This is Me™ in the City

Reduce stigma
Talk without fear
Dispel the myths around mental health and wellbeing in the workplace

lordmayorsappeal.org/thisisme
@LMAppeal #ThisisMe #peoplematter

In partnership with
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Committed to changing attitudes towards mental health in the City: Organisations collaborating to build inclusive workplace cultures. Reducing stigma, dispelling myths and improving employee wellbeing for good.
A message from the Lord Mayor of the City of London

Every year, one in four people experience a mental health problem. **This is Me – in the City**, led by the Lord Mayor’s Appeal, is a pioneering campaign to reduce stigma and dispel myths around mental health in the workplace. Our goal is to improve awareness and understanding of wellbeing, in order to create safer and more supportive working environments.

The fact is that many people feel unable to raise this important issue at work. This may be due to fear of reprisal or misunderstanding by colleagues, or due to confusion regarding whom to approach and how to seek help. According to research by Friends Life, four in ten UK employees have experienced stress, anxiety or depression – yet not informed their employer.

This is a very sorry state of affairs, which is in no one’s interests.

**This is Me** provides a platform for employees who have experienced mental health problems, to share their stories with others. Together with our partners (Barclays, Business Healthy, City Mental Health Alliance, Mind and City A.M.) and 20 steering group members, the campaign harnesses the social history, experiences and expertise of those at the forefront of positive mental health and wellbeing in a business environment.

**This is Me** has already had a fantastic and transformative impact in many organisations, with some saying it is the “most impactful” diversity campaign they’ve ever done! I would encourage you to join us and be part of this critical campaign – helping to help change the culture around mental health in your workplace and beyond.

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“Together we can break the stigma of mental health in the workplace”
What is This is Me – in the City?

This is Me – in the City is a campaign to get organisations, and their employees, talking about mental health.

What started as a City-wide collaboration is now impacting far beyond the City and we want you to join us!

To get involved, we are asking you/your employees to make a two minute video talking about their own mental health, and about themselves as a person. The videos will be shared within your organisation to help you start the conversation about mental health at work.

An appetite for change

We are now at a tipping point, with employers increasingly acknowledging that more needs to be done to help people stay well at work, to tackle the root causes of work-related mental ill health, and to support staff who are experiencing a mental health problem. Senior leaders are starting to recognise that their organisations are only as strong as their people. They rely on a healthy and productive workforce, and they know that when employees feel their work is meaningful, and that they are valued and supported, their wellbeing tends to be enhanced, they are more committed to the organisation’s goals, and they perform better in their jobs.

In addition, Time to Change has found that attitudes, knowledge and behaviour towards people with mental health problems are more likely to improve if people are given the opportunity to learn from someone who has personal experience of mental illness. Many workplaces have put this into place through the Time to Change Employer Pledge, a campaign jointly run by Mind and Rethink Mental Illness, which enables organisations to make a public statement of aspiration to tackle mental health stigma in the workplace, and to develop an action plan detailing how they will bring this about. The Employer Pledge campaign has been very successful. Over 450 organisations have signed the Pledge to date, contributing to a significant shift in public perception of mental health: 3.4 million people in England have improved attitudes towards mental health since Time to Change began in 2007.
Our goal is twofold: to inspire even more employers to prioritise the issue and take action to create mentally healthy workplaces, and to encourage people with experience of a mental health problem – whether their own, or that of a loved one – to share their stories.

Alongside this, we have seen the development of employer networks and collaborations that want to work together to address the issue of mental health in the workplace. The City Mental Health Alliance (CMHA) is an employer-led coalition of organisations that have come together to create an environment in the City where mental health is discussed in the same way as physical health. Formed in 2013, the CMHA is championed by senior leaders across 40 of London’s biggest businesses.

There’s no doubt we have made huge strides towards breaking down the stigma that surrounds mental health. But we have a long way to go. Our goal is twofold: to inspire even more employers to prioritise the issue and take action to create mentally healthy workplaces, and to encourage people with experience of a mental health problem – whether their own, or that of a loved one – to share their stories.

**Take action**

Part one of this guide is for employers. It is aimed at directors, senior decision makers and managers, and explains how to set up an organisation-wide This is Me initiative and engage workers. If your organisation is yet to register, please visit lordmayorsappeal.org/thisisme for more information.

Part two of the guide is for individual employees. It explains how to get involved with This is Me, and provides a step-by-step guide for people who want to share their own mental health story. If you are an individual employee and you want to find out more, visit lordmayorsappeal.org/thisisme or contact your internal lead for details.

Together, we can normalise mental health, and provide the type of open and supportive culture that empowers staff to be honest with their managers, enables them to access the right support when they need it, and allows them to enjoy a healthy, happy life.

**Timeline**

To encourage a City-wide collaboration we are proposing that companies look to launch the initiative internally during Mental Health Awareness week 8–14 May 2017 with the idea of running the initiative up to World Mental Health day on the 10 October 2017.

The initiative will be supported by City A.M.
The story so far

- **75** Companies registered an interest in the campaign
- **20+** Companies participated and shared employee stories
- **100+** Employees shared their personal mental health stories
- **420,000+** Potential number of people reached

“Absolutely incredible. Of all the many diversity campaigns we have run, this has had the most impact. It raised awareness and opened an entirely new dialogue.”

Organisation participating in This is Me

In one organisation, This is Me highlighted an inadequate level of mental health support for their employees, therefore they changed their private health care provider to offer better services.
Guide for employers

Mental health problems can affect a person’s performance at work as much as physical ill health. Despite this it is still a taboo subject. However, we are at a tipping point where there is an appetite for change and the time is right for the City to collaborate and raise awareness of mental health and wellbeing and reduce stigma in the workplace.

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## Quick guide

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The challenge – fostering an inclusive and supportive workplace

Workplaces are increasingly recognising that their employees are their most valuable assets in terms of creating organisation-wide change. This is especially true when it comes to mental health. There is a culture of silence surrounding mental health – in people’s everyday lives, in communities and in the workplace.

But when employers embrace the experiences of their staff, and empower them to tell their own stories about living with a mental health problem, we can begin to reverse this culture. Many organisations find the process of unlocking these stories difficult, but it doesn’t need to be.

Why helping employees to tell their stories is important

One in four people experience a mental health problem in any given year. Many people feel scared and confused about confronting the issue at work. Only half (51%) of employees would feel confident telling their line manager about a mental health problem².

Mental health problems can affect a person’s performance at work as much as physical ill health – often, even more so – and this can be very costly to employers. However there is a strong will to tackle the problem: 76% of line managers believe they are responsible for employee wellbeing, but only 22% have received training².

