

T A R G E T



IMPACT OF DEPRESSION IN THE WORKPLACE

www.targetdepression.com

Developed by :
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TARGET Campaign Secretariat

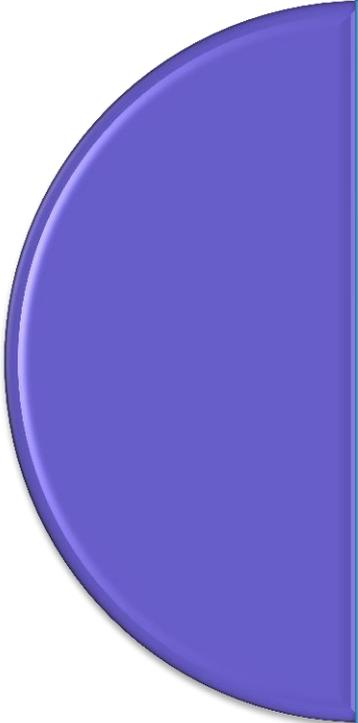
BACKGROUND

- The TARGET campaign was launched in late 2013, as a Pan-European campaign to unify as many corporations as possible around the need to defend the workforce against the impact of depression.
- TARGET was formed to bring employers together in discussion and sharing of ideas and approaches concerning the promotion and protection of workplace mental health depression.

BACKGROUND

- To date, we comprise major corporations from a range of sectors from ten European countries, representing more than 1.5 million employees.
- Advisory group of 17 senior leaders from global organizations, chaired by Bill Wilkerson, Mental Health International.
- Major membership-based Pan-European associations working with TARGET to build mental health into their mandate:
 - European Association of Paritarian Institutions of Social Protection, HR Community Academy of Italy, Federation of International Employers and *pending* European EAP Form and Netherlands HR community

DEPRESSION: THE PROFILE



The deadly impact of depression:

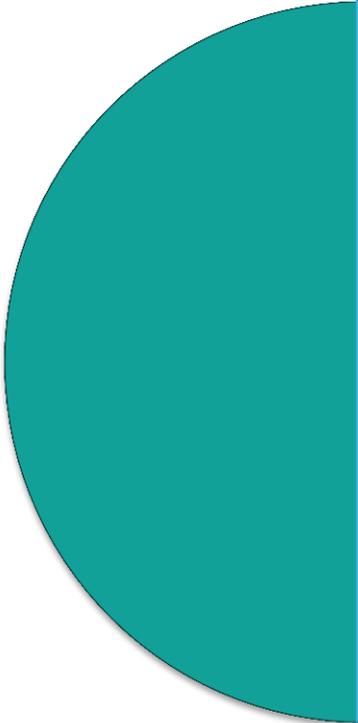
- Raises the risk of sudden death from heart attack
- Biggest trigger for suicide
- Suicide is now the leading cause of violent death in the world today

DEPRESSION: THE PROFILE

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**Economic loss
attributed to
mental illness in
the labour force**

- Mental disorders in working populations eliminate 4% of the gross domestic product of Europe and North America annually

WHY DEPRESSION

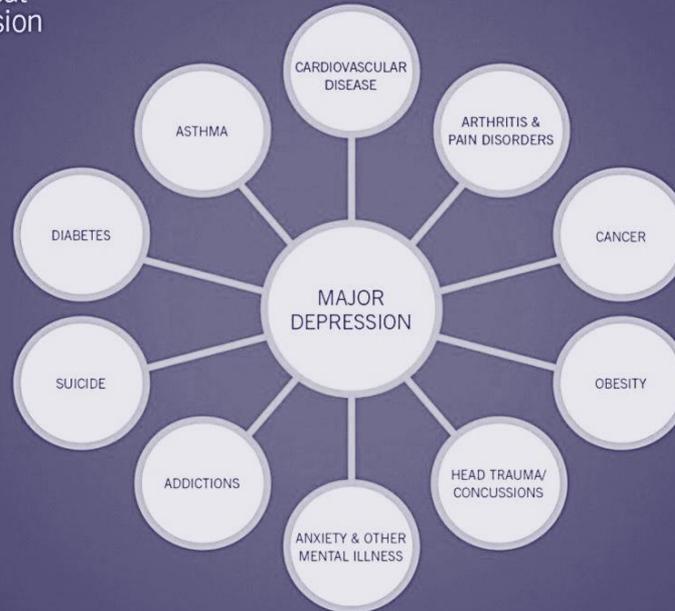
-  Depression attacks the ability to make decisions, to remember, and concentrate
-  Leading cause of disability worldwide
-  One in 10 workers has taken time off due to depression
-  Most important health problem among people of working age
-  Cost of depression in lost productivity
-  Growing concerns for younger generation of the future
-  Worsens the course of many other chronic conditions
-  Increases the risk of sudden death due to heart attack
-  Higher links to suicide, now the leading cause of violent death
-  Inadequate access to qualified medical and psychological care

GREAT DEPRESSION MATRIX

Comorbidity Runs to and from Depression



The Great
Depression
Matrix



WHY BUSINESS.....



Employers sustain the bulk of the financial burden of depression in the workplace through operating costs and taxes for health care and allied services



One third of managers report having no formal support or resources to deal with employees who have depression



Trend lines:

- Higher workplace prevalence rates
- Key source of work years lost through disability/death
- High loss of productive capacity in the workplace and competitiveness



WHY NOW.....

**We live and work
in a brain-based
economy**

**75% of all new
jobs will demand
cerebral not
manual skills**

**Premium to
think, to be
creative, to have
perspective and
to be resilient**

WHY NOW.....

