

Mental Health and Work: Diversity Works!

Dorien Verhoeven

Klaas Pieter Derks

Noortje Zomer

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Overcoming Stigma in the Workplace



Dutch Approach

- 50 companies
 - > 250 employees
- 20 employees
 - Start internal networks
- Tools
 - In co-operation with employers and employees
- Research
- Commitment stakeholders
- Dissemination and implementation

Diversity
Works!



Outline

- Part 1: Employee and Ambassador
- Part 2: Employers and Companies
- Part 3: Stakeholders and Society

Part 4: Group Discussion

1. Employee & Ambassador



Ambassadors

- Training
 - Main focus: Storytelling
 - Each ambassador tells his / her own story
- What do they do?
 1. Start movement in own workplace / organisation
 2. Presentations
 - In other work organisations
 - Conferences presentations
 3. Contribute to new tools

Ambassadors

1. Employee & Ambassador



- How do they stay involved?

1. Network meetings
2. Inspiration meetings
3. By all kinds of activities



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4. Own network
 - Strong Together without Stigma as facilitators

Klaas Pieter Derks

1. Employee & Ambassador



- Personal goals
- Approach UWV

Making Connections

Do you remember...

- The last time you had a conversation about your mental health with one of your colleagues ?

...tell your neighbour on your right side about this conversation

How did you experience this?

Who wants to share?

1. Employee & Ambassador



2. Employers & Companies



Business Case

➤ Investing in safe and healthy workplaces...

... contributes to:

- Wellbeing in the workplace
- Involvement
- Productivity

... reduces:

