

EUROPEAN RENTAL ASSOCIATION

#UnitedForMentalStrength

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#UnitedForMentalStrength

NITCED FOR MENTAL STRENGTH

Call to the Hire Industry to create Mental Strength

Connected. Supported. Focused.

#UnitedforMentalStrength



ASSOCIATION

Why did we launch this project?

- Issues relating to mental health can happen to anyone
- 1 in 10 people will experience a mental health problem each year
- Accounting for 20% of all work-related illness in the UK
- Globally, c.800,000 people commit suicide each year, on average that is 1 person every 40 seconds (World Health Org)
- In the UK. two construction workers take their own lives every day
- The most common types of mental health issues are:
 - Stress
 - Anxiety
 - Panic Attacks
 - Depression
 - Others include: Eating disorders, loneliness, OCD,

PTSD, self-harm amongst others





Why did we launch this project?

- I wanted to make a difference in the industry
- Because I care about our colleagues, across the wider industry
- Was never just about recovery from mental health issues, but developing mental strength
- In order to develop Mental Strength... we need to understand Mental Health
- A better skilled and engaged workforce;
 - is more productive
 - leads to both a sense of belonging and also adds to the bottom line
- Grow our people, and our people will grow our company
- Mental strength affects...

The way we think



The way we feel





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Mental Health issues do not discriminate





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Suicide rates per 100k population 2019

1. Lithuania	26.10
2. Russia	25.10
3. Ukraine	21.60
4. Belarus	21.20
5. Montenegro	21.00
6. Latvia	20.10
7. Slovenia	19.80
8. Belgium	18.30
9. Hungary	16.60
10. Croatia	16.40
11. Finland	15.30
12. Estonia	14.90
13. Moldova	14.70
14. Sweden	14.70
15. Austria	14.60
16. Switzerland	14.50
17. France	13.80
18. Germany	12.30
19. Czechia	12.20

20. Slovakia	12.10
21. Iceland	11.90
22. Netherlands	11.80
23. Norway	11.80
24. Portugal	11.50
25. Serbia	11.40
26. Luxembourg	11.30
27. Poland	11.30
28. Bosnia & Herz.	10.90
29. Denmark	10.70
30. Bulgaria	9.70
31. Romania	9.70
32. Ireland	9.60
33. North Macedonia	9.40
34. UK	7.90
35. Spain	7.70
36. Italy	6.70
37. Malta	6.10
38. Greece	5.10
39. Albania	4.30
40. Cyprus	3.60
41. Turkey	2.40



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UnitedForMentalStrength – What is it?

- A mechanism to bring the Hire Industry together
- Work co-operatively and collaboratively
 - Share key projects
 - Ideas
 - Best practice, maybe even resource!
- Leaving our respective company brands at the door
- Accelerating the change across the industry
- Three events have taken place thus far
 - 6 April 2022 Launch and General Mental Health Awareness
 - 15 Sep 2022 Financial Wellbeing
 - 26 April 2023 D E & I
- We have a duty to do more!







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ERA Convention 2023, "INVESTING IN PEOPLE", Maastricht, 7 and 8 June

Hire

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Our Initiatives

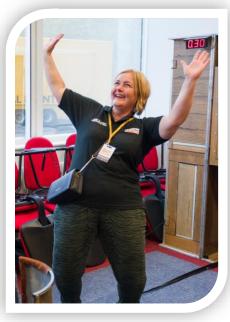
- Mental Health Survey and Workshop
- We trained 6% of our workforce as Mental Health First Aiders
- Implemented a Health Assured App and Employee Assistance Programme
- Quick access to counselling sessions (via a quick response 24hr team)
- Boels As One Employee Forum
- Boels As One Day
- Trust hours policy
- Monthly depot review includes section on H&S and the well-being of staff
- Annual Employee Engagement Survey identified how we are doing
- Understanding that different roles have different challenges
- Created an open and non-judgemental culture





Our Experiences

- Mental Health First Aid training
 - What worked everyone loved the training and individually felt they learnt a lot
 - What could be improved visibility of the MHFA's and employees reaching out to them
- TrustHours
 - What worked removed Saturday working, harmonised working hours
 - What could be improved reluctance of managers to allow flexi-time
- Boels As One Forum
 - What worked feedback, openness and communication
 - What could be improved employee reps sharing information with the wider business
- Boels Benefits (Boels As One Day, Health Assured)
 - What worked demonstrating we mean what we say when it comes to Mental Strength
 - What could be improved communication on what benefits are available Benefits Box!





In summary

- We all have common goals when it comes to mental strength
- One of the few areas where the name above the door doesn't matter!
- This was launched in the UK, but why can't we take this global?
- This is only the start, we have to create momentum

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