



Managing Mental Health in the Retail Workspace

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October 28th, 2021

Agenda

- 1 Mental health in the workplace – few facts
- 2 Factors impacting mental health at work
- 3 Promoting a psychologically healthy workplace
- 4 COVID 19 impact and recommendations
- 5 Available tools and resources
- 6 Retailor success stories
- 7 MindBeacon



How to navigate through different mental health service offerings for employees



Key elements to include in your mental health strategy



Tips for managers and HR to promote and support mental health



Mental Health in the Workplace

Mental Health in the Workplace

Why is it so important to intervene?



Every week in Canada roughly **500,000 employees** are off work due to mental health issues

Source: Conference Board of Canada



Each year, **1 in 5 Canadians** will struggle with mental health

Source: Canadian Mental Health Association



An estimated **11 million Canadians** will experience high levels of stress due to **COVID-19**

Source: Conference Board of Canada



Mental health accounts for more than **30%** of Long-Term Disability claims

Source: Benefits Canada



Mental health issues account for more than **\$6 billion** in lost productivity due to both **absenteeism** and **presenteeism**

Source: Mental Health Commission of Canada



Almost **one half** of those who feel they have suffered from **depression or anxiety** have never gone to see a doctor about this problem

Source: Canadian Mental Health Association



Long-term stress increases the risk of developing coronary heart disease by 150%

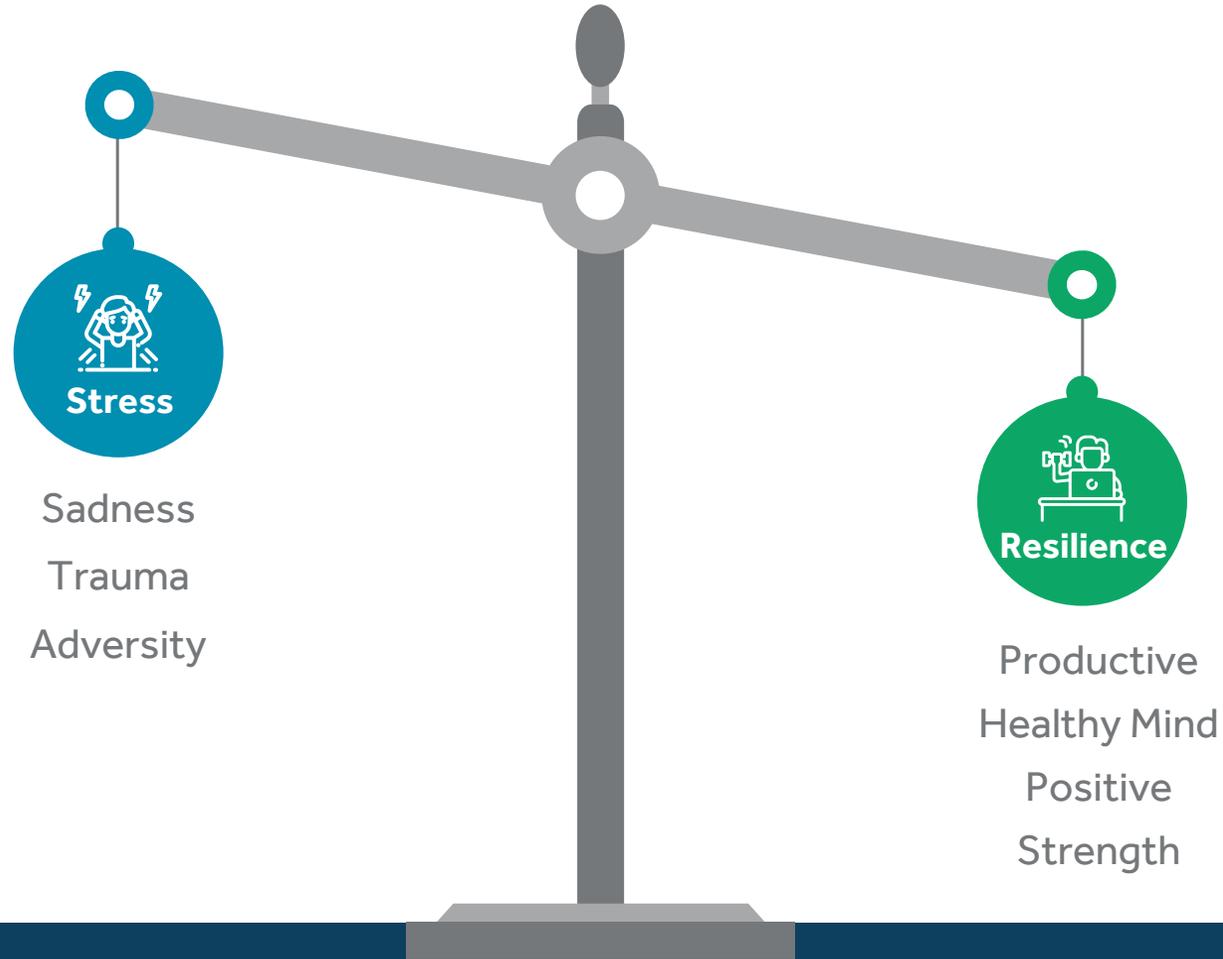
Source: Conference Board of Canada

What are the Main Factors Affecting Mental Health at Work?



The Relationship Between Resilience and Mental Health

People who are emotionally and mentally resilient have the tools for coping with difficult situations and maintaining a positive outlook. They remain focused, flexible, and productive, in bad times as well as good.



How to Create a Healthy Workplace Culture

Monitoring & Governance

- Track KPI
- Survey
- Data by groups/divisions for targeted specific intervention
- Benchmark overall success
- Implement a “healthy workplace committee”

Access to Resources

- Targeted
- Tailored
- Communicated



Awareness

- Leadership engagement & commitment
- Organization-wide
- Inclusion

Education

- Mandatory training for all managers and above – allows prevention and intervention

How to Promote a Healthy Workplace in a Retail Environment

Manager/HR Tips

- Increase your own knowledge regarding mental health
- Be aware of the available tools and resources your company offers
- Talk openly at work and encourage others to do the same
- Ensure regular leader presence/maintain constant contact with employees
- Demonstrate healthy work habits
- Be an influencer
- Be aware of your own stress, feelings, or thoughts that might be a barrier to being supportive
- Review your code of conduct, encourage respectful behaviour, and communication between team members
- Improve work design by addressing potential workplace stressors



How to Promote a Healthy Workplace in a Retail Environment

Manager/HR Tips

- Work with your team to develop a plan (mentally healthy workplace)
- Frequently promote the available resources
- Be alert of your employees' behaviors vs. warning signs on well-being, social relationship/attitude, and performance
