



Intensifying the Be Well Outreach Initiative

*Barclays had taken steps very early, to understand and address the well-being needs of colleagues. With a **dedicated Be Well campaign** and a structured wellbeing agenda, they have been driving focus and deliverables on the four key pillars of Mental, Physical, Financial, Social, and Workplace health.*

RAPID ROUNDUP

- Quick turnaround time of rapid pandemic response and related initiatives make for a formidable model
- 70% of workforce in India completed online Mental wellbeing training in 5 months.
- Virtually building culture of engagement and sensitisation

Employee Engagement: Employee support provided through counselling, flexible working arrangements to manage work-life balance, medical benefits, benefits for savings and retirement funds, sport & fitness events to promote physical wellbeing, and D&I networks kept open to all employees who wish to support or be supported in alignment with inclusive culture.

Pandemic Response: To accommodate engagement from home, they took the lead to virtually drive the culture of CARE, acronym for Consistent Engagement, awareness campaigns with regard to Channels of Support, Re-emphasizing self-learning through e-training, leveraging Expert advice from Doctors/Counsellors. While the wellbeing agenda was redefined, they focussed extensively on the speed of execution. A dedicated COVID-19 page was also created to provide day-to-day updates on working arrangements and policy to colleagues. There was an increased frequency of wellbeing events, webinars were organized weekly covering aspects of Mental and Physical health with sessions taken by practicing doctors, seasoned counsellors, and industry experts and engaging with colleagues on mindfulness, happiness, yoga, meditation, ergonomics, work-life balance, and the management of the new normal.

Active Programs Pursued:

- Tele-consultation by practicing doctors for the colleagues and their family members.
- A dedicated COVID-19 helpline covering pre-test, test, and post-test support.
- Leadership wellness - a curated program for the leadership team towards their attention on their mental and physical wellbeing.

- Peer-to-Peer support volunteering – cohorts in each location to support colleagues in need.

Expanding Outreach Through Awareness & Continued Engagement:

This was done by regularly advertising channels of support ie Employee Assistance (counselling) Program. Mental Health First Aiders are available - emphasizing the importance of professional help when needed. With continued regular interaction, and a dedicated “Be Well” and COVID-19 portal with the latest updates, informative articles and inspiring stories, the aim is to help colleagues remain healthy in mind and body. The next four months will focus on dealing with an abusive environment at home, dealing with grief and loss, dealing with financial difficulty.

