



**British Heart  
Foundation**

# **Developing Wellbeing Strategies to Support Mental Health when Working Remotely**

**Sarah Danes, Head of Wellbeing, Safety &  
Diversity**

13 July 2021



1961

**We want to**

**Beat  
heartbreak  
forever**



**We fund research  
that saves and  
improves lives**



# Our activities and where we work...



## Offices

- HQ in London
- 7 Regional Offices
- 728 paid colleagues (in offices and Field Teams within fundraising)



## Retail

- 750 shops and stores
- Largest charity retailer in the UK
- 3,496 paid colleagues and 16,800 retail volunteers



## Fundraising

- 2,500 fundraising volunteers
- Over 90,000 event participants
- Flagship London to Brighton Bike Ride



# Our People Experience



**Creating a community of talented, ambitious people growing together to beat heatbreak forever**



# Live well. Work well.



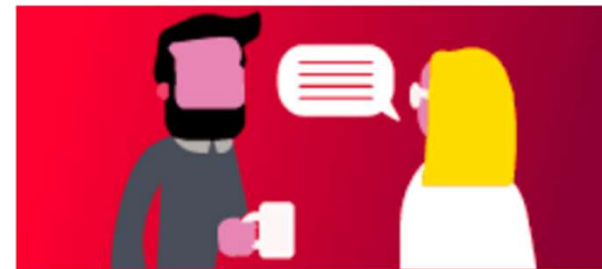
Mental wellbeing



Financial Wellbeing



Physical wellbeing



Social wellbeing



# Mental health framework

## Commitment

Physical & mental health given equal priority.

## Support

Our people are only ever one-click, call or discussion away from the help they need if experiencing issues with their health or wellbeing



## Raising awareness

Mental health is actively discussed to help break down barriers.

## Building resilience

The importance of personal resilience is recognised and understood by everyone.

## Leadership

Our managers understand mental health and recognise it as a core element of their people management.

# MHA Network



X2 MHFA  
Instructors



X97 MHAs

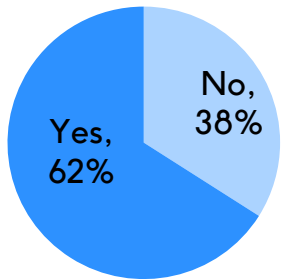


Peer  
Supervision &  
Support

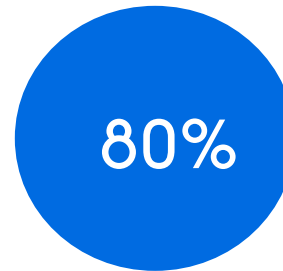
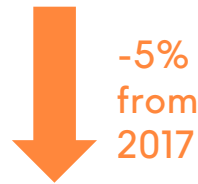


# Action led by Insight

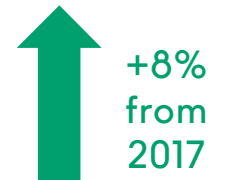
“The BHF is a place where we continually work to understand mental health and support each other however we can.” (n=895)



Would you feel comfortable sharing unmanageable stress or mental health problems to your manager? (n=894)



Are aware of the BHF's employee assistance programmes



# Raising Awareness



## Mental Health Awareness week (13 - 19 May 2019)

The year's Mental Health Awareness week (MHAW) is focussing on body image - how we think and feel about our bodies. MHAW marks a key moment in our Live well. Work well. calendar and to highlight the week we will be setting up activities and promoting the help and resources available to you and your teams.



### What is body image?

Body image is the view that a person has of their physical self, and the thoughts and feelings that result from that view. These feelings can be positive, negative or both, and are influenced by us and the things in our environment. Body image issues can affect all of us at any age. The way we perceive our bodies has profound implications for our mental and physical health and can be linked to mental illnesses such as anxiety, depression and eating disorders. So this MHAW we want to celebrate our bodies and everything they can do instead of focussing on what they can't do and what they look like.

