Stakeholder Toolkit
AUGUST 2022

Healthy Working Lives

Supporting A Mentally Healthy Workplace
Employer Platform

Public Health Scotland

NHS SCOTLAND

Healthier Scotland Scottish Government

Background

A new *Mental Health & Wellbeing Platform for Employers* launches on **11th August** to help Scottish employers actively support and promote mental health at work.

The platform is hosted on the Public Health Scotland website and streamlines employer access to free and reputable mental health and wellbeing resources.

It has been developed in partnership with The Employment and Mental Health Working Group which brings together the experience and expertise of cross-sectoral representatives from employer organisations, Trade Unions, mental health organisations and public sector partners.

The platform is targeted at employers of all sizes in Scotland - from large scale companies to SMEs and the self-employed - but will also be a useful resource for employees.
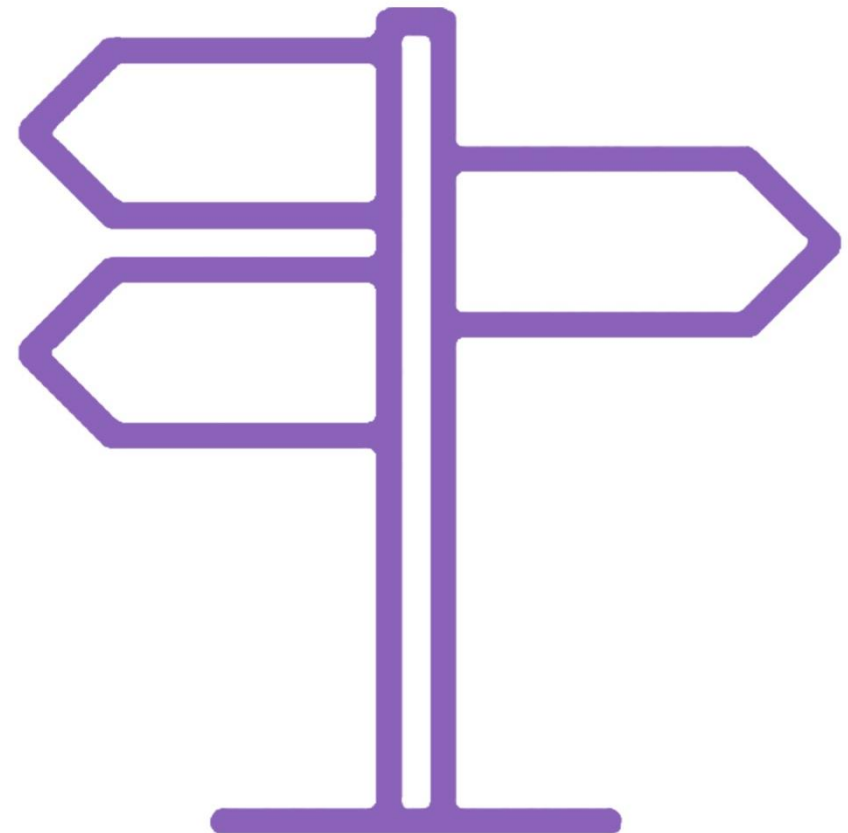
Key Messages

- We understand that employers can sometimes find it difficult to find the right information and advice to support mental health and wellbeing at work, and we want to signpost them to reputable information.

- It's good practice to support employees' mental health.

- Providing a supportive environment can have a positive impact on employees' mental health.

- Workplaces which support and promote good mental health and wellbeing benefit both individuals and employers.

- Businesses perform better when workers are healthy, happy and respected.

- Days can be lost due to poor mental health so following good practices makes sound business sense.

How you can help

A bank of content has been created to promote the new platform and we would really appreciate your support in helping to raise awareness by sharing this content through your own channels.
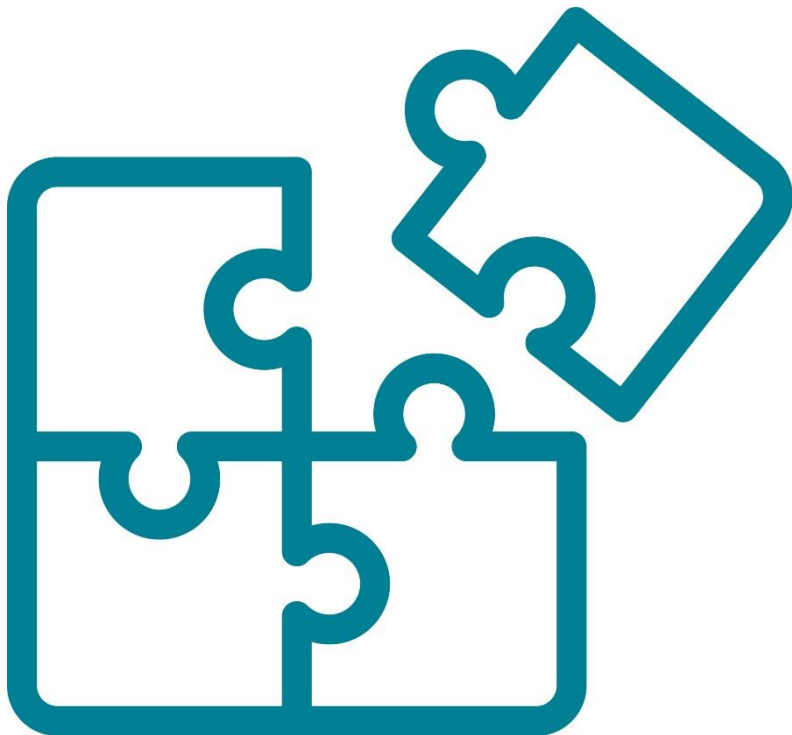
- **Encourage** people to visit the new platform by using the suggested editorial copy in newsletters or intranets.

