

GMB Young Members Campaign Plan

Mental Health Matters

Introduction

The GMB Young Members campaign, Mental Health Matters, has been a very successful campaign to date. The aim, so far, of Mental Health Matters has been to raise awareness in the workplace and wider society of mental health issues. This has been due to the impact of stigma around the subject and the need to tackle the stigma to help people get the support that they need. We believe that in the Union and wider society we have had an impact on how mental health is seen and encouraged people to speak about mental health to normalise the issue and limit the effects of stigma. However, now that we have got people talking it feels the right time for the campaign to go deeper to impact policy around mental health and the workplace.

What's been done so far

- We have met with MPs and got MPs to support the campaign e.g. Luciana Berger and Jeremy Corbyn
- We have conducted interviews with public figures to highlight issues around mental health
- We created a video showing why young people believe that mental health matters
- We have run numerous amounts of online literature as to why young people want to change mental health and having personal stories as to how it has affected them.
- We have helped produce literature to promote Mental Health Matters in GMB and wider society

So far, the campaign has gained excellent coverage and has received very good feedback, however, it is time to move the campaign on to the next stages. This will highlight the proposed short, medium and long term goals

Short term goals

The short term goals include continuing to raise awareness around mental health and the contemporary issues around this. Continuing to inform people on social media and generate awareness around the issues to engage and gain support for the campaign. Using media coverage to highlight a standpoint and relate to the goals of the campaign.

This will need to highlight issues of mental health in the workplace to promote a specific area that needs addressing.

We will gain case studies of how people have been affected by mental health in the workplace which will help the campaign aims.

Medium term goals

Medium term goals will include liaising with MPs around mental health to highlight how we can work together and gain their support. We will need to set up meetings, have young members speak to their local MPs and talk about the goals of Mental Health Matters.

On the back of this, there is a pledge being created so we can promote MPs supporting the goals of the campaign. This will allow us to have allies that will help us affect policy within Parliament.

Long term goals

In line with GMB policy it is proposed that we work towards getting a Mental Health at Work Act that will address how mental health is dealt with in the workplace. This should propose the following:

- There is a wellbeing policy in all workplaces
- Mental health to be addressed as an equality issue
- There is no discrimination on the grounds of mental health
- Mental health awareness training for management to be compulsory and for any management courses to include a module on mental health in the workplace – or equality between mental & physical health and end the stigma.

The workplace is a key institution in anyone's life and mental health continues to affect more people each day. By working towards this we can change how mental health is seen and dealt with in the workplace for the better.

Successfully reaching the short and medium term goals will make the long term goals achievable.