Share your own ideas and what you get up to on the [Live well. Work well. Yammer](#) feed to inspire others.

### Resources available

Visit our [supporting you](#) page to find out more about our employee assistance program. The Retail Trust provides advice and assistance for you and your team with everyday situations.



Find it through, Heartnet > Working here > Wellbeing > Supporting you  
**Mental Health Ambassadors**  
 We are an ever increasing number of Mental Health Ambassadors across BHF, who have all gone through mental health first aid training. The ambassadors are a point of contact for anyone within the BHF (staff and volunteers) who is experiencing a mental health issue or emotional distress. This could mean anything from an informal chat through to supporting the person to seek appropriate help. Find our [full list of Mental Health Ambassadors](#) and feel free to contact any of them (don't have to be in your location or directorate) if needed.

### How do I get involved?

We will be sharing a host of ideas, activities and resources throughout MHAW and via our [get involved Heartnet page](#).

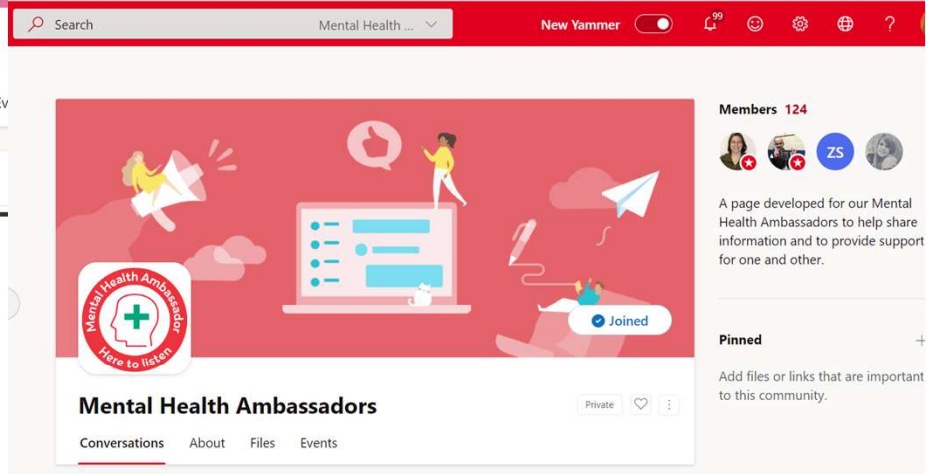
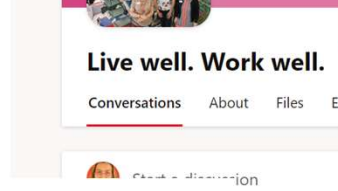
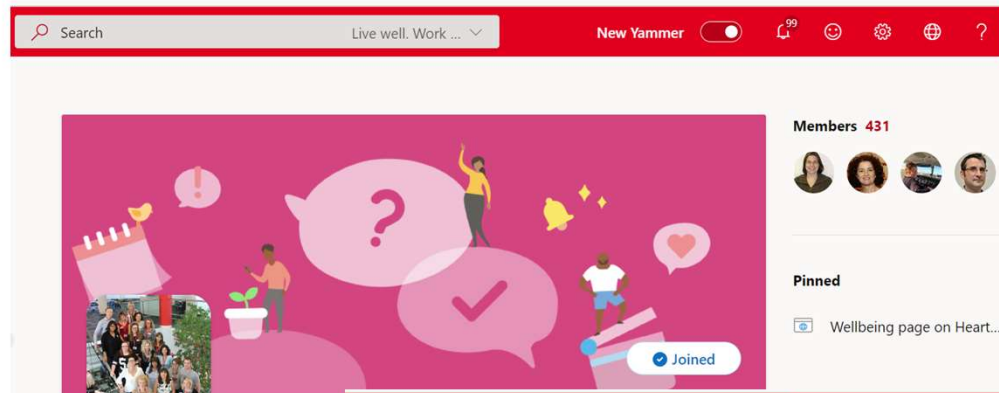
To find the get involved section on Heartnet follow: Heartnet > My development > Get involved



### Body image exercise

This year's Mental Health Awareness Week (13-19 May 2019) is focusing on body image - how we think and feel about our bodies. Complete the checklists with your teams and start a conversation about body image and what it means to each of you.