- **Share** campaign social assets across your own social channels – example social posts are provided in this toolkit.

- **Like and follow** Healthier Scotland's social media accounts and share posts where relevant.

- **Get in touch** if you have any potential employer case studies that could feature on the platform.

▼ You can download the campaign assets here

Social Media Copy

For organisations that represent and support employers

💬 A digital platform has launched to signpost employers to reputable and cost-effective ways to promote a mentally healthy workplace. Find information at:
www.healthyworkinglives.scot/mentalhealth

💬 Businesses perform better when workers are healthy, happy and respected. For information on how to support the mental health and wellbeing of your employees visit:
www.healthyworkinglives.scot/mentalhealth

💬 If you're an employer looking to support the mental health and wellbeing of your workforce, help is at hand. Find information and resources to help promote a mentally healthy workplace at:
www.healthyworkinglives.scot/mentalhealth

💬 Giving employees access to the right mental health and wellbeing support at the right time benefits both the individual and the employer. For simple ways to implement a supportive culture in your workplace, visit:
www.healthyworkinglives.scot/mentalhealth

💬 Building a supportive organisational culture where the mental health and wellbeing of employees is prioritised is vital. For more information on how to promote a mentally healthy workplace visit:
www.healthyworkinglives.scot/mentalhealth

💬 Supporting staff mental health and wellbeing can have tangible benefits for employers by reducing absence and boosting productivity. Find out more at:
www.healthyworkinglives.scot/mentalhealth

Editorial example

Promoting a mentally healthy workplace

With it being estimated that people spend an average of 90,000 hours of their life at work, employers have a crucial role to play in supporting good mental health and wellbeing amongst their workforce.

Actively promoting positive mental health and wellbeing not only builds a supportive workplace culture, it makes sound business sense, but it can be hard to know where to start.

A new digital platform has been launched by the Scottish Government and Public Health Scotland to signpost employers to the information they need to help them develop and implement the right approaches that will support good mental health.

The platform includes information on a range of topics, including understanding mental health, mental health and the law, supporting colleagues who are struggling, and building a supportive organisational culture, whether working in the same physical space or remotely.

[insert name], said: "It's good business practice to support employees' mental health, but we know that employers can sometimes find it difficult to find the right information and advice.

"This new platform has been designed to signpost organisations to reputable information that will help promote a mentally healthy workplace, for the benefit of both individuals and employers.

"The right approach to supporting mental health and wellbeing not only has a positive impact on the individual, but can also have tangible benefits for employers, helping reduce absence and boost productivity.

"Following good practice makes sound business sense and this platform provides a valuable source of information and guidance on practical, cost effective ways to support the mental health and wellbeing of your workforce."

For more information, visit
www.healthyworkinglives.scot/mentalhealth

Campaign Assets (for Web)
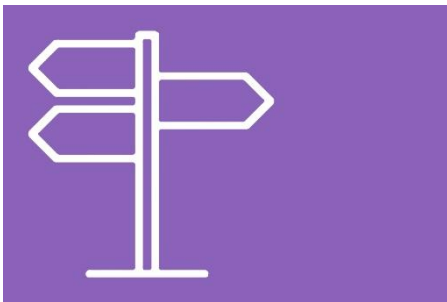
How this platform can help you

Understanding mental health

Mental health and the law

Building your organisational culture
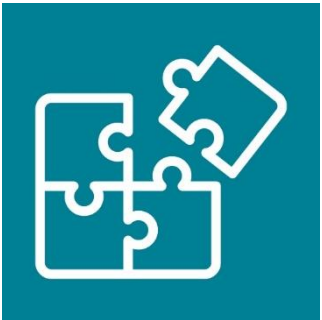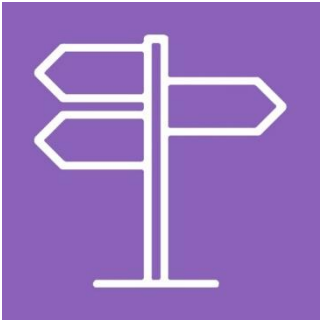
Staff learning and development
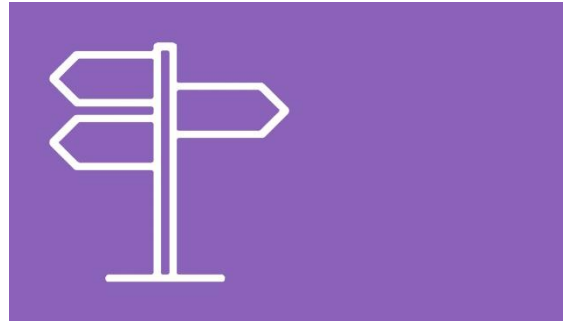
Support Services

Case Studies

Social Assets

(1:1)

(16:9)

Thank you

For more information about the new
Healthier Working Lives Platform,
contact: **sgmarketing@gov.scot**

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NHS SCOTLAND

Healthier Scotland Scottish Government