


# Not Myself Today Europe

Project Development



# Depression causes lost work productivity, long-term sick leave and early retirement

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- 1 in 10 working people have taken time off work due to depression
  - 350 million working days are lost due to stress and depression in the EU each year
  - Inaction hurts!
    - The cost of doing nothing is staggering, both personally and economically

# Supporting workplace mental health

- *Not Myself Today* is an annual workplace mental health initiative aimed to
  - Better understand mental health issues
  - Reduce stigma
  - Create cultures of acceptance and support for mental health and for those who are facing mental illness
- Started by Partners for Mental Health in Canada in 2012
- Support through providing companies and organizations comprehensive resources and tools to organize events and activities that engage employees



- Employee engagement activities
- Toolkit guides for Campaign Champions and People Managers
- Resource sheets for managers, employees and caregivers
- Weekly tips content and webinar series
- Awareness-building materials – posters, postcards, tent cards, digital banners, etc.
- And more....





- Evaluations of *Not Myself Today – Canada* over the years show a high success rate at addressing mental health in the workplace..



100%  
reported  
positive  
response  
from  
employees



100%  
agreed that it  
increased  
employee  
awareness  
and  
understanding  
of mental  
health/illness



97%  
agreed that it  
prompted  
conversation  
and dialogue  
about mental  
health in the  
workplace



94%  
agreed that it  
increased  
awareness of  
available mental  
health resources



85%  
agreed that it  
helped to create  
a more  
supportive work  
environment

# *Not Myself Today* will be implemented in Europe

- Start as a pilot within a limited number of selected companies
- Progress and success will be monitored through these pilot runs
- Adaptation will start in parallel
- Adaptation will include cultural adaptations, language updates, etc.



- We call for support for public figures, company heads, and further strong voices to show their support for mental health at work, to fight stigma and encourage open discussion on mental health



John Bowis

Former MP and MEP

[http://www.ehfg.org/intranet/app/webroot/uploads/cvs/156\\_2014\\_cv.pdf](http://www.ehfg.org/intranet/app/webroot/uploads/cvs/156_2014_cv.pdf)

# EU deployment is based on a transatlantic collaboration agreement


partnersformentalhealth

- Collaboration Agreement with Partners for Mental Health Canada
- Advisory Committee; gathering experts to monitor adaptation
- Pilot implementation with < 5 partner employers in order to test run the campaign in Europe







# The Advisory Committee will monitor the adaptation process

- 
- Experts in mental health, occupational studies, occupational mental health, psychology and business
  - Tasked to provide expert feedback on the campaign and monitor future adaptations
  - Confirmed the need for greater focus on workplace mental health & suggested pilot launch of the full Canadian campaign in the EU

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- June 2016
    - Letter of Intent signed with Partners for Mental Health
    - First Advisory Committee Meeting
  - June – December 2016
    - Outreach to potential partner employers & pilot run
  - September 2016
    - First *Not Myself Today* showcase workshop  
run with EBC members and partners

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- The project has been presented at/to:
    - The Meeting of Governmental Experts on Mental Health and Wellbeing, Oct. 2016, at DG SANTE, Luxembourg
    - DG Employment, Luxembourg
    - DG Human Resources, Brussels
    - European Agency for Safety and Health at Work (OSHA)
    - Lundbeck's Global Patient Advocacy Summit, June 2016, Copenhagen
    - Potential partners within the private sector and EBC member organisations
  - ...And has been invited to take part at various other events:
    - ILO Mental Health at Work Expert Meeting, Geneva
    - EU Compass Forum on Mental Health and Wellbeing, Luxembourg
    - The European Business Leadership Forum, London
    - Meetings of the Expert Platform on Mental Health, Brussels




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- Market research and analysis; identifying sectors and potential partner companies that need help with employee mental health care and wellbeing programmes
  - Continuous potential partner mapping
  - Establish collaboration with sponsors and pilot companies for a successful European launch
  - Communications and “marketing” strategy

# Success will be conditional to critical Factors


- Dedicated supporters and partners
- Solid communications and outreach strategy
- Strong connections with companies across Europe
- **Translation** and **adaptation** of the toolkit in the near future for full roll out
- Continued collaboration and partnership with companies and like-minded organisations



# Pilot run partnership

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- Help kick start the *Not Myself Today – Europe* adaptation by running the original Canadian campaign at your workplace
  - Collecting feedback to gauge reaction and adaptation needs
    - Employee and employer questionnaires
    - Campaign champions within teams/departments for feedback
  - Test workability and potential in Europe

# What can be expected as pilot partners?

- 
- Running the toolkit within departments of up to 300 employees and reporting feedback to EBC through questionnaires
  - Spreading the word on *Not Myself Today* and be a founding user within Europe
  - Discounted rates of full adapted European campaign in future
  - Supported employees and open engagement and dialogue
  - Company visibility as mental health in the workplace pioneer; mental health ambassadors



# Levels of Pilot Partnership

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- Sponsorship of toolkit production, project development and Europe-wide campaign
  - Forms of partnership:
    - “Gold” - €50.000 *(50% off toolkit when fully launched, max. 300 employees during pilot run)*
    - “Silver” - €25.000 *(25% off toolkit when fully launched, max. 250 employees during pilot run)*
    - “Bronze” - €10.000 *(10% off toolkit when fully launched, max. 150-200 employees during pilot run)*
    - “Pioneer” - Free toolkit run *(max. 100 employees)*



**Beginning 2016:** Partnership agreement with PFMH

**March-May 2016:** Outreach for partners and advisory committee members

**June 2016:** 1<sup>st</sup> Advisory Committee meeting, pilot partner identification and contact

**June-Sept 2016:** Construction and development of communications and business plan, continued outreach and partnership agreements

**First half of 2017:** Roll out of full European campaign

