

Healthy Workplaces Campaign 2026-2028

CAMPAIGN GUIDE

TOGETHER FOR MENTAL HEALTH AT WORK



Preventing psychosocial risks at work

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Hello there!



Meet the mascots of our Healthy Workplaces Campaign!

Meet the four faces of the Healthy Workplaces Campaign (HWC) – our mascots are here to help raise awareness of mental health and psychosocial risks at work by embodying its values and aims.



Promote:

to encourage everyone to speak about mental health and psychosocial risks at work.



Togetherness and inclusion:

to highlight the HWC's aim to promote inclusion, equality and diversity in the workplace when assessing and managing psychosocial risks.



Prevention:

to emphasise the importance of preventing mental health and psychosocial risks.



Protection:

to help prioritise safety and health at work for everyone, especially the most vulnerable.

About the guide

Who is this guide for?

Whether you are an employer, worker, health and safety representative, human resource professional or policymaker you will find practical ways to get involved in the campaign

“Together for mental health at work”. Let’s work together to make psychosocial risk prevention and good mental health a workplace priority.

Why does it matter?

Being in work brings tangible health benefits. However, there is growing concern about how exposure to psychosocial risks at work is affecting workers’ mental health.

1 in 3 EU workers are reporting stress, anxiety, and depression caused or made worse by work ([OSH Pulse 2025](#)). The good news: small actions can make a big difference.

About the campaign

The campaign builds on evidence that jobs significantly affect mental health, both positively and negatively. Research has identified factors that can be managed to create a healthy work environment. The campaign promotes solutions to prevent harm and enhance positive impact.

Many life style factors influence mental health. Diagnosing and treating specific conditions are for medical professionals. Employers and occupational safety and health (OSH) services are not expected to take on this role, but they have a responsibility to prevent psychosocial risks at work and can still offer support to individuals affected by mental health conditions.

Improving mental health at work: explore the five priority areas of the campaign

1. Psychosocial risk assessment and management.
2. Harassment, sexual harassment and violence.
3. Physical risks and mental health.
4. Psychosocial risks in the health and social care sector.
5. Supporting mental health at work.

Why should you take part?

Protecting workers' health, both physical and mental, is not just the right thing to do – it is also smart. When psychosocial risks and their consequences on health are taken seriously, this not only benefits

individuals but also businesses and society as a whole. Taking action leads to better health and wellbeing while also boosting productivity, cutting staff turnover and reducing absenteeism.

Get involved!

Explore this campaign guide and our [website](#) for free materials in 20+ languages – and take part in building safer, healthier and more productive workplaces for all!

Preventing psychosocial risks in a holistic and inclusive way is key to protecting and improving workers' mental health.



1. | Introduction

Mental health at work matters

Healthy workplaces benefit not only workers but also businesses, customers, and society. A good psychosocial work environment is essential for workers' overall wellbeing. Having a job – especially within a well-organised setting – offers many advantages. Workers in good mental and physical health are more engaged and productive.

Psychosocial risks stem from poor work design, organisation and management, and from a poor social context of work such as lack of support from

colleagues and supervisors and the general working climate. The impact of increased digitalisation at work has reinforced both the prevalence of psychosocial risks and awareness of the responsibility and need to prevent them.

Common examples of risks include excessive workloads, conflicting demands, unclear roles, and a lack of involvement in decisions that affect the worker. These risks can lead to a range of negative outcomes – psychological, physical and social.

What the numbers tell us

- The [OSH Pulse 2025](#) survey has revealed a clear concern. Many workers say their jobs impact their health negatively:
 - › 37 % of workers experience overall fatigue;
 - › 29 % experience stress, depression, or anxiety.
- According to the [European Survey of Enterprises on New and Emerging Risks \(ESENER\) 2024](#), the most frequent psychosocial risks in companies include:
 - › dealing with difficult customers, patients, pupils (56 %);
 - › time pressure (43 %);
 - › poor communication or cooperation within the organisation (19 %).