We need to break the stigma; results from the biggest UK-wide survey into the impact of mental health has shown that 38% of responders had been negatively treated as a result of their mental health problem.³

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² BiTC Mental Health at Work Report 2016
³ Time to Change survey, February 2017
Step-by-step guide to getting your This is Me initiative off the ground

STEP 1  The plan

Needless to say, you’re going to need a plan. Every organisation will approach this in a different way, but, whatever your strategy there are a few things to think about. Your plan should take account of the following:

Register your interest

Register your interest in the This is Me to be kept updated and have access to support and comms materials. lordmayorsappeal.org.uk/thisisme

Find a sponsor

This could be someone already involved in your organisation’s Diversity and Inclusion (D&I) agenda, if you have one. This person should be senior enough to get things done, be able to help identify and unlock barriers, and source funding if required. The sponsor should be fully on board and understand the benefits of talking about mental health issues in the workplace.

What you can do – your organisation’s This is Me initiative

This is Me is primarily focused on people sharing videos of themselves internally talking about their mental health, but there are also other ways to get involved. Think about your organisation’s approach to mental health and the way you communicate this approach to staff. For example, you could encourage employees to write a blog, contribute to a newsletter, speak at an event or create a post for internal social media sites.

Whatever form your organisation’s This is Me initiative takes, there are some simple steps to follow to make it a success, from planning, to identifying your storytellers and helping them capture their experiences, through to getting their stories out there. You might find it useful to look at some of our case studies from Barclays (founders of This is Me) and others (page 2.7) – to demonstrate the value of sharing people’s mental health stories within an organisation in tackling the culture of silence.

“The campaign has had an amazing impact at Aon, with the video having the most views of any campaign video. The reaction from colleagues was universally positive and so supportive.”

Katherine Conway
Head of Diversity & Inclusion and Community Affairs, Aon Services Corporation
Get a team together

Getting a team together – even if it’s only two people – is important, because setting up your This is Me initiative will require some resource to maximise its impact in your organisation. Members of the team should also be engaged in your organisation’s Diversity and Inclusion (D&I) strategy, if you have one. If you have a disability or mental health network, this would be a good place to find your team. Recruit people who are patient, empathetic, and good at managing stakeholders, including your sponsor and internal communications staff.

Aon’s top tip: Use a team of grads or other project based team to ensure you have a committed resource to maximise This is Me’s impact.

Determine your approach

The most effective campaigns have a comprehensive approach and follow a consistent look, feel and style, so it’s a good idea to decide upfront what that will be. You should also think about every aspect of the campaign and how you will deliver it – see Your This is Me approach – top five tips (left).

Your This is Me approach – top five tips

1. How will you help colleagues to share their stories? Consider how you will recruit people to your This is Me initiative. You could try your employee networks or general news cascades. To help them to think about what they might like to say, we recommend using a standard set of questions. See Step 3 – Helping your storytellers to craft their stories.

2. If you’re using video, how will you go about it? You might decide to use a professional team, or you could ask employees to video themselves using their own devices. If the latter, there are some additional considerations (see Step 4 – Capturing and sharing the stories). Try to avoid making your employee’s films overly corporate in tone, as this will lessen their impact. Think ahead about how you’ll edit the videos and where and how you’ll host them: will you share them on an intranet page? If so, think about how to manage the content, and who will oversee that.

3. What support will you give employees who take part? It’s likely that your storytellers will become inspirations for others with similar experiences. So, think about what support you currently have in place and what extra resources you might need, to make sure all your staff are fully supported. There is a chance that people may respond negatively to someone who has shared their story, so you’ll need to prepare for this possibility and how you will manage it if it happens. See Supporting your staff for some suggestions.

4. Who else do you need to involve? This might include internal communications staff within your organisation, as well as human resources and employee relations teams.

5. What timelines do you want to work to? There are some key events throughout the year – like Mental Health Awareness Week (8 to 14 May 2017) and World Mental Health Day (10 October 2017) – that might give you the perfect platform to engage with staff about mental health. Whether you’re planning to roll out your This is Me initiative gradually, or aim for a set launch date, make a note of these events and maximise the opportunity they provide to inject energy into your campaign.
Your organisation’s intranet

Depending on your workplace, you may have a news-based intranet or a central news hub for everyone. Getting your sponsor to write a news story might help to engage people. You could also think about filming your sponsor telling their story, if they have one, or asking people in your This is Me team to take part.

Posters

Eye-catching posters in communal places – such as staff kitchens, coffee areas, break out spaces, meeting rooms and canteens – can get people interested.

STEP 2 Identifying your storytellers

Now you’ve got a plan in place, you need to identify the people in your organisation who have compelling stories to tell, and who want to share them. Here are some ideas about how to reach out to these storytellers:

Diversity and Inclusion (D&I) networks

This is a great platform for accessing people who are already involved in enabling and implementing culture change, as they are likely to be passionate about maintaining an inclusive and nurturing workplace. If possible, seek people from a range of backgrounds to make your initiative as encompassing as possible.

Newsletters

Including information on your This is Me initiative in newsletters, company updates, staff magazines, and any other print or online formats will ensure it reaches everyone.

Your organisation’s intranet

Top tips from organisations who have run This is Me:

Don’t give up, don’t be afraid to ask, try something different:

1. Host a speaker event and while you have an engaged audience, ask for participants
2. Engage with HR, ask them to approach suitable individuals
3. Identify just one person who is happy to share their story and they can help you engage others
2. Manage submissions

Think about how you’re going to manage submissions of stories and scripts. You may be inundated with responses; you might get none. Consider how to handle both eventualities. If lots of people want to be involved, will everyone be given the opportunity or will you whittle it down? You’ll need to bear in mind how to shortlist your storytellers, and – importantly – how to deal with telling some people you aren’t going to use their stories.

3. Shortlist your storytellers

We recommend that any shortlisting takes place alongside your human resources team. Your HR adviser should make sure there are no outstanding grievances or issues. If there are, they may affect how you can use the videos and comprise any grievance procedures that are currently under way.

STEP 3  Helping your storytellers to craft their stories

At this point you will need to think about how to unlock your employees’ stories, and how to go about gathering them in a co-ordinated way. Here are some pointers to help you to maximise engagement:

Create a template or script

This could act simply as a prompt to get people to think about what they want to say, or it could be a script for those who need a bit more guidance. We’ve put together some suggestions that you might like to use as a guide – see Template: Questions for your employees to think about. Feel free to come up with your own ideas too.