<p><b>What my body does for me:</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<p><b>What I love about my body:</b></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
<p><b>What's unique about me:</b></p> <ol style="list-style-type: none"> <li>1.</li> </ol>	<p><b>What can I do to help it stay healthy:</b></p> <ol style="list-style-type: none"> <li>1.</li> </ol>



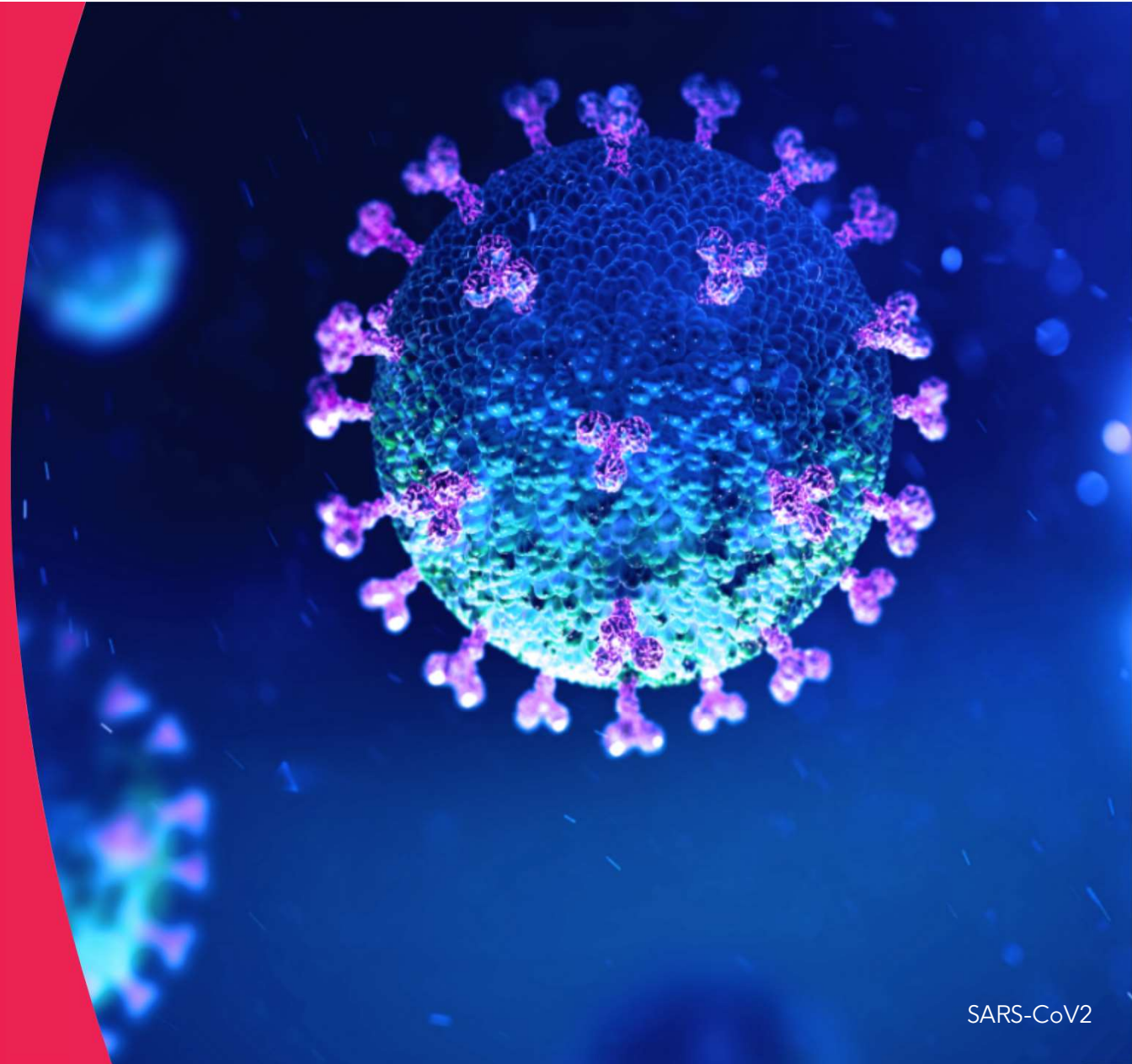
### Some positive social media accounts to follow

