



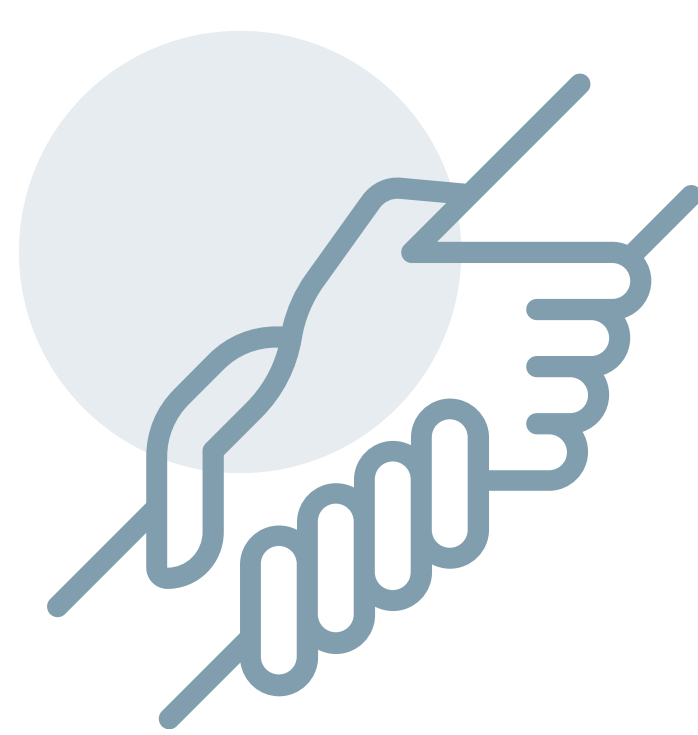
World Mental Health Day 2025: Embedding awareness and driving action

This year's World Mental Health Day theme, **"Access to Services: Mental Health in Catastrophes and Emergencies,"** highlights the importance of ensuring mental health support is available when a crisis hits. From natural disasters to personal upheaval, the mental toll of these events can be significant, leading to anxiety, depression, grief and distress.

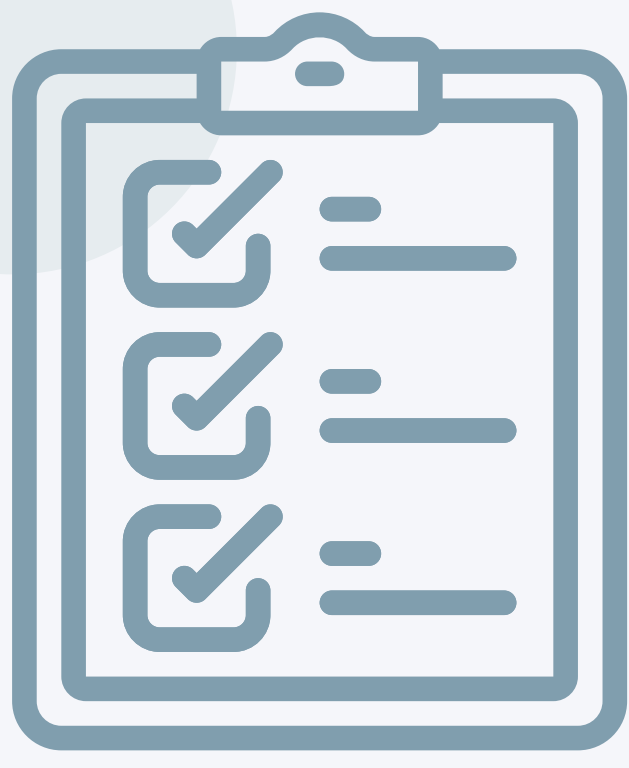
Mental health concerns are also on the rise in the workplace. **63%** of HR professionals report being very likely to experience burnout due to escalating work-related stress. Left unaddressed, these challenges impact individual well-being. Now more than ever, ensuring accessible, inclusive and responsive mental health support is essential.

The workplace lifeline

Workplaces have a crucial role in helping employees manage stress, whether it comes from everyday pressures or larger global events. Supporting mental health strengthens engagement, reduces absence and improves overall organisational performance.



Here are some practical strategies organisations can use to show they care, build resilience and offer meaningful support all year round:



HR & leadership: Implement a crisis MHPSS plan

- **Make Mental Health and Psychosocial Support part of your plan:** Include mental health and wellbeing in all emergency and disruption planning.
- **Connect people to help:** Ensure staff know how to access support, from EAPs and Mental Health First Aiders, to local NHS mental healthcare services and signposting mental health charities (Mind and Samaritans) for those in urgent need of support.
- **Embed policies in practice:** Develop and communicate mental health policies that outline available support for employees.

Line managers: The essential connection

- **Check in and listen:** Ask what's most stressful for your people right now and validate their experiences.
- **Upskill and improve mental health knowledge:** Training as Mental Health First Aiders and attending workshops can equip managers with the essential skills to support teams.
- **Encourage simple self-care:** Support routines, breaks and other small actions that make a difference.



People teams: Safeguard your frontline

- **Acknowledge the pressure:** Recognise the demands on staff supporting others during crises.
- **Train before it happens:** Equip teams with mental health knowledge and skills ahead of time.
- **Promote self-care:** Create safe spaces to recharge and model healthy coping strategies, while actively sharing support resources.

Culture and communication: Building resilience

- **Normalise conversations:** Make it safe to talk about mental health. Reducing stigma helps create trust and stronger team connections.
- **Share clear, trusted updates:** During times of change or uncertainty, provide honest information to reduce worry and confusion.
- **Support connection:** Encourage people to stay connected and remind them of ways to manage stress and look after their wellbeing.



Mental health support in action

World Mental Health Day highlights the critical need for mental health support during crises and emergencies. However, for employees facing daily struggles, mental health isn't just a day; it's their everyday. Your organisation's commitment must be continuous. Employers must implement policies, training and support to ensure employees feel supported every single day of the year.

Get in touch to find out how we can support your organisation.



Find out more