- Sickness absence
- Medical costs

2. Employers & Companies



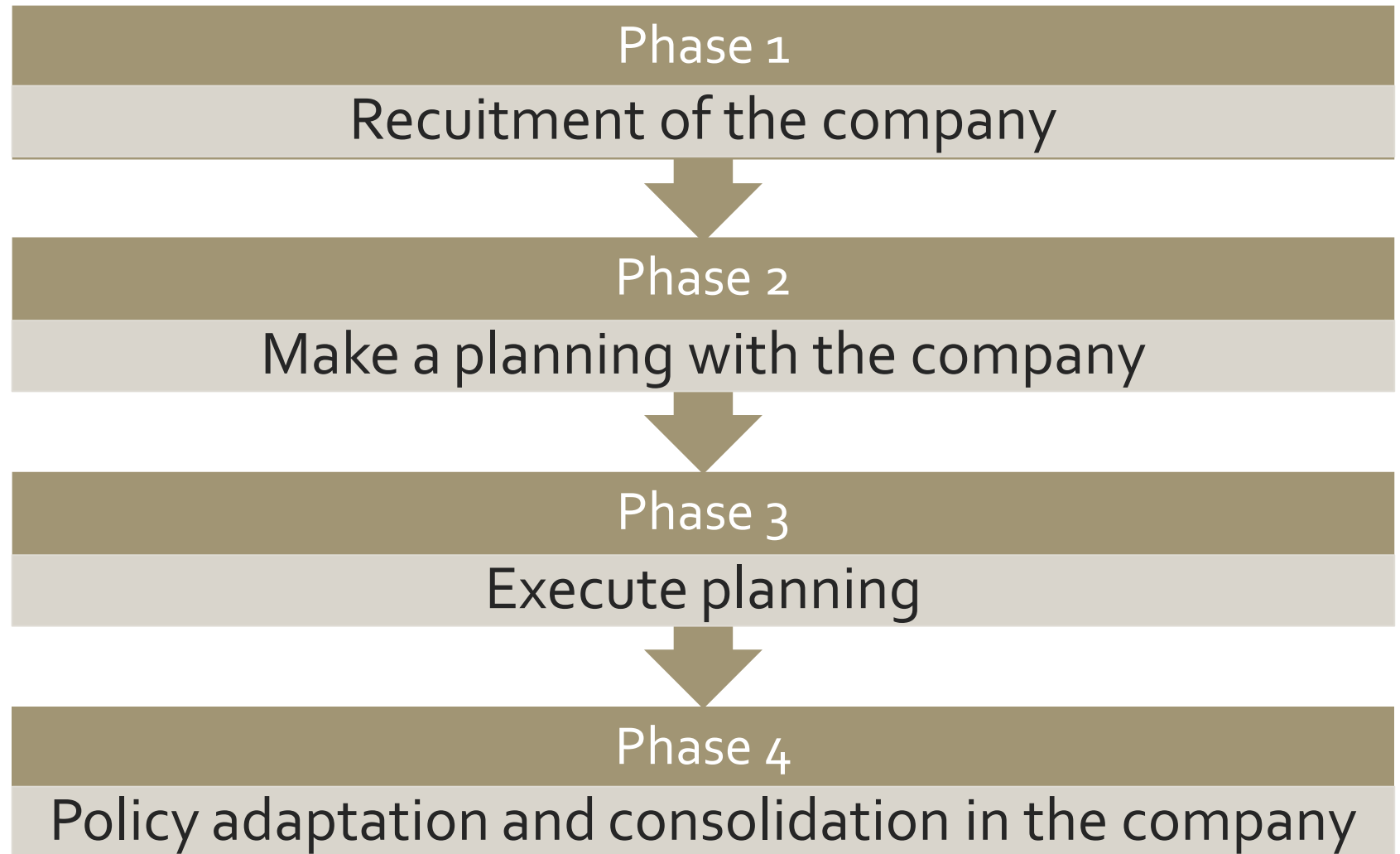
Connecting Companies

- Stigma
 - Psychological diversity
- Focus
 - Talking about mental health issues
- Socio-economic themes of companies:
 - Social inclusion
 - Sustainability
 - Diversity
 - Resilience/Vitality

2. Employers & Companies



Phase Format Companies



2. Employers & Companies



Tools

- Interventions in co-creation such as:
 - **E-learning:** 'Disclosure Mental Health Works'
 - **Presentations** by work ambassadors
 - **Decision guide:** CORAL.NL
 - **Workshops and training**
 - **Smartphone Application:** 'Strong in the Workplace'
 - **Management training**
 - **Training:** 'Selecting without Prejudices'
 - **Articles** in (online) magazines

2. Employers & Companies



E-learning

- Tool with practical knowledge and tips
 - Initiate conversation about mental health (problems) @ work
- Perspectives of
 - Employees with mental health problems
 - HR managers
 - Co-workers
- Made in co-production
- Available for:
 - Companies
 - Individuals

2. Employers & Companies



CORAL.NL

- Dutch version of 'Conceal or Reveal'
 - Decision tool about disclosure @ work
- Addresses the needs of stakeholders such as:
 - Employees with lived experience
 - Employers
 - HR professionals
 - Reintegration professionals
 - Occupational physicians

3. Stakeholders & Society



Your Stakeholders

- To accomplish the anti-stigma mission @ work
 - **Who do you think are important stakeholders?**
- In groups: Write the answers on a flipover

3. Stakeholders & Society



Dutch List of Stakeholders

- Employees / Co-workers
- Managers / HR professionals / Inclusion specialists
- Knowledge centers
- Work Council
- Employers' organisations / Branch organisations / Trade Unions
- Influencers / Media
- Occupational physicians
- Health insurers
- Ministry of Health, Welfare and Sports
- Related Social or Economic organisations

3. Stakeholders & Society



Stakeholders & **SAMEN STERK ZONDER STIGMA**

- Commitment stakeholders
 - Crucial for implementation and dissemination
- Stakeholders as distribution channels for further spread of
 - The disclosure message
 - The interventions into society
- We deliver tools to overcome problems with mental health @ work

Stakeholders contribute to overcome barriers in minds and society!

3. Stakeholders & Society



Manifest

- Committing influencers
- Example: Works Council
(OR)



4. Group Discussion



Your Stakeholders

- Let's look again at your stakeholders...
 - ... who do you consider as most important?
 - ... how would you rank them?
 - ... in which phase of the project are they important?

Questions?



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The end

Thanks for joining us!