



Implementing a Mental Health Strategy

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Our workforce profile

- Male dominated - 75%
- Ageing
- 9% ethnic minorities
- 2.4% with disability
- Long service
- Technology focused
- Physically less active
- Mentally more demands
- Increasingly global



Where does a mental health strategy influence corporate policy?

Traditional (Defensive)

- Absence Management
- Occupational Health
- Health and Safety
- Health Insurance

Emerging (Proactive)

- Health Promotion
- Attendance Management
- Diversity
- Rehabilitation

Future (Integrated)

- Commercial Opportunities
- Employer of Choice



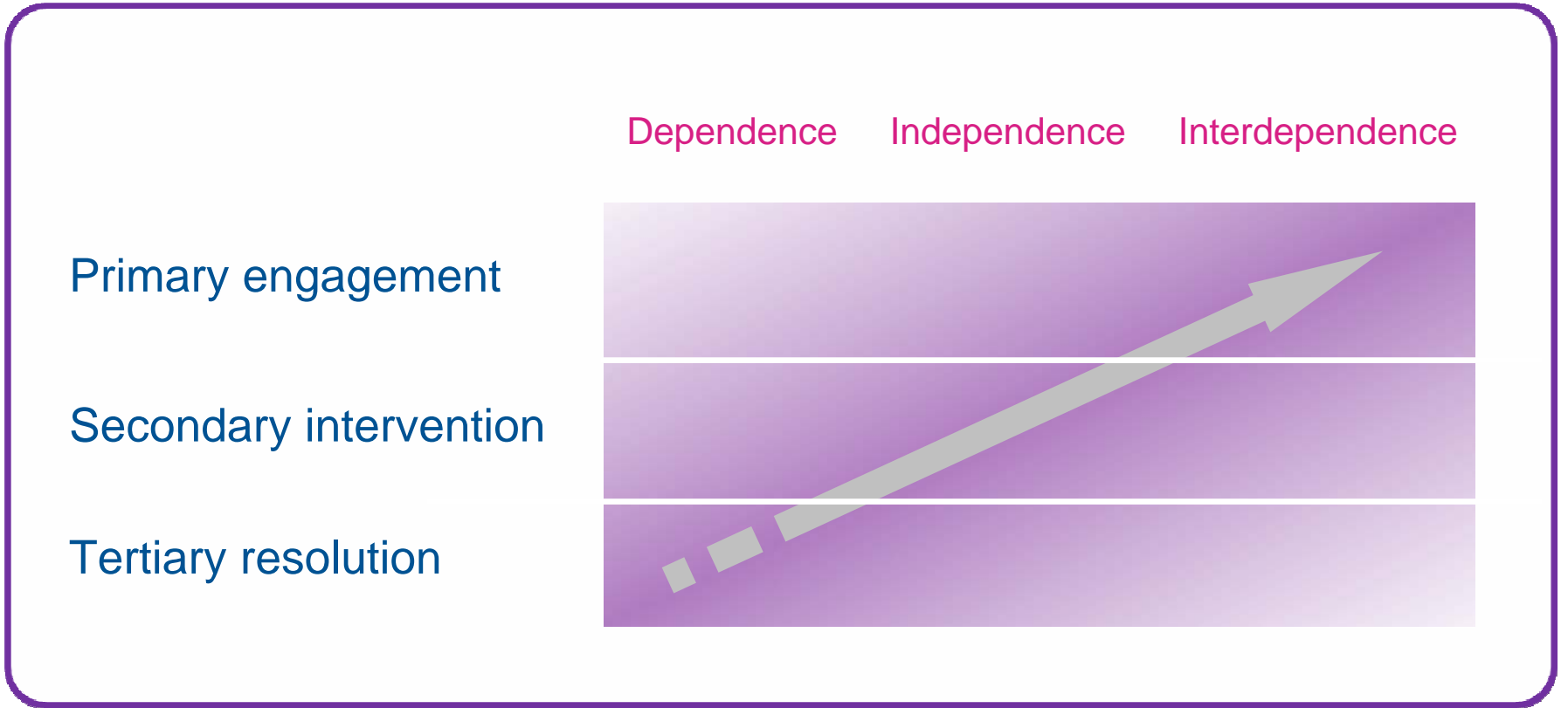
The “Health Advantage”