- Support any team member who is struggling
- Ask appropriate open-ended questions
- Actively listen
- Keep individual information confidential
- Manage accommodation requests fairly
- Carry out a staff satisfaction survey for feedback





Impact of the Pandemic on Mental Health at Work

The Impacts of COVID-19 on Our Mental Health

According to a recent study in Canada*:

A donut chart with a teal segment representing 30% of the total. The rest of the chart is light grey.

30%

30% of Canadians are reporting moderate to severe anxiety about returning to pre-pandemic routines – the highest among people aged 18-39 (38%) and those with children under 18 at home (36%).

A donut chart with a teal segment representing 19% of the total. The rest of the chart is light grey.

19%

19% of respondents reveal feeling depressed occasionally or most of the time in the 7 days before the survey was conducted.

A donut chart with a teal segment representing 27% of the total. The rest of the chart is light grey.

27%

27% of respondents reported heavy episodic drinking in the previous week.

A donut chart with a teal segment representing 60% of the total. The rest of the chart is light grey.

60%

60% of respondents indicated they are very worried about their finances.

A donut chart with a teal segment representing 40% of the total. The rest of the chart is light grey.

40%

40% of respondents are very worried about the risk of being exposed to COVID-19.

*CAMH COVID-19 survey, July 2021

The Pandemic's Impact on Retailers

Essential workers have been exposed daily to our new reality and have had to face many challenges to continue to operate in a productive and healthy workplace.

- Extra workload
- Pressure to stay healthy
- Concerns about bringing COVID-19 home
- Customer satisfaction
- Unhealthy workplace – presence of harassment & violence
- Limited schedule flexibility
- Availability of resources and access to benefits
- Increased absenteeism



Should We Include Mental Health in the Emergency Management Plan?

Minimize the potential negative impacts on the organization and improve the effectiveness and sustainability of a healthy business recovery

- Reduce the risk and potential impact of psychological harm to workers
- Support employees in safely performing essential work, while complying with emergency measures
- Protect employees' mental health when they return to work
- Plan for psychological support for workers and their families during and after the pandemic
- Reduce the risks and costs associated with stress-related disability



How to Promote a Healthy Workplace During the Pandemic

Manager tips to address higher levels of stress due to the pandemic



Have a plan for the future – anticipate employee questions and concerns



Keep channels of communication open – communicate even if the situation remains unchanged



Empathize and understand that employees are facing additional stress



Identify lists of helpful resources to support employee experiencing high levels of stress



Reassure as best as you can and stay positive



Recognize that we are facing unstable situations and that coping strategies differ from one employee to another





Tools / Resources & Success Stories

Available Tools and Resources

Mental health supports are not a one size fits all solution and different people, environments, and mental illnesses require different approaches.



