



Mental health in the workplace

At Bell, we believe taking care of the mental health of our team members is essential to their personal success and to our organization's ongoing progress. Accordingly, we continue to develop and implement world leading mental health practices in the workplace and broaden our approach to emphasize total health support. We educate team members through our best-in-class training programs, support them through the Employee Family Assistance Program (EFAP), and create awareness through communication and engagement activities. Our commitment is stated in our mental health policy and reinforced in our Code of Business Conduct, reviewed annually by all team members. We also continue to reinforce the importance of mental health through initiatives that impact our day-to-day work, including the following:

Mental health training

We continue to expand our mental health training with targeted efforts to reach all team leaders and team members, and a special focus on union representatives and Health and Safety committee members.

In 2018, we promoted our online Building Blocks for Positive Mental Health training offered to all team members. This program includes strategies for building resiliency and improving overall mental health. It also includes practical tips for enhancing self-awareness and boosting emotional intelligence, as well as caring for others who are facing mental health challenges.

TRAINING COURSE	COMPLETION SUCCESSES
Building Blocks for Positive Mental Health training	9,400 team members
Workplace Mental Health Leadership Module 1	11,000 leaders
Workplace Mental Health Leadership Module 2	6,000 leaders
Workplace Mental Health Leadership Module 3 (optional)	1,500 leaders

Further supporting wider adoption of standards to address mental health, Bell, our EFAP provider, and Queen’s University have worked in partnership to develop the Workplace Mental Health Leadership certificate program, the world’s first university-certified workplace mental health program. Since its inception, more than 591 companies across Canada have participated in the program leading to a certificate from Queen’s. The content helps leaders build their skills in supporting their team members and applying healthy workplace practices, accommodation and return-to-work best practices, while at the same time strengthening preventative techniques and integrating elements from the National Standard for Psychological Health and Safety in the Workplace.

Employee and family assistance program (EFAP)

A critically important tool for the management of team members’ total health needs, including prevention of illness, the EFAP offers various counselling options for team members such as e-counselling, over the phone, a dedicated mobile app, and face-to-face counselling with accredited professionals. Since 2010, Bell has seen a sustained increase in EFAP’s overall usage. In 2018, overall usage reached 36%, which is more than double the industry and national norms and represents a 190% increase compared to 2010. This is a good news story for Bell as it shows people are reaching out to receive the mental health support they need. A decrease in the number of short-term claims related

to mental health also demonstrates how greater initial support can benefit everyone involved.

Awareness and communication

Bell provides team members and their families with expert insight and advice on health, wellness, and development-related topics through the LifeSpeak video library that offers content from internationally acclaimed experts, authors, professors, and medical professionals.

We offer team members a variety of events and special activities that promote awareness during Bell Let's Talk Day, Mental Health Week, Mental Illness Awareness Week, and National Suicide Prevention Day. Since 2010, Bell has organized more than 1,100 mental health events for team members across Canada, including seminars, workshops, information kiosks, speakers, and other engagement activities.


In 2018, Bell team members accessed 23,910 LifeSpeak educational resources, which represents an increase of 171% compared to 2017.

Mental health initiatives for employees

Understanding that regular physical activity can have a significant positive impact on mental health, energy levels, and happiness, in May 2018, we organized a corporate Walk for Wellness Challenge in which more than 2,500 team members participated, and collectively logged over 688 million steps, exceeding by 38% our 500 million corporate target. Employees were really engaged in this walking initiative with close to 200 teams created. This led to a lot of friendly competition across the company and feedback was very positive. Participants mentioned feeling motivated by the challenge. It helped them get beyond their own limits, be active at work, have fun with colleagues, engage in friendly competition while getting a chance to win prizes.

In April, shortly after the nutrition month, we organized *Eating well makes you feel good* webinars in order to provide team members with more insight on the importance of having a balanced diet to maintain overall health and well-being. We had great engagement with over 2,200 participants.

According to the 2015 Sun Life Canadian Health Index, respondents told their top three drivers of stress relate to finances and 42% of Canadians rank "money" as their number one



stressor. Results from the CPA's 2018 Employee Research Survey show that 46% of Canadian workers say that financial stress is affecting their workplace. With that in mind, in August 2018, we also organized a financial wellness campaign (kiosks, 4 live and webinar series of on Financial Literacy offered by CPA Canada) to help team members manage their personal finance, learn some saving strategies and develop healthy financial habits. We had great engagement with over 4,691 interactions, 9,456 article hits and an overall satisfaction rate at 97%.


The [Bell Let's Talk](#) website and the mental health and wellness site, launched in 2015 on our intranet, continue to provide easily accessible, centralized tools and resources for team members to learn, participate, and stay informed. In 2018, team members accessed our mental health and wellness site more than 28,000 times, taking advantage of our comprehensive mental health resources, including articles, videos and training, and a wide variety of other resources addressing total health. For more information, please see our [website](#).

In addition, our return-to-work program has been widely recognized for excellence and continues to yield promising results related to reducing rates of relapse and recurrence of disability leave. Mental health related relapses (within 1 month) and recurrences (within 1 year) are down 50% since 2010.

Knowing that physical health is closely associated with mental health, in 2018, the gym discounts offered to Bell team members have been reviewed and updated to ensure true discounts were offered at reputable facilities. A range of gym partners were selected (traditional, family, and boot camp) to ensure a large geographic coverage and allow the most team members to participate. Among others, Bell continues to promote our partnership with Goodlife Fitness centres across Canada. Close to 5,000 employees and their family members are taking advantage of this significant corporate discount. In addition to this partnership, team members can benefit from onsite fitness facilities and extended services at numerous Bell locations.

Other initiatives

In October 2018, Bell updated our Drug and Alcohol policy to create an appropriate workplace framework given implementation of the federal government's Cannabis Act to legalize and regulate the production, distribution, sale and possession of cannabis in



Canada An integrated awareness campaign was launched to support employees and leaders in better understanding the legislation and its impacts on the workplace as well as the potential health effects of cannabis use. We developed training for leaders, offered expert-led webinars and launched a new internal page where team members can find additional resources including practical guides for team leaders, support options for substance abuse issues, and videos and articles on the potential effects of drugs and alcohol use.

National Standard for Psychological Health and Safety

Bell continues to support and promote the adoption of the National Standard for Psychological Health and Safety in the Workplace across corporate Canada. Since the inception of the standard, we have shared best practices across hundreds of organizations in Canada to provide encouragement and guidance for others to implement healthier frameworks in their own workplaces.

We continue our commitment to the standard by building sustainable programs, and addressing opportunities related to the 13 psychological factors that experts agree have a powerful impact on organizational health and the well-being of individual team members. Measures Bell is taking and that reflect this commitment include:

- Linking our annual team survey questions to the 13 psychological factors as outlined in the national standard
- Offering a Health Risk Assessment coincident with the benefits renewal process, as we did in 2017. This increases awareness of the importance of establishing healthy physical and mental lifestyles. Coupled with the tools and resources we make available, this gives team members the opportunity to make better personal choices.
- In 2018, we focused on training team members on civility and respect in the workplace and further equipped our leaders with an in depth 3-hour training to facilitate conflict resolutions.

THE 13 FACTORS OF PSYCHOLOGICAL HEALTH AND SAFETY IN THE WORKPLACE ARE:

1. Organizational culture
2. Psychological and social support
3. Clear leadership and expectations
4. Civility and respect
5. Psychological demands
6. Growth and development
7. Recognition and reward
8. Involvement and influence
9. Workload management
10. Engagement
11. Balance
12. Psychological protection
13. Protection of physical safety