

## **Key Messages of Bill Wilkerson's European Meetings and Speech Tour**

Prior to the 2<sup>nd</sup> annual Business Leadership Forum in Rotterdam on November 12<sup>th</sup>, hosted by Unilever, Target chairman Bill Wilkerson, this spring and fall, is visiting six European centres to recruit interest in the Target campaign.

Following are key themes and messages he is delivering to business people in these locations.

### ***The Top Ten Targets of Depression***

#### **1. By targeting depression in the workplace:**

We target chronic job stress, a major risk factor. We target workforce disability and lost work time, depression is the leading source of both. We target economic costs on a significant scale.

#### **2. By targeting depression in the workplace:**

We target the wellbeing and productive capacity of men and women in their prime years of work. This is where depression is concentrated.

#### **3. By targeting depression in the workplace:**

We contest the gradual but meaningful decline in life expectancy triggered by depression and other major mental illnesses.

#### **4. By targeting depression in the workplace:**

We target the prevention of sudden death due to heart attack, we target the reduction of risk of cardiovascular death among those living with diabetes. We target complications in the course of Parkinson's disease.

#### **5. By targeting depression in the workplace:**

We target better management of alcohol and drug abuse and we better management of anxiety disorders, all of these frequently co-occur with depression.

#### **6. By targeting depression in the workplace:**

We aim to protect the future wellbeing of young people, the average age of onset being early 20s and late teens. We target the promotion of brain health in a brain economy and innovation, itself a deliverable of workplace mental health.

**7. By targeting depression in the workplace:**

We target workplace practices conducive to job fulfillment and effective employee performance at work. We make the case for work environments which stimulate the cognitive capacity of employees, not undermine it.

**8. By targeting depression in the workplace**

We argue for economic investments that reduce the impact of what the London School of Economics calls the most important health issue facing men and women of working age in Europe.

**9. By targeting depression in the workplace:**

We combat the emerging trend through which serious depression and ischemic heart disease become the top two sources of work years lost through disability and premature death.

**10. By targeting depression in the workplace**

We target – by definition - a variety of major health and workplace concerns that feed into - and flow from - the depression experience. Concerns not always perceived to be connected with depression.