Virtual

- Telephone (audio), text (written), or video conference (visual) therapy
- Clinician based
- Remote locations
- Flexible scheduling
- Curative
- Accessibility
- Less expensive
- Social distancing



Digital

- Direct-to-consumer therapy apps
- Non-clinician based
- Less intensive needs
- Accessible 24/7
- Maintenance/prevention
- Social distancing
- Less expensive or free
- Younger generation



Traditional

- Face-to-face, in-person therapy
- Clinician based
- Intensive needs
- Curative
- Older generation
- More expensive

70% of Canadians say they would **choose virtual health** visits if the option was available

What Tools and Resources Should Retailers Promote

- Customized Employee & Family Assistance Program (EFAP)
- Tailored Health Benefits Plan – Mental Health Practitioner (e.g., \$500/year)
- Free and available resources
- Manager mental health first aid training
- Manager coaching
- Peer to peer support – Mental Health Champion



Success Stories – Examples of What Retailers Have Done

Starbucks

1988

Offered full extended health and dental care benefits to eligible full and part-time employees, including a mental health benefit

2016

Launched an unprecedented \$5,000 per year mental health benefit for eligible employees. Highest mental health benefit offered at any company in Canada across all industries

2018

Training sessions to employees focusing on creating a warm, welcoming, and inclusive environment. Topics such as: loneliness, vulnerability, mindful decision making, building resiliency, and the power of small acts and conversation to strengthen human connections

2019

Declared Mental Health Matters which focuses on eliminating the stigma. Created pocketbook resources (partnership with mental health experts), to provide Starbucks leaders with resources to support mental health conversations, and how to support an employee having a mental health crisis

2020

In January, they added a meditation app “Headspace” to their suite of comprehensive benefits and resources to support their employees. In July, they provided mental health training for store managers with tools and knowledge to guide their teams at any stage of a mental health crisis. In August, they launched a digital wellness platform and app via LifeWorks

Success Stories – Examples of What Retailers Have Done

Sobeys

- **September 2019:** Worked with a consulting firm to write a Mental Health Strategy
- Brought help in-house and developed a role for a **Mental Health Program Manager**
- Created a **Mental Wellbeing Hub:** Provides information around mental health, all resources that employees have available to them with or without benefits, and government and community resources
- Added “human connection” with leaders coming forward with personal struggles. VP of Operations shared their story via video. It started a conversation that it is okay to be vulnerable



Success Stories – Examples of What Retailers Have Done

Loblaws

- **2018-2019:** Became more proactive by providing store managers with the tools they need to respond to mental health crises in the workplace
- Launched the MHFA (Mental Health First Aid) Program. This is a course developed to help people provide support to someone who may be experiencing a decline in their mental wellbeing or who may be in a crisis
- Trained two people per store, resulting in 423 Managers being trained in mental health first aid
- Course offered by the Mental Health Commission of Canada





MindBeacon

Introducing MindBeacon

Filling the Gap in Mental Health Care

60% of Canadians are experiencing mental health issues –
BUT – more than half are not utilizing traditional mental health care*