Template: Questions for your employees to think about

1. What do you do at ______________ [company name]?
2. What does your day-to-day life at ______________ entail?
3. What do you do outside of work?
4. Tell us a bit about your mental health problem.
5. How does your mental health problem affect you?
6. What impact does it have on you at work?
7. What support has_________ given you?
8. Why do you want to share your mental health story?
9. How has talking about your mental health problem with others helped you?
10. What advice would you give to other people with a mental health problem?
11. What advice would you give someone with the same mental health problem who wanted to work at__________?
Example This is Me videos
Bank of England – This is Me
https://www.youtube.com/watch?v=jbiJl8FJZNQ
Barclays – Mark’s story
www.media.barclays.co.uk/serve/164683-7668131.mp4
Barclays – This is Me – Mental Health
https://www.youtube.com/watch?v=b7_4S3J_3VA
City of London Corporation – Ellie’s story
https://www.youtube.com/watch?v=E9vHKDe3GxE
Deloitte – This is Me
https://www.youtube.com/watch?v=ceNpskozlqw
PwC – This is Me
https://www.youtube.com/watch?v=ol1ym5JPhBE

Other relevant videos
Barclays – This is Me – Disability
https://www.youtube.com/watch?v=LaG4cNeb2Es
HSBC – Connect with Difference: Dealing with Disability at Work
www.youtube.com/watch?v=PQdlHYKlBac
Shell – Be Yourself
www.youtube.com/watch?v=qbC4irVmsXU
Time to Change – Mental Health in the Workplace; real-life stories
www.youtube.com/playlist?list=PL4179745D980E3BB2

Share examples of effective storytelling videos
There are a wealth of case studies available for you to use to highlight what good storytelling videos could look like. Some of the resources we have listed (see Other relevant videos) are not related to mental health, but they all illustrate how a well-managed process can create positive results.

City of London Corporation’s top tip:
Organisations don’t necessarily need all their provision/policy in place before getting started – the campaign will create momentum around the discussion of mental health among colleagues, which will therefore create a more open environment to introduce guidance/policy/future campaigns and awareness raising – starting is probably the most challenging.
STEP 4  Capturing and sharing the stories

How you go about this will be guided by the approach you have decided to take. We have outlined three main approaches – videos; blogs, newsletters and articles; and events – and how to capture and share your employees’ stories for each.

1 Videos

Length – keep the final video to no longer than two minutes, but aim to record more than this so you can edit it down.

Filming – there are a couple of options regarding the camera and filming setup:

- **Professional film crew**. They provide everything and you arrange time slots for each person to tell their stories. We recommend slots of at least 30 minutes so people don’t feel rushed.
- **Colleague with a camera**. If there is someone in your business group/organisation who likes to create videos as a hobby, they might be able to help. Keep in mind that they have other work commitments, and work with them to factor in the time it will take to film, edit and produce the videos.

- **Personal devices**. Getting each person to film themselves with their own camera, smartphone or webcam might be the most feasible option. This can also make the videos feel authentic. But provide some guidance and be clear about what you want from people’s DIY videos.

Aon’s top tip: Use an iPad as a simple plug and play device.

Hosting and sharing – you will have thought about this when deciding your approach, but now is the time to test out your video-sharing platform – for example, your organisation’s intranet or its social media channels. Decide who will upload, publish and monitor the videos and their feedback. Implement a communications plan to support the launch of your employees’ videos.

Here are some important DOs and DON’Ts for your storytellers.

**DO**
- ✓ Talk straight to the camera
- ✓ Record yourself in a place that’s light and quiet, so the audience can see and hear you clearly
- ✓ Hold the camera landscape – so the shot is wider than it is tall
- ✓ Be light-hearted – this can be a tough topic but a bit of humour can show a human side of mental health problems

**DON’T**
- X Include any copyrighted material, like music or graphics
- X Describe specific details or methods of things like self-harm, eating disorders or suicide
- X Hold the camera portrait – so the shot is taller than it is wide
- X Include shots of company offices, computer screens or documents

* See the ‘How are we going to support you’ section
2 Blogs, newsletters and articles

Length – keep it short. One side of an A4 page is probably enough. Really aim to have people submit short, succinct and to-the-point pieces. You’ll get more engagement by doing this.

Topic – blogs can ramble a little, so it might be worth splitting someone’s story into a series of blogs that are linked together. This will allow people to dip in and out of their colleague’s story.

Imagery – include a photograph of the person writing the blog, if they are comfortable doing so. This is a really good way of engaging people in their story and makes it feel more authentic.

Self-posting – if possible, we recommend getting the person to post their own story. Again, this adds authenticity, but also allows them to engage directly with their colleagues.

Use teasers of stories – for newsletters and articles, keep the stories as a short introduction with a link to where people can read the full story. Newsletters are best as signposting tools to more in-depth content.

3 Events

Theme – try to relate your event’s theme to the idea of sharing stories. Encourage as many staff as possible to get involved to make events feel inclusive and supportive.

Ongoing messages – holding an event enables you to convey a message there and then in front of your audience. But to be successful, that message should continue to filter through your organisation long after it’s finished. Think about how to make sure your employees’ stories echo far and wide and continue to have an impact.

4 Sharing externally

To demonstrate what the City is doing and identify role models, we would like to find a role model from participating companies who would be willing for us to showcase their story/video externally to help amplify the message of the campaign.

Share your support for the campaign on social media using @LMAppeal #ThisisMe.

Please share with us the details of anyone interested in finding out more diversity@thelordmayorsappeal.org
Supporting your staff

Opening up about mental health problems can be very difficult. It’s important that people who are thinking of getting involved – whether by talking on video, writing a blog or speaking at a staff event – know they will be supported throughout the process and beyond. You should have a robust protocol that identifies people who need extra support, either because talking about their mental health triggers symptoms, or because they become a crutch for colleagues who have been inspired by their story.

Support systems that you might have in place include:

- **Employee assistance programmes**
  These provide short-term support for members of staff and their families and can usually offer some immediate counselling.

- **Employee relations teams**
  Usually aimed at offering support for line managers.

- **Private medical insurance**
  Private health care can often offer longer-term support if a member of staff needs it.
  There are a number of organisations and resources designed to help you to help your staff.

**Mental Health First Aid (MHFA) England**

MHFA provides training in how to identify, understand and help a person who may be developing a mental health problem. In the same way as we learn physical first aid, MHFA teaches you how to recognise those crucial warning signs of mental ill health. We advise that your key This is Me co-ordinator undergoes mental health first aid training. [www.mhfaengland.org](http://www.mhfaengland.org)

**Elefriends**

This is an online community that can support those experiencing mental health problems. It’s a safe place to listen, share and be heard. [www.elefriends.org.uk](http://www.elefriends.org.uk)

**Mind**

A collection of online information, advice and resources for employers and staff, to help foster a supportive and mentally healthy workplace. [www.mind.org.uk/workplace](http://www.mind.org.uk/workplace)

**Others**

Peer support

Providing opportunities for those telling their stories to meet and talk about their experiences is a great way of building networks and empowering people to support each other.

