



# Health and Safety Executive (HSE)

## How HSE's "Working Minds" Campaign approached Workplace Mental Health Awareness

6,100+

subscribers to the Working Minds e-bulletins

3,300+

champions advocating for workplace mental health



High engagement with strong open & click-through rates



Significant partnerships with 30+ organisations

### OVERVIEW

The Health and Safety Executive (HSE) Working Minds campaign was launched to raise awareness of the legal duty employers have to prevent stress and support good mental health. The campaign leverages Granicus' [govDelivery](#) – a platform HSE has effectively used for more than a decade.

### SITUATION | Addressing a Growing Concern

The campaign supports **1.8 million employees suffering from work-related illness** by providing businesses, especially smaller ones, with relevant information and tools.

### SOLUTION | Effective Engagement Through govDelivery

HSE tactically used govDelivery to elevate its Working Minds campaign, focusing on work-related stress. By strategically segmenting its audience, HSE crafted a communication approach to resonate with target sectors. The campaign recruited potential 'champions' – individuals who could further disseminate the campaign's message within their networks – using a bespoke signup form to identify those with a keen interest in advocating for workplace mental health. Moreover, by incorporating the campaign's messaging into existing e-bulletins, HSE was able to tap into an established subscriber base, thereby amplifying the reach and ensuring the campaign's message was not confined to a niche audience.

### RESULTS | Impactful Outcomes

More than 6,100 individuals have engaged with the campaign's e-bulletins, and more than 3,300 have stepped up as champions, showing a willingness to bring change in workplace mental health. The high engagement rates with the e-bulletins prove these aren't just messages in an inbox; they're starting points for meaningful conversations and actions in workplaces across various sectors.

### MUST HAVE SOLUTION

[govDelivery](#)

“The Working Minds e-bulletin performance data is very strong, with high open rates, click-through rates, and overall engagement rates.”

Graeme Barnes,  
Senior Digital Performance Analyst, HSE