Understanding the legal and practical side

- Protecting workers from any risk to their safety and health is a legal obligation for employers. This includes psychosocial risks.
- While some issues such as harassment may be more challenging to deal with, other aspects such as flexible working time might be implemented with relatively simple and straightforward measures.
- Barriers remain:
 - › many enterprises find psychosocial risks difficult to address;
 - › enterprises often report a reluctance to talk openly about the issue;
 - › some enterprises lack the expertise or resources to address these risks.

What the campaign sets out to do

Focusing on five key priority areas, the 2026-2028 [Healthy Workplaces Campaign](#) aims to raise awareness about the positive impact of a good work environment on mental health and wellbeing.

Specific aims include:

- promoting psychosocial risk prevention through proper risk assessment and management procedures;
- addressing all sectors, with a focus on those where psychosocial risks are widespread and those where psychosocial risks might be less apparent;
- encouraging cooperation among employers, managers, supervisors, workers and their representatives;
- bringing network partners together to exchange information and good practices on psychosocial risk prevention;
- fostering a comprehensive approach that considers the links between physical and psychosocial risks and the health of workers;
- highlighting the importance of support, good communication and work organisation, and a favourable social climate to create a healthy work environment.

Embracing diversity and inclusion

Some workers – such as migrants, women and members of the LGBTIQ+ community, along with ageing, young and disabled workers, to name a few – may face greater risks in the workplace, including harassment and violence.

Therefore, the campaign will:

- address diversity at every stage;
- highlight risks for specific groups;
- promote tailored preventive approaches to protect them.

How the campaign fits into EU policy

This campaign is part of the EU's broader commitment to promoting a strong prevention culture and addressing mental health at work. It aligns closely with key policy initiatives, including:

- the [2021-2027 EU Strategic Framework on Health and Safety at Work](#);

- the European Commission's [comprehensive approach to mental health](#), which highlights the importance of preventing psychosocial risks at work and also recognises the HWC as a flagship initiative; and
- the European Commission's [Road Map for Quality Jobs](#) refers to the HWC 26-28 as one of the tools for promoting fair, safe and equal jobs.



2. | Mental health at work

The dual impact of work on mental health

Work can positively impact mental health by providing purpose, structure, and social interaction. However, this is only true when work is well-designed, and the work environment is supportive. Poor working conditions – such as ineffective communication, poor work-life balance and harassment – can have the opposite effect. These are known as psychosocial risks and can lead to stress, burnout, and other health issues.

A good psychosocial work environment benefits everyone. Workers feel safe, valued, and able to cope with the job demands. Employers gain a more engaged, productive, and loyal workforce. Society benefits from

lower healthcare costs, fewer sickness absences and disability schemes, and stronger communities.

When psychosocial risks are not identified, prevented and managed, the consequences are significant. Individuals suffer, and organisations face reduced productivity, increased sick leave, and higher staff turnover. These issues can lead to staff shortages and additional costs for companies.



Creating supportive and inclusive workplaces

Employers have a legal duty to protect the health and safety of their workers, and this includes mental health at work and preventing psychosocial risks. But it is not just about following the law – it is about creating a workplace where people can thrive. Simple steps can make a big difference. These include clear communication, balanced workloads, support from managers, and a culture that encourages people to speak up about problems.

Building trust and encouraging open dialogue can help to overcome stigma and are essential to ensuring people get the support they need.

Understanding diversity also matters. Different people can be exposed to different risks. For example, women, migrant workers, young workers, and LGBTIQ+ individuals may be more

exposed to certain risks, such as harassment and violence. Workplaces need to recognise these differences and make sure everyone is protected.

The world of work is changing fast. Digitalisation, new forms of work, and challenges such as climate change are creating new risks. While remote and hybrid work offer flexibility, they can also lead to isolation and blurred boundaries between work and home. Employers need to keep up and adapt their approaches to prevent psychosocial risks and protect mental health in this new landscape.