See Appendix 2 in the Guide for employees for more sources of information and support.
As a result of small lifestyle tweaks we have seen 90% have more energy, 88% feel better equipped to deal with stress and 72% said their symptoms of depression, anxiety and stress improved.

How to empower your employees to take charge of their own physical and mental wellbeing

Start by following the three points below on a daily basis to help your business to create a conducive culture to wellbeing for your employees.

► Triggers of stress

Identify the most common triggers of stress for your people and implement measures to tackle them. For example, many employees highlight poor management as a stressor often as a result of managerial responsibility going hand in hand with a promotion, regardless of managerial skill. Focus on linking employees’ roles to their skill set or else ensure managers receive the right training to support their staff.

► Empowerment and support

Giving employees the tools to ensure a strong work/life balance can have a huge impact on how they feel mentally and physically as well as how they perform for your business. If you want your business to go from strength to strength you need your people to do the same.

► Lifestyle

Ensure your employees have access to nutritious food and water throughout the day. Create an environment where it is ok to take breaks to rest, regroup and reflect. Many people know what to do to support their wellbeing but feel they will be penalised if they are the only ones taking time out of work to eat or have a short break.

Focus on creating an environment where it is celebrated and rewarded to take your own wellbeing seriously. Some of the more innovative companies are now making it part of their performance review.

* see Part 3: Guide for employees (page 3.12) for more employee relevant lifestyle advice.
How we are going to support you

**REGISTER NOW**

Register your interest to access:

1. **Guide** (employees and employers) – help you create your video
2. **Priority attendance at our roundtable ‘workshop’ events and our Mansion House event** during Mental Health Awareness Week.
3. **Newsletter** with updates
4. **Mental health confidence development** free two day MHFA training for one person (the lead) from each participating company
5. **One-to-one support** from one of the partners
6. **Social media** and profiling via CITY A.M.

**8–14 MAY 2017**

**Mental Health Awareness Week**

1. **Engagement and photo call event with the Lord Mayor at Mansion House (16 May)**
2. **Run your campaigns internally between now and the lead up to World Mental Health Day**

**10 OCTOBER 2017**

**World Mental Health Day**

1. **Power of Diversity event** (5 October) in lead up to World Mental Health Day – an event which will include showcasing what companies have achieved.

**RAISE AWARENESS**

To help raise the volume of the initiative we are asking companies that take part if one story could be shared externally or show your support by getting your company to tweet @LMAppeal #ThisisMe

For any queries, please email: diversity@thelordmayorsappeal.org
How we are going to support you

**Mental Health First Aid course**

If you are considering getting involved in the *This is Me* initiative and want to take steps to create a positive organisational culture around mental health, one of our supporters, Mental Health First Aid England, has kindly offered a free training place to every company signing up to *This is Me*.

Mental Health First Aid courses teach participants the necessary skills to be able to spot the signs and symptoms of mental ill health and how to access the help they might need. To find out more about this workplace mental health training please visit [www.mhfaengland.org](http://www.mhfaengland.org).

Please contact Nicola@mhfaengland.org referencing *This is Me – in the City* and your company name.

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Video and photography support

**Iconic Steps** is a social enterprise dedicated to making a difference in society through training young people who are not in education or work and using them as skilled workers to create high quality videos.

Please contact Victoria Ijeh on 07908119743 or victoria.ijeh@iconicsteps.co.uk.

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**Bang Boom Creative** have produced many videos covering sensitive issues including films for the BBC and many charities.

They are able to offer half a day filming at a company’s offices, which can include edited content for up to three contributors at a cost of £650.

Please contact Luke@bangboomcreative.com or call Luke Rogers on 07970 561002 to discuss all options available.

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**KEY DATES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>7 February</td>
<td>This is Me – in the City Launch</td>
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<tr>
<td>21 February</td>
<td>at Bank of England</td>
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<tr>
<td>28 February</td>
<td>at Linklaters (Law Firm specific)</td>
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<tr>
<td>13 March</td>
<td>at Aon</td>
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<tr>
<td>21 March</td>
<td>at Credit Suisse (Canary Wharf)</td>
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<tr>
<td>16 May</td>
<td>Mental Health Awareness Week Breakfast</td>
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<tr>
<td>5 October</td>
<td>Power of Diversity Breakfast (mental health themed)</td>
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Together, we can normalise mental health, and provide the type of open and supportive culture that empowers staff to be honest with their managers. This enables them to access the right support when they need it and allows them to enjoy a healthy, happy life.

Thank you
Guide for employees

Mental health problems can affect a person’s performance at work as much as physical ill health. Despite this it is still a taboo subject. However, we are at a tipping point where there is an appetite for change and the time is right for the City to collaborate and raise awareness of mental health and wellbeing and reduce stigma in the workplace.
The challenge – a culture of silence

Mental health is one of the biggest health challenges we face today. Fifty years ago, conditions like stress, anxiety and depression weren’t taken seriously. But now, we know that if they go untreated, mental health problems pose a serious threat to our wellbeing in the long term. They can affect a person’s performance at work as much as physical ill health – often, even more so.

The number of people experiencing mental health problems is vast, but hidden. This is in large part due to a culture of silence that masks the scale of the problem.

This is a key challenge in the workplace. Only half (51%) of employees would feel confident telling their line manager about a mental health problem.²

But if someone doesn’t get support when they need it, problems can spiral and turn into something more serious.

“Being open in the This is Me video helped to raise awareness in the firm. Quite a lot of employees have reached out to me for assistance since release of the video. Feedback has also been encouraging and I was surprised at the amount who commented on my ‘bravery’. I feel better about myself and much more focused from a personal and professional perspective.”

Colin Corrodus, Vice President, Deutsche Bank

² BiTC Mental Health at Work Report 2016
Raise visibility and help normalise talking about mental health by:

Recording a video

Writing a blog

Everyday conversation

**Why sharing your experiences is important**

We need to break down the taboo that surrounds mental health. To tackle this, it’s important that people begin to talk about their experiences, and that they feel supported to do so. Sharing your story can have a significant and positive impact not just in your workplace, but also on wider society. For someone who’s had no direct experience of mental health problems, hearing what it’s like from someone who has can help break down negative stereotypes. People at all levels in the workplace talking openly about mental health sends a clear message: that workers and colleagues experiencing a mental health problem will get support and help, and it doesn’t need to be a barrier to career development.

As part of This is Me, we’re asking people to record themselves talking about their mental health in a video. It doesn’t have to be anything fancy or professional – you can film yourself using a smartphone or a webcam (see page 3.8 – Steps for Making your This is Me video) – and it can be in any place where you feel relaxed and comfortable.

Sharing your story can bring benefits to you, too. Speaking out can make you feel empowered, give you confidence and help you to feel accepted. People who have talked openly about their mental health problem report that doing so had a therapeutic effect.