You are the creator of your own social media feeds so fill it with things that make you smile. Here are some accounts to fill your feed with positivity.



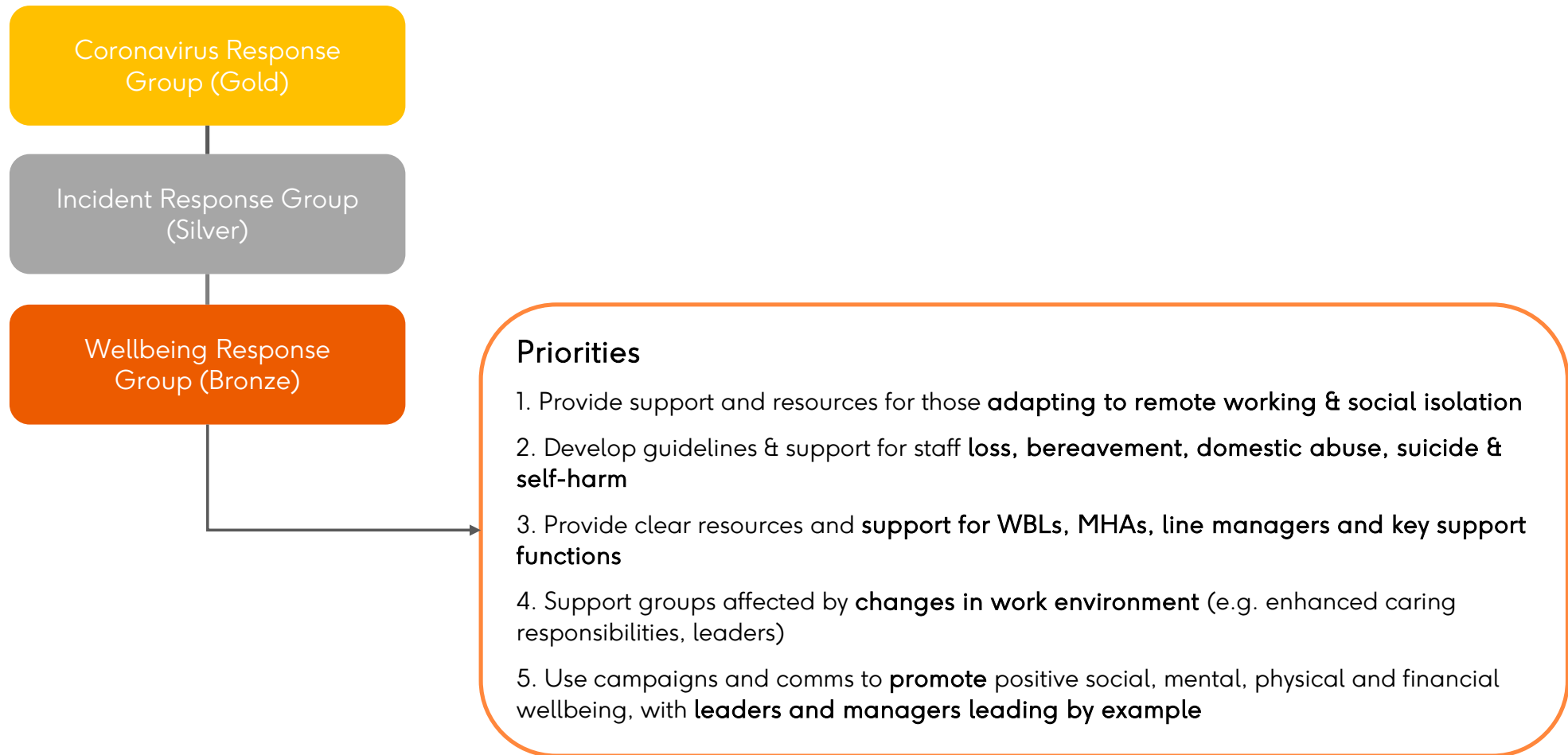
- @l\_weigh
- @thehappynewspaper
- @thegoodquote
- @cleowade
- @girlboss
- @motivation\_mondays

