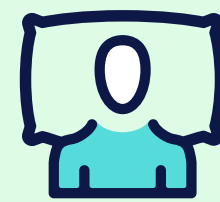
Helping an employee talk about their feelings can help them manage their mental health. It can help them feel supported and not alone.

Employee Assistance Programmes can be an effective tool in supporting employees.



## Find your work-life balance

Following a mental health diagnosis or treatment, there will be a period of rehabilitation. People need to ease back into work during that transition, so it's important to strike a good work-life balance.



## Improving your sleep

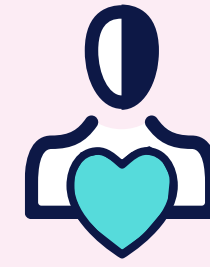
There is a close relationship between sleep and mental health. Living with a mental health problem can affect how well you sleep, and poor sleep can have a negative impact on your mental health. Sleeping well will give colleagues more energy and help them stay on top of their wellbeing.



## Making the most of working from home

If someone is experiencing poor mental health, they may find the idea of commuting or working from the office quite overwhelming, and it can exacerbate their mental health symptoms. Providing flexibility and making adjustments to where they work can make a significant difference. If it's safer to work from home, we have tips to help them make the most of it.





### Self-care

Here we discuss the importance of self-care in supporting our physical and mental health. We also explore the importance of protecting your time and putting your needs first.



### Mindfulness

Here we discuss how to take time for ourselves away from what's going on in the world. We explain the basic concepts of mindfulness, the theory behind it and how it can be used in everyday life to improve overall wellbeing.



### Supporting your financial wellbeing

Here we discuss the impact of financial worries, Statutory Sick Pay (SSP) and how money can impact your mental health.



### Managing stress

Here we discuss the science of stress, the effects of stress which we can notice in ourselves and other people and how we can manage stress using the **'5 steps to wellbeing'**.



# How Bupa can support your organisation and keep your people well.

## Helping people to spot the signs of poor mental health, for quicker and earlier diagnosis

Our new Workplace Mental Health Advantage can help you build a more positive and resilient work culture. It could mean employees get the help they need for mental health problems earlier.

## Direct Access for mental health

Allows employees fast access to onward care, usually without the need for a GP referral. Helping to reduce time spent away from work.

## Mental health hub

A dedicated online tool full of shareable resources to support employees, however they're feeling.



Health  
Hubs

## Wellbeing Hub

Free, online and expert-approved content to help you manage your employee's wellbeing. From mental health support to tips on healthier living.





# Support for parents and families.

We have a range of resources and guides to help parents and families support a child who may be suffering with their mental health, from how to start a conversation on mental health to building their child’s resilience.

## Family Mental HealthLine

If an employee is concerned about a worrying change in a child’s behaviour or mood they can use our Family Mental HealthLine and speak to a trained adviser and mental health nurse. Our mental health nurses offer advice, guidance and support to parents who are worried about the emotional wellbeing of a child.

### Spotting the signs

A teenager’s mental health can cause physical and behavioural symptoms. Here’s what to look out for.



### Starting a conversation

Starting a conversation with your teenager about mental health isn’t always easy. Use this infographic to help find the right words and build trust and understanding.





# Additional resources you have access to through our partnerships.



## Business in the Community

Our partner, **Business In The Community**, have developed a number of resources to enable employers to support their employees' mental health and address key issues impacting their organisation.

Business in the Community (BITC) has partnered with Public Health England to produce a toolkit to help employers take positive actions to build a culture that champions good mental health and provides a greater understanding of how to help those who need more support.



## City Mental Health Alliance

The CMHA is a not-for-profit membership organisation. They are an alliance of businesses, working together with mental health experts and partner organisations, to achieve a vision that every workplace will protect, support and create positive mental health for their people.





# Thank you.

**If you have any questions about how  
to promote or use any of our services,  
please speak to your Account Manager.**