**Share your story – in a This is Me video**

We all have mental health, so everyone can talk about mental health at work, whether you have a mental health problem or not.

If you don’t feel ready to record a video, you can still take part by writing a blog, article in an internal newsletter or speak at an internal event.
Before you start

We have already identified some of the benefits of sharing your experiences of mental ill health, both for you and for others. But it’s important that you consider the potential challenges and how you’ll manage them. These might include:

▶ The potential impact on your mental health

Find out about the support available in your workplace. For example, you may have access to an Employee Assistance Programme, or you might find it helpful to talk to your line manager. It would be useful to make sure you’ve got a support network around you – or someone you trust and feel able to talk to honestly – whether at work or at home.

▶ How people will respond

It can be a hugely positive and empowering thing to talk about your mental health, but there is a chance that other people may respond negatively. It will help if you prepare for this possibility, and think about how you will manage it if it happens.

▶ Managing people’s expectations

Talking about your mental health may encourage other people to open up to you. It’s a good idea to think about how you’ll manage that: for example, ways of maintaining boundaries and confidentiality, being able to signpost other support services and, again, making sure you’ve got support as well.

▶ The culture of your workplace

Whether or not your employer is taking part in This is Me, have a think about how your organisation approaches mental health in the workplace, and the culture surrounding it. This might help to guide you about the information you’re going to share, and the best format for this.

“I want to commend you and say how humbled and proud I am that you have done this, I cannot express in words what reading the stories means for me personally having gone through the worst 3 years of my life but reading these have shown me that there is light at the end of the tunnel.”

Employee impacted by This is Me
You will be playing a key role in breaking the culture of silence

**Top tips**
There are no hard and fast rules for talking about your own mental health, but here are some pointers that might help you on your way:

1. **Recognise the value of what you’re doing**
You will be playing a key role in breaking the culture of silence surrounding mental health that can be so damaging.

2. **Be yourself**
People respect honesty and plain talking; being genuine will make others feel at ease.

3. **Make it personal**
Tell people about your own experience, linking your personal journey with your professional one. The most inspiring role models don’t gloss over the bumps and scrapes they’ve experienced along the way.

4. **Plan what you’re going to say**
Think about how much you want to share and the main points you want to get across. There are some suggestions on what you might like to include in Appendix 1 – what to say and how to say it.

5. **Be prepared for questions**
Bear in mind that courage is contagious. Often, when one person puts themselves out there, many more people are motivated to open up too. Consider how you’ll deal with that.
Keeping your content safe

We want everyone to feel they can discuss their experience of all sorts of issues, including self-harm, suicide and eating disorders. We have a few guidelines to help keep the content safe for people who might be feeling vulnerable or low.

Suicide and self-harm

- Focus on feelings, not behaviours. Try to report underlying issues or motivations behind the self-harm, rather than detailing the behaviour itself. Graphic descriptions can be used as tips by people who may be predisposed to self-harming.
- Don’t be explicit about methods. For example, it may be OK to mention taking an overdose, but avoid detailing what substance was taken, how many tablets etc. This could be used as a tip by someone experiencing suicidal ideations.
- Generally, we would refer to someone ‘taking their own life’. The term ‘commit’ is generally used when describing criminality, and implies judgement or persecution so it should not be used in this context.
- Avoid phrases like ‘unsuccessful suicide attempt’. This attributes feelings of achievement or failure to taking one’s own life.
- No images relating to self-injury should be used. This can be triggering and distressing for readers.
- Avoid presenting the behaviour as an appropriate solution to the problems, as viewers may interpret the behaviour as a positive coping strategy.
- Avoid disclosing the contents of any suicide notes, past or present. Sometimes this may be used as guidance for a vulnerable person to justify their own suicide.
Here are some important DOs and DON’Ts.

**DO**
- Keep it to two minutes in length or less
- Talk straight to the camera
- Record yourself in a place that’s light and quiet, so the audience can see and hear you clearly
- Hold the camera landscape – so the shot is wider than it is tall

**DON’T**
- Send a video that’s longer than two minutes
- Include any copyrighted material, like music or graphics
- Add any special effects, cutaways, or on-screen text
- Describe specific details or methods of things like self-harm, eating disorders or suicide
- Hold the camera portrait – so the shot is taller than it is wide

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**Eating disorders**

- Avoid numbers including calories, weight, BMI, and body measurements. Eating disorders can be competitive illnesses. Those who are experiencing eating disorders may compare their own numbers and strive to match or ‘beat’ others, seeing their numbers as a failure if they are not as low as someone else’s.
- Don’t discuss food groups. Mentioning specific ‘good’ foods and ‘bad’ foods can be used as tips.
- Avoid mentioning amounts eaten, as this can be seen as guidance on how to restrict food intake, and the ‘right’ amount of food to consume.
- Please don’t include images of emaciated body parts. Pictures of gaunt and skinny body parts can be used as inspiration or a target for others.
- Focus on feelings, not behaviours. Again, detailing behaviour such as methods of purging can be interpreted as tip sharing by those vulnerable to disordered eating.

**Words to avoid**

Sane, nutter, fruitcake, insane, loony, retard, mad, maniac, psycho, crazy, barmy, schizo.

Bear in mind that any content that could be triggering to others may need to be edited from your video or blog.
Making your This is Me video

Talking about your mental health problem – especially to people you don’t know – on video may not come naturally to you. It might help to read Mind’s information on the topic you want to talk about, or to have a look at stories other people have shared, to give you inspiration.

Visit [www.mind.org.uk/information-support/your-stories](http://www.mind.org.uk/information-support/your-stories) for some ideas, or see example videos to watch real people talking about their real experiences.

In general, resist the temptation to cover your whole life story. You won’t be able to fit it all into two minutes, and it’s usually much more effective to focus on a shorter, defined period. Describe particular moments or events and how they made you feel. Try not to shy away from the difficult bits – these are the experiences that make your story real and interesting.

Remember, you should put your own wellbeing first. If you find certain parts of your story too difficult or painful, put the video to one side and come back to it another time.

When you’re ready, follow our step-by-step guide to make your This is Me video.
STEP 1  Find a camera
You don’t need a professional device, just anything you have that records video. You could use your smartphone, or perhaps your laptop or desktop computer webcam, if it has one.

If you don’t have access to a video recording device, why not ask someone if you can borrow one? Your workplace might have one you could use, so ask your line manager.

STEP 2  Decide what you’re going to say
It might help to write it down before you start recording, and you may want to practice a few times so you’re comfortable. We’ve put together some suggestions that you might like to use as a guide – see Template: What to say and how to say it in Appendix 1 – but feel free to come up with your own ideas too.

