

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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Hire

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Our Initiatives

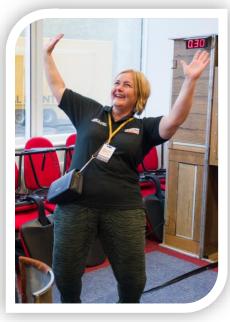
- Mental Health Survey and Workshop
- We trained 6% of our workforce as Mental Health First Aiders
- Implemented a Health Assured App and Employee Assistance Programme
- Quick access to counselling sessions (via a quick response 24hr team)
- Boels As One Employee Forum
- Boels As One Day
- Trust hours 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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