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THREAT: rising rates of disability, increasing business and economic costs

RISK: productive capacity, quality of life and life expectancy of future generations

ACTION PLAN: employers and policymakers must manage depression and promote good workplace mental health for society as a whole, to individuals and businesses

LEADERS OF THE NEW WORKPLACE

Leaders of
today, and
the future:

- Embrace mental health as an integral part of any vision for a healthy workplace
- Champion mental health and give their employees every opportunity to learn and talk about depression
- New Workplace: **BRAIN HEALTH + BRAIN SKILLS = BRAIN CAPITAL**

WHAT CAN YOU DO

Take Action
Now

- By providing line managers with:
 - Resources
 - Training
 - Support

GOALS and DELIVERABLES

To develop tools
and resources
that will enable
businesses to:

Better manage depression
in the workplace

Identify and support
employees at risk of
depression and

Promote good workplace
mental health

ACHIEVEMENTS TO-DATE 2013 - 2015

- Bill Wilkerson visited 20 European centres to build support and interest in the TARGET campaign
- TARGET now participates in conferences and events upon invitation including Joint Action initiative launched by the European Commission and the European Association for Health and Safety
- Widespread press interest including the Financial Times & Reuters

ACHIEVEMENTS TO-DATE 2013 - 2015

- **RESOURCES:**

- Website launched – www.targetdepression.com
- Special Report featuring insights from business leaders their stories and audit of current practice
- European Business Charter – six key principles that guide the development of company policies & programmes to reduce the burden of depression

ACHIEVEMENTS TO-DATE 2013 - 2015

- **ANNUAL BUSINESS LEADERSHIP FORUM**

Opportunity for further employer-employer dialogue and to build an inventory of experience and innovation to share with businesses in one common voice.

- 1st Business Leadership Forum** hosted by Barclays plc, October 2014 in London England, brought together 73 key leaders
- 2nd Business Leadership Forum** hosted by Unilever, November 2015 in Rotterdam Netherlands, brought together 59 key leaders

MOVING FORWARD – NEXT PHASE

- ❑ Series of Pilots - to conduct a multi-company, multi-sector, multi-country research project to generate employee data on workplace depression, and the first ever validated interventions
- ❑ Employer Tool Box – from sourcing best practices
- ❑ 3rd Annual Business Leadership Forum to be hosted by the Royal Mail, Fall 2016

ADVISORY GROUP MEMBER

**Dr. Shaun Davis MA, MBA, MA, MSc,
Chartered FIOSH, FIIRSM, Chartered FCIPD, MIoD**

Shaun Davis is Group Director of Safety, Health, Well-being & Sustainability at Royal Mail Group, joining the organisation in September 2012.

Prior to Royal Mail Group, Shaun worked in the construction, civil engineering, refurbishment and waste management sectors and led organisations to achieve significant improvements in performance.

Shaun has also led culture change programmes and has achieved a variety of awards and accolades for the organisations he has worked in. He is the Vice-Chair of the Campaign to TARGET Depression in the Workplace.



ADVISORY GROUP MEMBERS 2015

- Chair: **Bill Wilkerson:** Executive Chairman, Mental Health International
- Vice-Chair: **Dr. Shaun Davis,** Group Director of Safety, Health, Wellbeing & Sustainability, Royal Mail Group Ltd.
- **Francesco Briganti:** Director, European Association of Paritarian Institutions of Social Protection (AEIP)
- **Sir Philip Campbell:** Editor-in-Chief, *Nature*
- **Sonia Chandarana:** Vice President of Global Strategy & Business Development, CSR Ambassadors
- **Professor Sir Cary Cooper:** 50th Anniversary Professor of Organizational Psychology and Health, Manchester Business School, and Founder / Director, Robertson Cooper
- **John Duncan:** Former Group Human Resources Director, Royal Mail Group Ltd.
- **Steve Evison:** Chair, Federation of International Employers (FedEE Global)
- **Giordano Fatali:** President, HRCommunity Academy of Italy
- **Deborah France-Massin:** Director of the Bureau for Employers' Activities, International Labour Organization (ILO)

ADVISORY GROUP MEMBERS 2015

- **Julia Ingall:** Talent Management Director, Ogilvy & Mather, UK Division
- **Dr. Paul Litchfield:** Chief Medical Officer and Director of Wellbeing, Inclusion, Safety & Health, BT Group plc and Chair, What Works Centre for Wellbeing
- **Daniel McCarthy:** Senior Director, Public Affairs & Market Access, Lundbeck Canada Inc.
- **Mark Q. McLane:** Managing Director, Global Head of Diversity and Inclusion, Barclays plc
- **Tim Munden:** Vice President of Human Resources, UK and Ireland, Unilever
- **Nicola Pela:** Group HR Director, Luxottica S.p.A
- **Dr. Andreas Tautz:** Chief Medical Officer / Head of Corporate Health Management, Deutsche Post DHL Group
- **Jürgen Schefflein:** Directorate-General for Health and Consumer Protection, DG SANTE
- **Brian Smith:** Vice Chair & Head of Europe & Asia-Pacific, TD Securities and Senior Vice President, TD Bank Group
- **Carmen Sorrentino:** Human Resources Manager EMEA, BSI Group (formerly known as the British Standards Institute)
- **Patrick Watt:** Corporate Director, Bupa UK

MORE INFORMATION – CONTACT US

- If you would like to get involved, receive more information or have a question, we'd like to hear from you.
- **Contact us at:**
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 - ❑ enquiries@mentalhealthinternational.ca