STEP 3  Choose a suitable time and place
Find yourself a quiet place to make your video. This can be wherever you feel comfortable, as long as you make sure it’s light enough for us to see you and quiet enough for us to hear you.

If you want to film your video at work, it might be worth asking if there’s a meeting room you could use, and make sure it’s free for as long as you need so you’re not interrupted.

STEP 4  Get filming
Don’t feel like you need to get it done in one go. Two minutes isn’t long, and you may find you try to fit too much in, or that you don’t have enough to say. Have as many attempts as you need to, and remember to be yourself. Having a mental health problem is just one part of you – it doesn’t define you – and showing that will help to challenge stereotypes, so we want to see your personality.

STEP 5  Send us your video
Once you’ve filmed your video, watch it back again to make sure it fits the criteria (check out the table of DOs and DON’Ts), and once you’re happy with it, you’re ready to send your video to your This is Me project lead in your organisation.
Another effective way to share your story is to write your own *This is Me* blog.

**Writing your *This is Me* blog**

A lot of the information and advice in this section of the guide also applies to blogging; in particular, our suggestions for what to include and how to tell your story – see Template: What to say and how to say it on page 3.14. But here are some more specific pointers to get you started:

- **Plan out the structure of your blog**
  - Think about your opening sentence.
  - What can you say that will have an impact on your readers and get them interested straight away? This doesn’t mean you need to say something shocking – it could be something simple but honest.
  - Think about the events you want to talk about, and build your story around these.
  - Stay focused and keep it simple – make it easy for your reader to understand what’s going on. Avoid repeating yourself. Make your blog between 250 and 600 words in length.

- **Use an informal and conversational style**
  - Write as if you were talking.
  - Picture someone you’d like to tell your story to and imagine telling it to them in person as you write. Be yourself.
  - Don’t feel you need to be ‘a writer’ – just be you.
  - Let your personality come through in your writing (writing as if you were talking will help with this).
  - Use short words instead of long words where possible, for example ‘try’ instead of ‘endeavour’.
  - Use short sentences and short paragraphs.
A picture speaks a thousand words

If you feel comfortable doing so, we’d love you to send a photograph of yourself to sit alongside the blog – a photo will really help to bring your blog to life.

If possible, make it a recent photo that doesn’t include other people.

The photo should be clear and as high resolution as possible.

Send it in electronic format at the same time you send your blog, to the This is Me project lead in your organisation.

If you don’t want to include your photo, that’s fine too.

Make the finishing touches

► Read through your blog from the perspective of your readers. Will it make sense to them? Is it focused?
► Go through it and make any changes or improvements you think are needed.
► Most writers say that editing their story down to size is most difficult – but also the most useful – part of the process.
► Send your blog to the This is Me project lead in your organisation.

Other ways to tell your This is Me story

If you don’t feel comfortable appearing on video, there are plenty of ways you can start conversations and help normalise talking about mental health, such as:

► Speaking at an event

► Having a chat over a coffee with friends or colleagues

For more information on talking about mental health, take a look at the Time to Change website www.time-to-change.org.uk/talking-about-mental-health

This is Justine...

I am the London Inclusion & Diversity Manager. I am a proud mother of two beautiful and funny boys. I have three cats (one adopted via the RSPCA!! I have a creative streak and enjoy DIY! I am a passionate advocate for the mental health of others. I have suffered from anxiety and panic attacks and have also battled depression for over ten years. I want to share my story because I believe, by doing this collectively, we can reduce the stigma associated with mental health. I felt I could not encourage others to share their stories without being brave enough to share my own.
Keeping yourself physically and mentally well

Sedentary lifestyle, poor sleep, processed foods and unrelenting stress can cause inflammation which is now recognised as one of the leading causes of depression and anxiety.

Start by nailing the following 6 points on a daily basis and you will be making great strides in preventing mental and physical ill health.

► Eat a high protein, fat rich breakfast
This will help balance your blood sugar levels, which will support your mood. Examples include: poached eggs on wholemeal or rye toast, smoked salmon with avocado, coconut yoghurt, berries and chia or flaxseed.

► Eat a balanced plate at each meal
This ensures you are giving your body the nutrients it needs to function properly. The more you can vary your foods the more access you will get to different nutrients.

► Keep hydrated
Dehydration can contribute to feelings of dejection, inadequacy, anxiety and irritability. Focus on pure water and herbal teas. If you find water boring jazz it up with fresh lemons, limes, oranges, ginger and mint.

► Daily meditation
Daily meditation has been seen to have a huge impact on negative thought patterns which can fuel symptoms of depression and anxiety.

► Exercise
This doesn’t need to be intensive – the endorphins can transform how you feel and the stronger and fitter you feel the more it can boost your energy and self-esteem. Weave exercise into your day as much as you can, for example take the stairs instead of the lift.

► Sleep
It is at night that our body goes through a repair process. Simply put, if you are not giving your body the chance to repair itself, it will stop working properly. Most adults need 7.5–9 hours sleep per night.

See page 3.13 for further information.
Cook with healthy saturated fats like butter or coconut oil, and add olive oil at the table. Avoid margarines and trans fats. Eat raw nuts, seeds and avocados.

Drink water, tea (black, green, fruit and herbal infusions), avoid drinks that are high in sugar or artificial sweeteners, including fruit juice.

Sleeping and feeding times are important determinants of overall health. Sleep 7-9 hours ideally starting before midnight. Eat regular meals and avoid snacking.

Eat 1-3 palm-sized portions of fruit a day. Choose different colours and eat locally (e.g. pears, apples, plums, berries) and seasonally.

Multi-vitamin and extra vitamin D for most people. Probiotics and blood sugar support, as advised by nutrition healthcare professional.

Eat root vegetables as well as whole grains (like wild and brown rice, whole oats, quinoa). Limit refined grains (like pasta and bread) which affect the body in a similar way to sugar.

Make fish, poultry and eggs your principal sources of protein, and eat lean red meat, bacon and other processed meats only occasionally. Eat pulses (lentils, beans, chickpeas) and nuts and seeds as vegetable protein. Limit dairy to a small matchbox of cheese, half a cup of live unsweetened yoghurt or a small glass of milk a day.
Appendix 1

Template: What to say and how to say it

**Introduce yourself.** Give as much information as you’re happy to share.

For example:

I’m ___________
and I work for ________________
as a ___________.

**Tell us a bit about yourself.** We want to know who you are as a person and what makes you, you. Who do you like to spend time with? What do you enjoy doing when you aren’t at work?

For example:

I’m a husband, brother and father, I love to read and my favourite book is _________________. I go cycling with a group of friends most weekends and we’re planning to do the London to Brighton cycle challenge next year.

**Tell us about your mental health problem.** You could talk about how it started and how you feel about it now. Was there anything in particular that prompted you to ask for help?