**Then this  
happened...**



SARS-CoV2

# COVID-19 Response



# Wellbeing Priorities



P1: Remote Working & Social Isolation	P2: Loss, Bereavement, domestic abuse, suicide & self-harm	P3: support to MHAs, Wellbeing Leaders, Mgrs, Support Functions	P4: Groups affected by changes in work environment	P5: Campaigns & Comms to promote positive wellbeing
Home working resource hub	Mental Health Awareness e-learning	Increased frequency of MHA and WBL Supervision Sessions moved into a 'virtual' space	Listening Group for Parents and Carers (later formed into colleague led Affinity Group)	Managing Pressures Positively Toolkit and Live Chat
Extension of EAP to volunteers	Mental Health Awareness for Managers (pivoted to virtual classroom)	Set-up of fortnightly peer to peer catch-ups between MHAs and WBLs	Supporting your Wellbeing during Furlough (webinar)	Wellbeing Wheel & Wellbeing Action Plan (WAP)
My BHF Talks (colleague stories and experiences, e.g. shielding, volunteering during furlough, experiencing loss)	Signposting via Volunteer e-Newsletters to national support services, e.g Retail Trust, Samaritans, National Domestic Violence Helpline	SLG Learning Sessions; Time to... Pause Time to... Prepare Time to... Flex your mindset	Personal Safety & Wellbeing	Dedicated communications; <ul style="list-style-type: none"> <li>• Curious &amp; Connected (regular all staff email)</li> <li>• #BHFCConnected (Yammer)</li> </ul>
Increased visibility of MHAs & WBLs	Domestic Abuse Awareness session & toolkit for MHAs and WBLs	Employee Reflective Supervision support	Resilience; Top Tips (webinar)	Meetings Charter
Random Coffee Chats	Loneliness matters awareness article	Temporary 'pausing' of MHA role where individual furloughed	Homeworker Insight Survey	Big Q's Snr leadership led Live Chat on Wellbeing
Work of Heart Competition	Suicide Awareness article / Coping with, and supporting people experiencing grief & loss		Webinars by Neyber partner on financial wellbeing	#NaturallyBHF photograph competition

# Future Challenges & Opportunities

## Returning to the workplace

- Anxiety & fear – may not be double vaccinated yet
- Need to *get 'out of the house'!*

## Recovery & Reboot

- Changed structures & teams
- Fewer paid staff
- Income recovery

## Living with COVID

- Impact of self-isolation
- Maintaining 'caution'
- Vaccination – personal choice

## #flexiblyconnected

- Hybrid working
- Holding on to the good from the past year+
- Risk of driving inequalities



# Adding value in the future



## Supporting our People Experience

A healthy and psychologically safe workforce can 'join up' looking after their wellbeing with delivering great performance, enabling the BHF to strive for excellence in support of our cause.

## Amplifying Connection to Cause

Directly related to heart health (*physical wellbeing*) and indirectly through associated risks (*mental, social, financial wellbeing*).

## Adding Value to our Employer Brand

Through our story around wellbeing, create opportunities to leverage our success as a progressive organisation.

[bhf.org.uk](http://bhf.org.uk)

**Thank you**

**Beat heartbreak forever**