

People Matters Charter Case Study

Aggregate Industries: Healthy You - Mental Health & Wellbeing



INTENT

Evidence for the implementation of physical, mental and social wellbeing objectives and practices designed to support a healthy, resilient and independent workforce culture.

Challenges

In early June 2013, we launched 'Healthy You' A branded Mental Health and Wellbeing programme aimed at providing a greater level of support, advice and guidance on key health issues that impact our colleagues.

The construction industry is one where pressures can be high, with long hours, tight deadlines, challenging conditions, and despite improvements over the past few decades, sites remain male-dominated. Traditionally, stress and associated mental health struggles weren't effectively understood or addressed - with estimates suggesting that more than one construction worker a day takes their own life; three times the average UK rate for men.

With the arrival of COVID-19 pandemic in March 2020 we ramped up our levels of support to our workforce and made our avenues of help as accessible as possible.

It is now more important than ever that every colleague realises that mental health is just as important as physical health, and that we are committed to helping our employees feel happy and be healthy in and out of work.

Impact

To measure the impact of our actions, we undertook an extensive all-employee survey in September not only to benchmark our development regularly, but to determine our most inclusive health and wellbeing strategy to date.

From the ~1,000 responses received, we identified the six key areas which our workforce shared concerns about and these have become the



Aggregate Industries

Number of employees
c4,000 employees nationwide

Website
<https://www.aggregate.com/>

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People Matters Charter Case Study

Aggregate Industries: Equality Diversity and Inclusion

foundation for every Mental Health communication moving forward. These are Mental Health; Physical Activity; Nutrition; Financial Wellbeing; Keeping Connected and Sleep.

Furthermore, through use of our communication software Poppulo, each of our e-newsletters is monitored for 'opening' and 'engagement rate'. The information gathered shows that the engagement rate has grown issue-by-issue and currently sits at around 65 per cent. We have found that the personal experience stories are by far the most widely read; reiterating their importance, and showing that the e-newsletter is a good communication medium to get through to people whilst providing a space for colleagues to share their own stories with confidence.

Aggregate Industries is addressing the mental health and wellbeing of its employees in a number of ways to ensure it meets the diverse needs of our multi-discipline, multi-location workforce:

- We have trained over ~140 Mental Health First Aiders to ensure that wherever a colleague is based, they have access to mental health advice and support.
- We offer an Employee Assistance Programme (EAP), to provide 24/7, confidential support to employees and their families through a dedicated phone hotline and mobile app.
- We produce a Mental Health e-newsletter at least quarterly that focuses on specific awareness days. This incorporates educational videos and articles, advice on how to access our mental health resources (including first aiders and EAP) and most importantly, personal experience stories.
- Throughout the pandemic we have communicated Mental Health materials and contact details of our EAP through a variety of channels at least weekly, ensuring that these reach people who are furloughed or on-site without access to an Aggregate Industries email address.

About Aggregate Industries

We are committed to building solid, successful relationships with our customers. With the right products, tools and systems, people and knowledge, our job is to make it easier for you to do a great job.

We work together, here at the heart of construction

People Matters Charter Case Study

Aggregate Industries: Equality Diversity and Inclusion

Value Gained

We are currently focused on implementing the findings of our initial survey, with dedicated working groups for each of our six pillars.

- Mental Health
- Physical Activity
- Nutrition
- Financial Wellbeing
- Keeping Connected
- Sleep

Each of these pillars has a detailed plan for the year ahead, including items like bringing in expert speakers on topics like nutrition and sleep, to the creation of physical activity challenges.

As the survey conducted last year was of considerable length and detail due to the unprecedented circumstances we all faced, we will be utilising shorter pulse surveys - one question for each pillar - at regular intervals to check in on how we are performing against the needs of our workforce.

We also want to provide better support for our network of Mental Health First Aiders. We are in the process of getting their feedback to gain a better understanding of their role across the organisation and how we can ensure that they feel as supported as the people they help.

We are going further than ever before this year in our desire to reach those that do not have Aggregate Industries email addresses. This includes the utilisation of QR codes, further roll out of the EAP app and distributing physical reminders - like fridge magnets and lanyard cards - to the entire workforce, ensuring that everyone and their respective families know that we provide avenues to support them.

We have shared our journey with others internally, globally, within the Lafarge Holcim Group