For example:

I have depression. I started feeling very low about two years ago, and I didn’t know where to turn or what to do. I felt completely hopeless, and it didn’t seem like I would ever find a way out. I got really upset one evening and ended up telling my flatmate everything. He was so supportive and helped me realise that I’m not alone. That was a real turning point for me, and I ended up going to see my GP and getting some help.

Maybe you could talk about how you manage your symptoms and the coping mechanisms you use while you’re at work.

For example:

I’m doing ok at the moment, and really try to look after myself. I make sure I take proper breaks at work, and if I need some space I’ll go on a walk outside the office or to get a coffee.

If you’ve talked to other people about your mental health before, perhaps you could explain how it helped. If this is the first time you’ve opened up, what inspired you to do so? Why would you encourage other people to speak out?

For example:

I’m still learning how to live with my depression, but talking about it has really helped and I would really encourage other people to do the same. Since I’ve started being more open about it, quite a few of my friends and colleagues have also opened up about their problems, or about relatives they support. You really aren’t alone.
Appendix 2

More information
Here are some additional sources of information you may find useful.

Mind
Infoline
Provides information and advice as well as details of help and support in your local area.
Call 0300 123 3393 (lines open 9am–6pm, Monday – Friday)
Text 86463 Email info@mind.org.uk

Legal Advice Line
Provides legal information and general advice on mental health related law.
Email legal@mind.org.uk

Resources for HR professionals and line managers
For tips on how to support staff have a look at the free resources and webinars at mind.org.uk/for-business. Mind’s workplace information booklets are a great resource to have available for your staff, and can be bought in packs at mind.org.uk/shop.

Training and Consultancy
Mind offers training, coaching and consultancy on a broad range of mental health problems and work-specific situations. Bespoke courses can be delivered at your place of work and focus on the most useful content for your needs. They also hold scheduled courses, available to anyone, if you have just one or two members of staff requiring training. For a quote or to discuss options, please contact Mind’s training team at training@mind.org.uk or visit mind.org.uk/training.

Local Minds
Some local Minds provide support to employers. To find your local Mind, visit mind.org.uk/local.

ACAS
Promotes employment relations.
acas.org.uk

British Association for Counselling and Psychotherapy (BACP)
01455 883 300
Itsgoodtotalk.org.uk

Business Healthy
businesshealthy.org

Business in the Community
Offers a range of practical ways for businesses to work together and take action to help tackle some of the key issues facing society.
btc.org.uk

Citizens Advice
Confidential advice on a range of issues
citizensadvice.org.uk

City Mental Health Alliance
citymha.org.uk

Gazelle Partners
Gazelle Partners are offering a discount for individuals to sign up for their personalised wellbeing programme in celebration of the This is Me campaign.
info@gazellepartners.com
gazellepartners.com

Gov.uk
Information about employment rights and help for disabled people.

Health and Safety Executive
Independent watchdog for work-related health, safety and illness.
hse.gov.uk

Mental Health First Aid
mhfaengland.org
Remploy - Workplace Mental Health Support Service
A free and confidential service delivered in partnership with Access to Work to support individuals with common conditions such as depression, anxiety, stress or other mental health issues affecting their work.
remploy.co.uk

Samaritans
116 123
jo@samaritans.org
samaritans.org

Time To Change
Programme run jointly by Mind and Rethink Mental Illness to challenge mental health stigma and discrimination.
time-to-change.org.uk

United Kingdom Council for Psychotherapy (UKCP)
020 7014 9955
psychotherapy.org.uk

Working Families
Information on achieving work-life balance
0300 012 0312
Workingfamilies.org.uk

Helpful definitions

Mental health
We all have mental health, just as we all have physical health, and how we feel can vary from good mental wellbeing to difficult feelings and emotions, to severe mental health problems.

Mental wellbeing
Mental wellbeing is the ability to cope with the day-to-day stresses of life, work productively, interact positively with others and realise our own potential.

Poor mental health
Poor mental health is a state of low mental wellbeing where you are unable to realise your own potential, cope with the day-to-day pressures of life, work productively or contribute to a community.

Mental health problems
We all have times when we struggle with our mental health, but when these difficult experiences or feelings go on for a long time and affect our ability to enjoy and live our lives in the way we want to, this is a mental health problem. You might receive a specific diagnosis from your doctor, or just feel more generally that you are experiencing poor mental health.

Common mental health problems
These include depression, anxiety, phobias and obsessive-compulsive disorder (OCD). These make up the majority of the problems that lead to one in four people experiencing a mental health problem in any given year. Symptoms can range from the comparatively mild to very severe.

Severe mental health problems
These include conditions like schizophrenia and bipolar disorder which are less common. They can have very varied symptoms and affect your everyday life to different degrees, but are generally regarded as severe mental health problems because they often require more complex and/or long-term treatments.

Work-related stress
Work-related stress is defined by the Health and Safety Executive as the adverse reaction people have to excessive pressure or other types of demand placed on them at work. Stress, including work-related stress, can be a significant cause of illness and is known to be linked with high levels of sickness absence, staff turnover and other issues such as increased capacity for error. Stress is not a medical diagnosis, but severe stress that continues for a long time may lead to a diagnosis of depression or anxiety, or more severe mental health problems.
Thank you

People at all levels in the workplace talking openly about mental health sends a clear message: that workers and colleagues experiencing a mental health problem will get support and help, and that it doesn’t need to be a barrier to career development.

lordmayorsappeal.org/thisisme
@LMAppeal #ThisisMe #peoplematter
This is Me – in the City has been developed upon a campaign Barclays ran for its employees that successfully helped to address mental health and wellbeing in the workplace and tackle the stigma.

Developed in partnership with:

BARCLAYS  CITY A.M.  MIND  BUSINESS HEALTHY  CMHA

lordmayorsappeal.org/thisisme
@LMAppeal #ThisisMe #peoplematter
Barclays is a transatlantic consumer, corporate and investment group offering products and services across personal, corporate and investment banking, credit cards and wealth management. It has a strong presence in its two home markets of the UK and the US. With over 325 years of history and expertise in banking, Barclays operates in over 40 countries and employs approximately 130,000 people. Barclays moves, lends, invests and protects money for customers and clients worldwide.

Since 2014, we’ve been running This is Me internally to help break the culture of silence that surrounds mental health issues. As well as raising awareness, the campaign has also made relevant support and resources more accessible to colleagues and line managers. The success of the campaign in the UK has seen us take it to both the US and South Africa and we’re looking to run the campaign in Asia this year. We’re really proud of the campaign and excited to see how the City takes it to a wider audience.

For further information about Barclays, please visit our website https://www.home.barclays

BUSINESS HEALTHY

Business Healthy is the City of London Corporation’s workplace health initiative, providing business leaders in the Square Mile with support and guidance on improving their employees’ health across a range of topics, including physical and mental wellbeing.

