

# Best Targeted Mental Wellbeing Campaign

## Winner// LLOYDS & MENTAL HEALTH UK – STRONGER MIND STRONGER BUSINESS

This category celebrates mental wellbeing initiatives that workforces have implemented for a specific group of employees, or to solve a particular workplace challenge

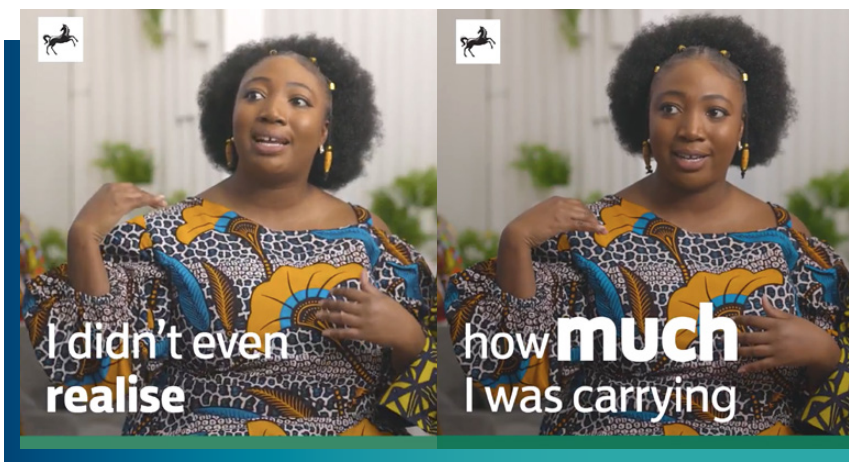
Mental Health UK collaborated with Lloyds Bank to boost the mental resilience of small-business owners during economic downturn. Lloyds Bank had noted that running a business in the UK during the pandemic was extremely challenging. To offer support, Mental Health UK worked with Lloyds Bank to develop an online toolkit for mental health-related material, and an industry-first project to offer therapeutic coaching to UK-based small businesses.

The campaign was named Stronger Mind Stronger Business to highlight that preventative measures can be put in place regarding mental health, and to dispel the idea that the only way to make a business succeed is working harder when already feeling overwhelmed or burnt out. The message to small business owners was that prioritising themselves can benefit their business.

The campaign created an online hub called 'Build Mental Resilience' to host information for business owners. Small business owners were provided with three sessions of expert therapeutic coaching to outline their support needs, and take away actionable solutions to support their business and their mental wellbeing. Finally a multi-channel media campaign was launched by Lloyds Bank to raise the profile of the campaign.

The Stronger Mind Stronger Business team sourced a software platform that enabled them to monitor engagement of booked sessions and provide accurate reporting. They developed a landing page that small business owners could use to view the specialisms of the coaches and access three therapeutic coaching sessions.

The campaign was opened to the audience and the team tracked engagement during the life cycle for reporting purposes.



A video discussing the positive impact of therapeutic coaching

### Achievements

The campaign set out to meet the demands of 1,000-plus business owners. 1,140 small business owners booked an initial appointment with a therapeutic coach. Of those, 711 moved through the project and scheduled their third and final session, with 628 business owners attending their final session.

Business owners had the opportunity to fill in an experience survey following their third session of therapeutic coaching. This survey was completed by 252 respondents who had scheduled their third session of therapeutic coaching.

- **98%** of respondents rated their experience as very good (87%) or good.
- **94%** of respondents reported that therapeutic coaching has had a positive impact on their mental health.

- **83%** of respondents reported that therapeutic coaching has had a positive impact on their business.
- **A total of 98%** of respondents were very likely (79%) or likely to recommend therapeutic coaching to other business owners.

The experience survey also highlighted key insights into challenges small business owners face and the impact of engaging in therapeutic coaching.

Upon follow-up with respondents who provided consent for contact, all SME owners reported that they are still applying the tools discussed in their therapeutic coaching sessions. This suggests that engagement in therapeutic coaching has been meaningful with a lasting impact. ■

### Judges' comments

- + Great to see Lloyds taking this to a group of people who might not otherwise have access to these types of services.
- + Impactful and meaningful submission. Could see the impact the campaign had.

### SHORTLISTED

- Cancer & Work - Acting Together, Sanofi