



WINNER GRS GROUP

Awareness day

'Let's Talk' campaign to improve health and wellbeing

GRS Group



DESCRIPTION

"People at the heart of everything we do" is the guiding principle behind all GRS business decisions and initiatives. This focus on people is a recurrent theme, notably through the company's approach to safety, people development, and crucially, health and wellbeing.

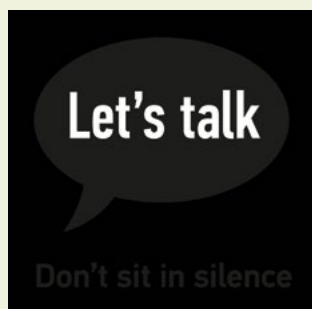
In the aftermath of the Covid pandemic, the GRS senior team noticed increasing numbers of wellbeing and mental health issues in the workforce. Having shared resources designed to help people to improve their mental wellbeing, it became clear that this was a bigger issue than the company had previously realised.

Consequently, in 2022 the foundations were laid to launch 'Let's Talk', a wide-ranging, ongoing programme backed by groundbreaking commitments, to training and resources designed to eradicate the stigma that surrounds wellbeing and mental health.

The aim was to change the culture to one in which people could speak openly about their struggles without judgement or criticism, helping people to feel confident enough to speak out.

Many organisations treat wellbeing as a part of health and safety. GRS chose to keep wellbeing distinct, recognising that the factors that affect a person's wellbeing may, or more likely, may not be work-related, yet can profoundly affect their ability to do their job effectively and safely.

Partnering with a specialist organisation, GRS began educating people at all levels on causation and the onset of health and



mental problems. The company's objective was to improve everyone's awareness of their personal health and wellbeing, by investing time, effort and resources to build an extensive suite of ongoing 'Let's Talk' initiatives.

This holistic approach, which everyone could feel part of, delivered a rapid acceleration in awareness and appreciation of mental and physical health. The mantra that "it's okay to not be okay" became established and has helped numerous employees to realise positive life-changing outcomes from difficult situations.

GRS ensured that all its drivers, site operatives and office-based staff had access to the health and wellbeing support, no matter what their role or location.

GRS also recognised that it was imperative that employees, especially managers, were equipped to recognise mental symptoms and then listen, respond and support without trying to 'diagnose' or 'solve' – with those struggling signposted to trained professionals.

GRS embedded 'Let's Talk' in numerous ways including:

Let's Talk Pledge

Everyone at every location signed the 'Let's Talk' Pledge poster reinforcing the right way to think and act towards mental health.

Signposting Help

Professional support is widely communicated through events, videos, posters, letters to home, banners, giveaways and more.

Employee Assistance Programme

Investment in an enhanced EAP for employees and their families, providing confidential advice and support for Personal Resilience, GP Services, Legal/Financial Help and Carers.

Visit www.safequarry.com for more details or email: info@safequarry.com



Embedding Through Management

Let's Talk launched at GRS's annual management conference and wellbeing is now a fixed agenda item for discussion in all management meetings.

Management Training

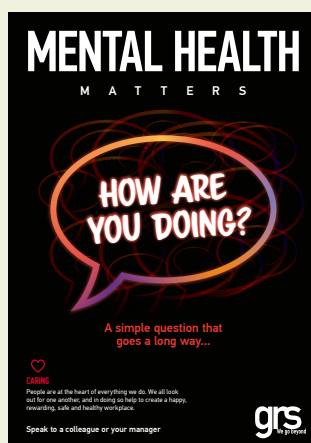
MindUK delivered mental health training and Wellbeing Action Planning to over 200 managers, improving their knowledge and recognition of mental health.

Staff Resourcing

GRS appointed 6 Health & Wellbeing Ambassadors nationwide and recruited an experienced Health & Wellbeing Advisor in a permanent position.

Awareness Days

GRS uses national and international awareness days to reiterate and reinforce its approach in an engaging and fun way.



Sample posters from campaign

Booklets and Guides

GRS produced a suite of booklets aimed specifically at its workforce and covering everything from mental health and sleep advice to menopause and healthy eating

Videos

Videos were created on sensitive issues which involved employees talking about their own experiences.

Men's & Women's Health Issues

A range of campaign resources, including videos, webinars, booklets etc were created to improve awareness and openness about health issues that are gender specific.

Absenteeism

GRS overhauled the way sickness was recorded. This identified that 13% of reported sickness was a result of mental health issues, with wellbeing a factor in most absences. This enabled provision of better support for those feeling unwell.

BENEFITS

- A more focused, alert and resilient workforce.
- A happier and healthier workforce.
- Reduction in individuals engaging in unsafe acts.
- "It's okay to not be okay" is cemented into the culture at GRS.
- In first 12 months of the campaign, there were more than 100 separate enquiries to managers or ambassadors seeking support.
 - including 7 colleagues with suicidal thoughts provided with specialist support.
- Numerous employees helped to realise positive life-changing outcomes from difficult situations.
- A more productive and safer environment for all.

DEVELOPMENT AND TRANSFERABILITY

Whilst GRS has produced many resources to provide support as part of this campaign, the true innovation in 'Let's Talk' was changing the culture to one where there is no longer stigma attached to health and wellbeing struggles.

As such, 'Let's Talk' set GRS and its employees on a journey of learning that is ongoing. Lives are continually changing and health and wellbeing will always affect different people in different ways and at different times.

Such has been the success of 'Let's Talk' in relation to mental health and wellbeing that the company went on to apply the same approach to the following areas: Alcohol, Back Care, Cancer, Children's Mental Health, Exercise, Healthy Eating, Heart Health Hydration, Menopause, Osteoporosis, Sleep, and Sun and UV Safety. More will follow.