Improving the health of our people

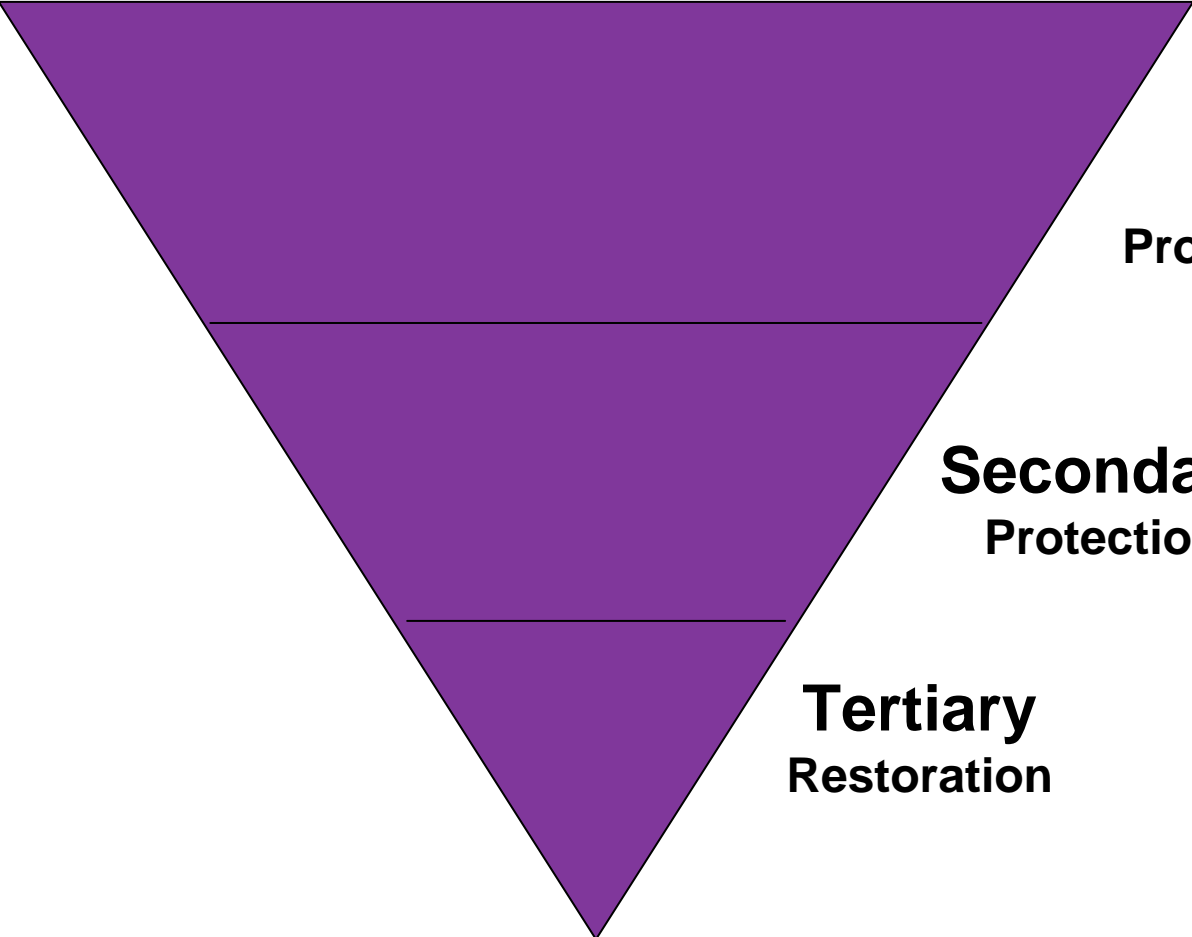
- Enhancing employee engagement
- Facilitating diversity and creativity
- Positioning BT - image and brand
- Contributing to our CSR credentials
- Benefits to our people, society and the business



Creating a healthy and diverse environment where excellence prospers



Health Framework

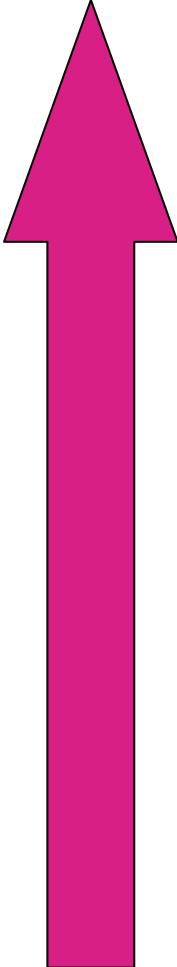


Primary
Promotion/Prevention

Secondary
Protection

Tertiary
Restoration

**Level
of effort**



- 16 week campaign
- 8 modules & roadshows
- Based on 10 positive steps from World MH Day
- Aim(s):
 - Raise awareness
 - Tackle stigma
 - Promote mental well-being
- Partners – SCMh, MIND

