



work.
in tune
with life.
move europe

The European campaign for mentally healthy workplaces

Introducing the campaign

Mental health and wellbeing is important for business and is essential to the success of your organisation, particularly in today's economic climate. While mental health and wellbeing is undoubtedly moving up the agenda for employers, more remains to be done.

A Europe-wide workplace mental health promotion campaign called '**Work. In tune with life.**' has been developed to support employers to create mentally healthy workplaces.

Participating in this innovative campaign will provide you with:

- » A range of resources to help improve mental health and wellbeing in your workplace.
- » An opportunity to be part of a Europe-wide employer scheme on best practice.
- » A network with like-minded, forward-thinking organisations.

Ultimately, participating in this campaign will support you in creating a mentally healthy workforce and many of the activities you can undertake will contribute towards you gaining the Healthy Working Lives Awards.

The business case for mental health

It makes good business sense to promote mental health and wellbeing at work.

- » 1 in 4 people will experience a mental health problem.
- » The World Health Organization estimates that by 2020, depression will become the second most important cause of disability in the world.
- » In the UK, studies have shown that stress, anxiety and depression account for 60 million sickness absence working days each year.

Creating a mentally healthy work environment for your employees is an important driver for success and will ultimately reduce staff absences, staff turnover and associated costs. At the same time, taking this positive approach can also boost productivity and performance and increase staff morale, teamwork and communications. A healthy workplace can also help employees to cope with organisational changes such as restructuring.

Taking action to improve mental health and wellbeing at work will help you to meet your legal responsibilities, and also make you more attractive to prospective employees, while leading the way among your competitors with a socially responsible reputation. All of which are highly valuable assets to any organisation.

About Work. In tune with life.

Across Europe, employers are joining the campaign which aims to help your workplace to:

- » promote positive mental health for all employees
- » understand and reduce issues that cause stress
- » support employees who develop mental health problems
- » reduce the barriers to reintegrating and employing people who have experienced mental health problems.

These are major issues for employers and businesses of all sizes.

What can you expect?

The campaign provides a range of resources to help you to improve mental health and wellbeing in your workplace. We provide the following:

- » Materials for employers and employees to help you to raise awareness.
- » An online workplace mental health-check and support to evaluate your progress.
- » Realistic guidance for employers on how to improve mental health.
- » Guidelines for employees about their contribution.

Being part of this campaign means that you are part of a European-wide employer scheme on best practice. You may be selected as an exemplar within Scotland or even Europe. The campaign is managed in the UK by Healthy Working Lives, supported by The Mental Health Foundation. Many of the activities you can undertake will contribute towards gaining the Healthy Working Lives Awards and will also mean that you can display the **'Work. In tune with life.'** logo on your publicity materials.

