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

- Primary engagement
- Secondary intervention
- Tertiary resolution

Dependence     Independence     Interdependence
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
Linking Health to Performance

Percent of PHQ-9 assessments demonstrating significant symptoms of depression

Workgroup performance (1/mean OPI)
“OHS”

- MH 1st Aid
- Guided Self-help
- Couns.
- CCBT
- CBT Tel, F2F
- Rehab

Stay at Work
Get back to Work
Move on with dignity
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