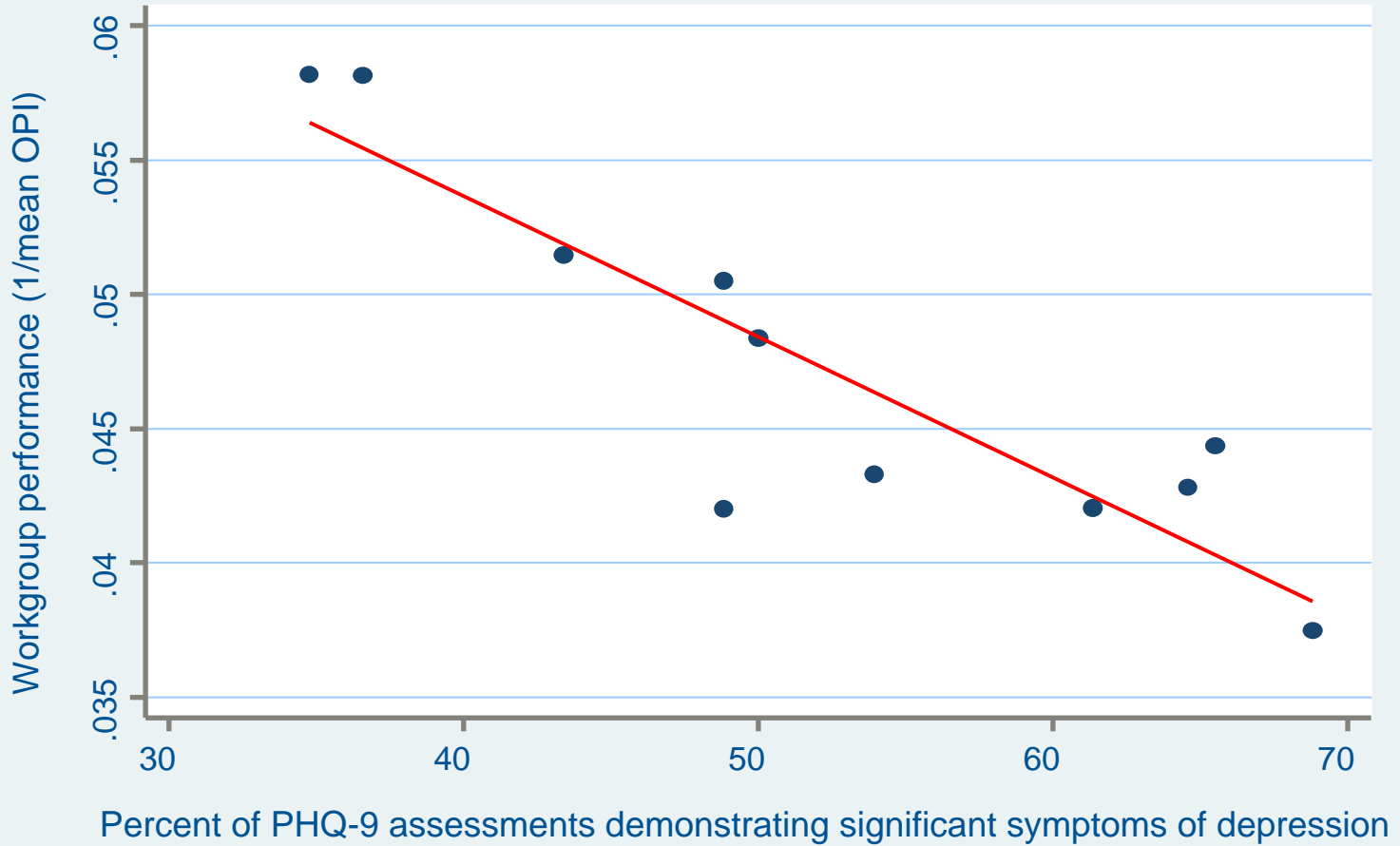
BTtoday

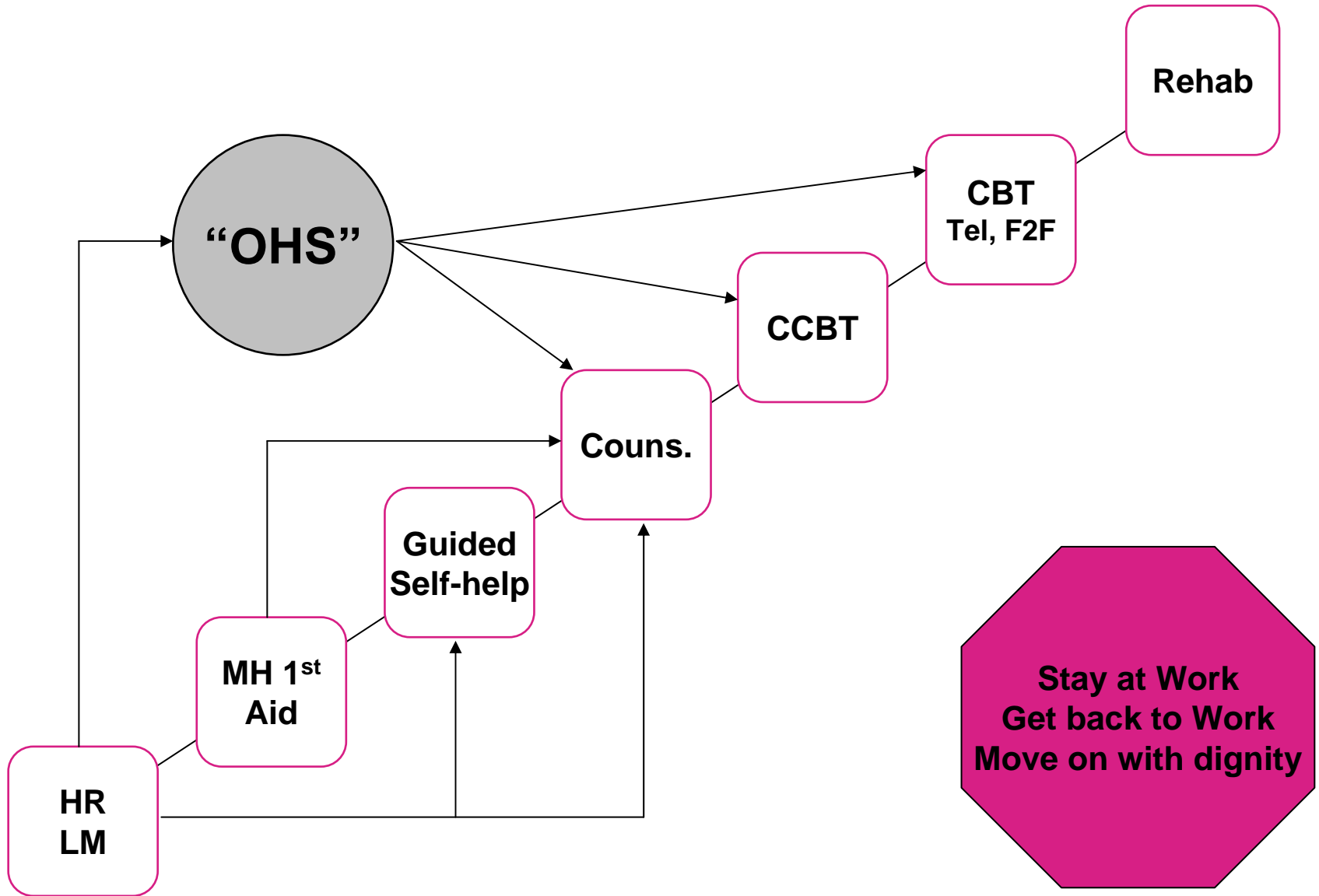
SAINSBURY CENTRE
for MENTAL HEALTH
removing barriers achieving change



For better mental health

Linking Health to Performance





Impact of a long-term structured approach

- More than 5 years since BT rejected a candidate on grounds of mental illness
- Sickness absence rate due to mental health problems has fallen by 30% in 4 years despite pressured market conditions
- Now get almost 80% of people off more than 6 months with mental illness back into their own jobs (30% 5 years ago and 20% nationally)
- Medical retirement rate for mental illness had dropped by 80% in 5 years
- Stress claims dramatically reduced
- Enhanced reputation with key customers



Bringing it all together