

ADDRESSING THE STIGMA REGARDING MENTAL HEALTH

Company name : THE BANK OF NEW YORK MELLON SA/NV Luxembourg Branch

Activity sector : Activités financières et d'assurance

Company category : Grande Entreprise

Description of the action

A campaign to address the stigma regarding mental health.

Context

HEART (Helping Each Ability by Respecting and Teaching) is a BNY Mellon Employee Resource Group that promotes an inclusive working environment by increasing awareness of the needs of those with disabilities and providing an educational forum on disabilities for all employees.

In support of the Mental Health Awareness Week in May, HEART members distribute green ribbons to all BNY Mellon employees. Employees showed their support by wearing the green ribbons, and posting a selfie on to BNY Mellon's internal intranet page.

Approach

- Identify a campaign that supports your objectives;
- Confirm a budget;
- Agree a strategy;
- Allocate tasks and responsibilities;
- Meet on a monthly basis to measure progress and ensure good communication.

Objectives

- Raise awareness of the stigma around mental health;
- Educate BNY Mellon employees on how to work with people with disabilities;
- Promote an inclusive working environment where all employees are valued based on their talents and abilities.

Impact

The green ribbon campaign helps to address the stigma that surrounds the topic of mental health and encourage employees to speak up about their experience and support their colleagues.

« To do »

- Appoint a senior sponsor to advocate on behalf of the network.

« Not to do »

- Do not try to achieve too much at once. Focus on delivering one or two initiatives really well.