Business Healthy member organisations benefit from access to online resources, which include the latest articles, official guidance and best practice on how senior management can support employees with mental health issues.

Business Healthy also hosts a range of events and workshops throughout the year, which provide business leaders with opportunities to develop their knowledge in a practical manner and to network with other employers in the City of London, who share a common goal to better the health and wellbeing of their workforce.

A healthy workforce makes good business sense. To find out more about Business Healthy and to sign up free-of-charge, please visit our website, www.businesshealthy.org

CITY A.M.

City A.M. was launched with the mission of covering and reporting on the people and companies that make the City of London what it is. In recent years, its beat has expanded to cover the broader nature of London’s business environment, with an additional focus on politics, economics and global affairs. The paper’s strapline has remained unchanged: Business With Personality. Distributed at over...
1,432 locations and commuter hubs across London and the South East, City A.M. has a high-value, well-informed readership of professionals.

As a proud supporter of the mental health campaign This is Me, City A.M. will profile the stories of a few men and women working in the City who have kindly shared their experience overcoming mental health problems. We hope these stories will help reduce the stigma around mental health in the workplace and inspire others to speak openly about their own experiences without fear of retribution.

www.cityam.com

The City Mental Health Alliance (CMHA) is a not-for-profit network organisation that is a coalition of organisations that have come together to create an environment in the City where mental health is discussed in the same way as physical health.

Now in its fourth year, the CMHA has a current membership of 40 City-based employers and this is anticipated to increase as the focus on workplace mental health grows among employers.

The CMHA’s vision is:

- People at all levels in the City are able to, and are, talking about mental health without fear of stigma.
- Mental health is recognised as a boardroom issue and is considered essential to maximise business performance, critical to managing business risk and vital to safeguarding organisations’ people responsibilities.
- Prevention is recognised as equally as important as treatment to address mental health problems.

To meet these core objectives, members of the CMHA are supported by being given best practice examples around workplace mental health policies and practice, invited to attend relevant mental health focused events and offered opportunities to engage with the media and share positive news around their organisation’s mental health initiatives. In return, members have a number of responsibilities which include; holding a mental health focused event within their company each year, providing a short synopsis of what their company is doing to support positive mental health and wellbeing in the workplace, participating in a minimum data set collection so that London can be the first city globally to report and monitor progress on mental health in the workplace and attend a CMHA organised event each year.

The CMHA is proud to support This is Me and would encourage all its members to get involved with this initiative. To find out more about joining the CMHA please visit www.citymha.org.uk or email cmha@citymha.org.uk
We’re Mind, the mental health charity. We believe no one should have to face a mental health problem alone. We’re here for you. Today. Now. We’re on your doorstep, on the end of a phone or online. Whether you’re stressed, depressed or in crisis. We’ll listen, give you support and advice, and fight your corner. And we’ll push for a better deal and respect for everyone experiencing a mental health problem.

We are at the forefront of workplace mental health, working with a range of employers across all sectors to help them improve their approach to mental health in the workplace. We have a dedicated Workplace Wellbeing team who advise organisations on how they can effectively support staff and boost the wellbeing of each and every employee.

A key part of this is our Workplace Wellbeing Index, a benchmark of best policy and practice. The Index is designed to celebrate the good work employers are doing to promote positive mental health, and to provide recommendations and guidance on how to improve. We offer training and consultancy services as well as a series of easy to use resources on how to get it right.

www.mind.org.uk

Thank you!

To our generous 2017 This is Me event sponsors:

And also to our dedicated Steering Group:
Aon
Baker & McKenzie
Bank of England
Barclays
BNY Mellon
Business Healthy
byrne dean
City of London Corporation
Dentons
Deutsche Bank
KPMG
Mind
PwC
Sir Robert McAlpine
TD Securities
Transport for London
UBS
Lord Mayor’s Appeal

During 2017 the Lord Mayor’s Appeal will be supporting three music related charity initiatives.

Psychology, neuroscience and medicine studies all acknowledge the power of music to significantly enhance our state of body and mind.

lordmayorsappeal.org/thisisme
@LMAppeal #ThisisMe #peoplematter
About the Lord Mayor’s Appeal

This is Me – in the City is being led by the Lord Mayor’s Appeal Charity which works with each elected Lord Mayor of the City of London.

The Appeal dedicates its efforts to make a difference on themes and issues important to the City and its employees and to fundraise for the specific charities chosen by each Lord Mayor at the beginning of his/her year in office.

Throughout 2017, the Appeal will be supporting three charities:

- **The LSO Discovery Programme**, is the London Symphony Orchestra’s pioneering education and community programme.
- **St Paul’s Cathedral Music Outreach** – St Pauls is committed to sharing the transformative nature of music with children.
- **Music in Hospitals** improves the health and wellbeing of adults and children who find themselves in healthcare.

“Research suggests that music can stimulate the body’s natural feel good chemicals.”

“I am delighted that my Appeal will raise awareness of these three charities and raise money to help support their transformational work.”

Alderman Dr Andrew Parmley, The Rt Hon the Lord Mayor of the City of London
Music can help energise our mood and help us work through problems and provide an outlet for us to take control of our feelings.

Bringing people of all ages and backgrounds into contact with the 100 world-class musicians of the London Symphony Orchestra, the LSO Discovery programme reaches 60,000 people every year and through inspiring musical experiences and insights, support and training, it enriches lives and encourages creative interests and skills.

Using the therapeutic effects of music to improve health and wellbeing

**Music in Hospitals**

Music in Hospitals provides over 4,500 interactive performances in hospitals, hospices, care homes and day centres around the UK every year and has a strong heritage and depth of knowledge in providing these sessions to best effect.

When we sing with others our brains release endorphins that make us smarter, healthier, happier and more creative.

St Paul’s Cathedral Music Outreach invests in areas where music education is traditionally under-resourced. As part of this programme, the Hackney Children’s Choir promotes personal and social development of children from all backgrounds, giving them new skills, raising their self-confidence and building community at the same time.
More initiatives and events at The Lord Mayor’s Appeal

**Power of Diversity**
A series of breakfast seminars that have been developed to empower collaboration across the City to make an impact through creating inclusive working cultures.

**City Giving Day**
City Giving Day is one day in the year when the City and charities can unite and celebrate their philanthropic and charitable work. This year’s City Giving Day is on Tuesday 26th September.

**Lord Mayor’s Appeal Events**
There are a range of events planned throughout the year, including abseils, gala concerts, race days, Go-Karting grand prix and exclusive gala dinners.

**Sponsorship opportunities**
There are a number of opportunities available to become a headline or joint sponsor for one of the Appeal’s exclusive events or initiatives (including some mental health related).