STIGMA



ACCESS



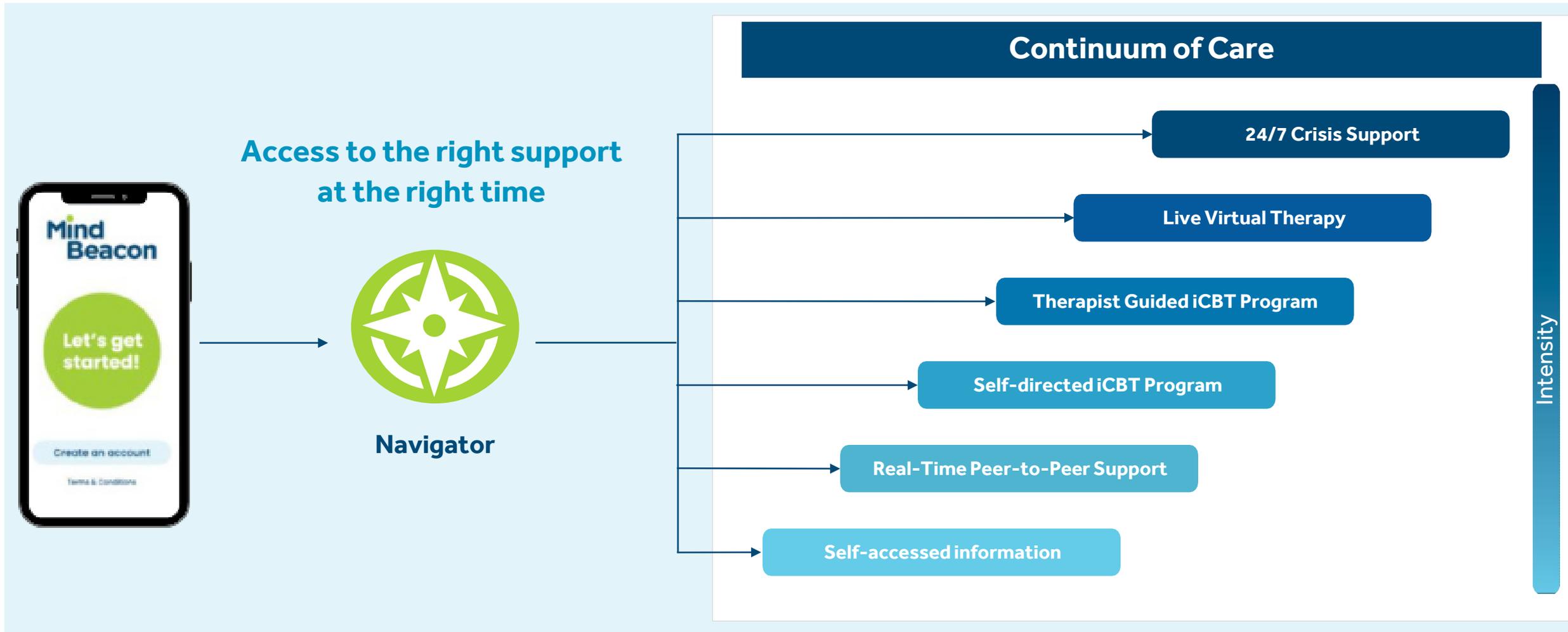
TIME



COST

- Limited # of therapists and higher demand is making for long waitlists, weeks to treatment, and unmet demand
- EAP is generally short-term resolution focused - not designed to provide treatment for conditions that drive drug costs and disability
- Paramedical benefits can be limited in terms of data and outcomes and are difficult to navigate
- Most employer programs lack consistent measurement or delivery

Mental Health Continuum of Care Approach



Effective, accessible and affordable mental health therapy throughout an individual's lifetime care journey – for both at work and return to work.

Why Digital Mental Health Treatment is Important for Retail

Traditional Model

In-person and virtual only therapy is expensive (up to \$2500)

Shortage of trained practitioners leads to wait times for treatment

Employers need to invest in programs that work. No consistent measurement or ROI

Appointment driven. Limited time availability. Does not work for many retail employees.



Digital Mental Health

Affordable

Up to 80% less expensive than traditional therapy

Accessible

- No geographic restrictions
- No wait times

Effective

- Proven effective in treating most mental health concerns
- Measurable ROI on absence and disability

Client-Centric

- Digital allows for immediate support for users
- Can be used anytime – 24/7/365
- Can be done anywhere (e.g. bus, subway, home, breaks)
- Highly personalized for each person



“This is the first time in 15 years that I feel like therapy is working and that I’m not being misjudged”

“My MindBeacon therapist has helped me come so far – from a very fearful person, to one who gains confidence in myself every day”

Digital Mental Health Works

- 90% satisfaction with therapist support
- 72% of our users start to feel better in the first two weeks
- **82% experience improvement in symptoms. Equivalent in effectiveness to face-to-face therapy or medication**
- 52% have never had mental health treatment before
- 48% of MindBeacon users stated previous mental health support did not address their needs
- 56% of clients submit their assessment outside of “regular office hours”

Engaging Employees with a Digital Solution



Communication campaign designed to lift continuous program promotion away from the employer

- Once an employee signs up for MindBeacon, we communicate with them directly



Employees sign up at the time of launch

- Mental wellness articles, activities and invites to virtual events sent directly to the employee



One spot to access therapy, supports and resources

- Immediate access to therapy, program information, engagement with a chat agent all through one dedicated employer landing page



Manager Engagement

- Tips and tools and virtual training designed to help managers support their staff sent directly to people leaders



Aggregate utilization data provided to employer

- Confirm utilization
- Understand mental health heat map of employees
- See impact program has on employees' mental health



Thank you.