



**HEARD**  
MENTALITY

Conversation Starter Pack  
**Facilitator's Guide**

CIPR

PRCA



#HeardMentalityPR

## Introduction

The purpose of this facilitator's guide is to help you to plan and host a team conversation around wellbeing at work during **Heard Mentality Week (13 – 17 September 2021)**.

This is your guide as the facilitator and organiser of the conversation and is not designed to share with everyone. This is to be read alongside the presentation pack that should be shared with attendees. We have also provided links to additional videos for further information.

## About Heard Mentality

The CIPR, PRCA and HCA have launched their first joint campaign to inspire public relations and communications professionals to take positive action on mental health across the industry. According to research due out later this year, 90% of PR professionals reported poor mental health in the last 12 months. Together we want to take positive action.

The Heard Mentality Campaign is challenging the entire PR and comms workforce, including in-house, agency, and independent practitioners, to host conversations in the week commencing 13th September.

We are urging leaders to hear the concerns of colleagues and encouraging team leaders to hold constructive talks with their team members or peers about mental health. If you are an independent practitioner we are asking you to join forces with others in your network or attend an event hosted by the professional bodies.

We've developed four cards to help you to have these conversations and provided supporting videos too. This is just the start of making sure there is an ongoing conversation about mental health across our industry and ensuring that we take the necessary steps to start to address issues that ensure we create an environment in which our industry can flourish.

# 7 steps to having your conversation

- 1 Familiarise yourself** with your own internal mental health policies.
- 2 Arrange a meeting** either face-to-face or virtual with around 10-15 members of your team or network – we've given you some pointers on what to include in our template invitation text.
- 3 Use the four conversation starter cards** to help you to have a conversation with people in your teams.
- 4 Watch** the Mental Health First Aid (MHFA) backup videos on practical areas.
- 5 Make an individual pledge** – we've given you a Word template to do this.
- 6 Make a team pledge** – we've given you a Word template to do this.
- 7 Feedback** your conversation outcomes via our short survey.

Don't worry if you don't get through all the questions, rearrange another time to follow up.

# 1 Workload

## Understanding how your workload can affect health and wellbeing

According to our latest industry research, workload is the number one source of stress for people working in public relations and communications. This has increased from 55 percent in 2020 to 67 percent this year.

### Conversation questions

#### What drives issues related to workload?

- Team availability
- Client demand
- Systems and ways of working
- Senior demand
- Other teams members - being respectful

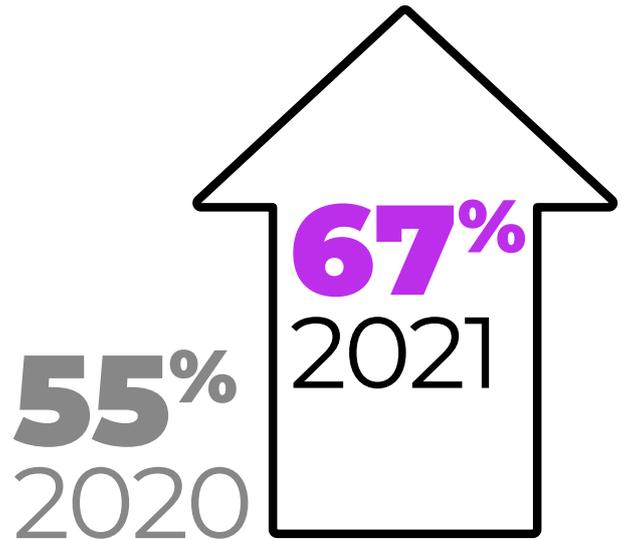
#### What other factors in life might influence your ability to manage your workload?

- Home life, personal life
- Internal conflicts
- Knowledge and skills

#### How do you manage workload to reduce any negative impact on yourself or others?

- Setting boundaries
- Creating 'artificial' deadlines
- Agreeing ways of working
- Timely briefing of others
- Understanding colleagues' preferences and needs

Watch this [video](#) for further advice.



Source: upcoming CIPR/PRCA research

## Workplace

### Understanding how your workplace can affect health and wellbeing

Where we work has changed significantly over the last 18 months. 41% of practitioners say that working from home has had a negative impact on their health and wellbeing. However, there are also concerns about returning to the office.

### Conversation questions

#### How has the change in workplace affected your health and wellbeing?

- Discuss the changes in your work environment with colleagues, suppliers and clients
- What has been the impact on you individually and your family?
- Have you noticed an improvement in your connection with colleagues/understanding of circumstance?

#### How has the way we have worked as a team affected your health and wellbeing?

- Impact on relationships
- Ways of working
- What has worked well?
- Not so well?

#### In our new working model how can we best maintain our health and wellbeing?

- What have been the learnings from the last 18 months?
- What are the differences between virtual and face to face?
- Have you felt supported?
- Do you need any other support?

Watch this [video](#) for further advice.



**41%**

**of practitioners say that working from home has had a negative impact**

Source: upcoming CIPR/PRCA research

# 3 Seek Support for Wellbeing

## Where can you go and how to overcome concerns to access mental health help

Despite the fact that 90% of people experienced poor mental health, less than 10% are taking advantage of available support. Let's discuss what we have access to.

### Conversation questions

#### What wellbeing support do you have access to?

- Explore what people know they can access
- What internal and external support is available?
- Can you speak with friends / family?

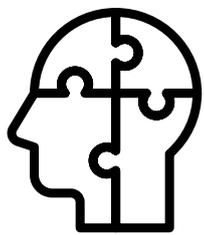
#### Are you aware of anyone who has benefited from mental health and wellbeing support of any kind?

- Friend or family
- Anyone who has shared stories of the benefits
- Anyone who has gained support via their workplace

#### Why do you think people do not seek help?

- The stigma?
- Attempts to cope on their own?
- Don't think the support can help?

Watch this [video](#) for further advice.



**90%**  
of people  
experienced  
poor mental  
health

Less than  
**10%**  
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available support



# 4 Mental Health Conversations

## If someone approaches you, how do you help them?

Of the people who spoke out about mental health at work, almost three-quarters had a positive experience and found their employer and colleagues to be supportive. 20% found that although they were sympathetic, they didn't know how best to support them.

**Let's talk about how you would have a conversation if someone approached you.**

### Conversation questions

**Have you ever been in this situation either seeking support or being approached for support?**

- How did you react / feel?
- Would you do it differently next time?

**What would you say and do if a colleague suggested they were struggling with their mental health?**

- What concerns do you have about having this type of conversation with a colleague?
- In what situations do you think you would immediately need to seek professional support for an individual?

Watch this [video](#) for further advice.

Of the people who spoke out about mental health at work

**75%**

had a positive experience



**20%**

found that although they were sympathetic they didn't know how best to support them

## Once you've had your conversation

- **Let people know** this is an issue you are addressing by sharing the fact your team had a conversation using #HeardMentalityPR
- **Post** your individual and / or team pledges on social media using our Word template
- **Fill out** conversation summary – survey:
  - We want to know your top 3 themes
  - What guidance and support do you need from professional bodies?
- **Review date** - consider how and when you will review the outcome of your conversation and when you might hold your next team discussion
- **For more information visit the [CIPR](#) and [PRCA](#) websites.**