

Mental Health Campaign of the Year

Winner

Not a Red Card Campaign, Legal & General

This category looks for the best internal or external mental health communications campaign, focusing on the importance of never taking mental health for granted, and the need for positive conversations

Legal & General has long been in the business of protecting employees, a company's most valuable asset. Mental health and wellbeing is the leading cause of long-term absences from work. As a longstanding advocate for addressing such issues in the workplace, Legal & General leads the way in addressing and de-stigmatising mental health issues, both in the workplace and wider life.

Since 2017, Legal & General has campaigned to bring mental health issues to the forefront of the national conversation surrounding wellbeing in the workplace. Its prestigious Not a Red Card campaign helps create environments that prioritise employee wellbeing.

The campaign initially used sport to raise awareness and encourage businesses to talk about the issues surrounding mental health at work, with famous sporting personalities helping create an impact within the business community.

In 2018, the Not a Red Card Awards launched to celebrate businesses who demonstrated best practice in terms of protecting their team's mental health. As part of the Not a Red Card campaign, the company developed a dedicated microsite housing mental health and wellbeing resources aligned to a series of core



Not a Red Card event

standards written into the Stevenson and Farmer *Thriving at Work* report (an independent mental health manifesto drawn up in 2017). Other expert partners included Mind, Mental Health First Aid England and Health Assured.

2019 saw the launch of a drive to provide managers with the tools needed to help employees, built on a range of articles and videos available at L&G's online resource hub. In the same year a documentary series aired, featuring former world champion boxer Ricky Hatton, in which he met Rhondda Housing Association, a

Highly Commended

→ **Magnox Target Zero Campaign – Mental Health and Wellbeing**
Magnox

Shortlisted

→ **L’Oreal #beatthestigma**
L’Oreal UK&I

→ **Mental Health Campaign**
Claims Consortium Group

Judges’ comments

previous winner of the Not a Red Card Award for its mental health initiatives.

The campaign continues to support employers to reduce the impact from long-term absence costs, and to improve mental wellbeing policies to create better working environments for employees.

Achievements

An annual forum brings together business leaders, employers and mental health advocates, sharing inspiring stories from high-profile speakers to raise awareness, and providing employers with key insights that they can carry forward into their own organisations. The finale is the Not a Red Card Awards ceremony, which encourages businesses to keep mental health on the agenda, while showing others what they can do to improve their own workplace wellbeing strategy.

Since the campaign began, it has reached more than 10 million people and achieved more than 200 pieces of press coverage, including in national and trade publications. A microsite has had 55,000 views, the most visited pages being a resource hub that provides employers with key insights on how to embed wellbeing strategies into their organisation.

The impact of efforts is reflected in a 2019 post-event survey, in which 81% of attendants rated the event as excellent and 19% rated it as good. All those who completed the survey intend to implement their learnings in the workplace. ■

It’s hugely important that an insurer is taking the initiative to focus on mental wellbeing as a core part of their strategic offering. Only by changing how employers think about mental health will we see a difference in how people are treated and supported.

I think the focus on sport and male sports stars is excellent – to engage men who would otherwise not engage, when we know males are the forgotten victims.

I like how the narrative is being flipped here: the celebration of best practice is a great positive angle for other businesses to aspire to.