More than **4 in 10** workers across the EU (44 %) report that they are exposed to severe time pressure or overload of work.

OSH Pulse 2025



What the evidence shows

- More than 4 in 10 workers across the EU (44 %) report that they are exposed to severe time pressure or overload of work, according to the [OSH Pulse 2025](#) worker survey.
- According to the [European Labour Force Survey \(2020\)](#), nearly 45 % of workers in the EU report facing risks for their mental wellbeing at work. In some Member States, more than half of all workers report these issues.
- While 39 % of enterprises in Europe report having an action plan to prevent work-related stress ([ESENER 2024](#)), there is still a need for support to better manage psychosocial risks.
- Measures often focus on individuals, such as offering stress management training or mindfulness, rather than tackling the root causes in the organisation. 53 % of workers report that awareness raising and information on training and stress are provided at their workplace, 40 % report having access to counselling, while only 35 % report that other measures are in place such as changes in the work organisation, setting priorities, measures to improve communication, etc. ([OSH Pulse 2025](#)).
- The costs to society are high. Workers exposed to psychosocial risks at work are associated with a higher risk of sickness absence due to a mental disorder.

Thankfully, the benefits of action are clear. Research shows that preventing psychosocial risks and having a positive psychosocial work environment not only helps reduce stress and improve workers' overall health, but also boosts productivity, lowers absenteeism and enhances a company's reputation.

Your roadmap to action: engaging with the five campaign priority areas

The most effective way to address psychosocial risks at work is by integrating **psychosocial risk assessment and management** into overall OSH practices. This involves systematic assessments, involving workers and their representatives, setting clear priorities, and following up with action plans and evaluations. Strong leadership is essential – managers must be trained to identify risks and foster a supportive work culture.

To **prevent harassment, sexual harassment and violence** and tackle the root causes of these risks, enterprises must first look at the psychosocial working environment, notably the organisational culture and leadership style. They must also promote a zero-tolerance policy for inappropriate conduct, supported by clear communication and awareness raising initiatives,

well-defined reporting procedures, and disciplinary processes.

Addressing **physical risks and mental health** requires to reflect on the work environment as a whole. There are plenty of interactions between physical and psychosocial risks; for example, psychosocial risks at work can be linked to accidents and musculoskeletal disorders (MSDs).

The **health and social care sector** requires special attention due to high workloads, emotional demands, and increased exposure to violence.

Finally, supporting **mental health** means fostering open dialogue, challenging stigma, and ensuring early intervention and effective return-to-work procedures. Collaboration between managers, health professionals, and workers is key to long-term wellbeing.

Shared responsibility

Mental health at work is everyone's concern. It is good for workers, business, and society. By working together, we can create workplaces where everyone can thrive – both now and in the future. Let us commit to taking concrete steps – from risk

assessments and prevention to open conversations – to build a culture of well-being in every workplace. The benefits will extend far beyond the individual, creating more resilient and productive communities.



3. | Priority areas

3.1. Psychosocial risk assessment and management

Preventing and managing work-related psychosocial risks is the cornerstone of good mental health at work. To protect workers' safety and health, employers have a legal duty to assess these risks and implement preventive measures.

Yet, despite this obligation, only 40 % of EU enterprises report having procedures in place to deal with work-related stress ([ESENER 2024](#)).

Studies indicate that there is a strong 'business case' for preventing stress and psychosocial risks at work ([EU-OSHA 2014](#)).

Examples of **psychosocial risk factors in the workplace** include:

- excessive workload;
- poor work-life balance;
- lack of involvement in making decisions;
- lack of autonomy and influence over the way work is done;
- lack of role clarity and conflicting demands;
- poor communication about changes introduced to the workplace;
- job insecurity;
- lack of support from management or colleagues, poor social relationships;
- third-party violence, workplace bullying, and sexual harassment; and
- emotional demands when dealing with difficult clients, patients, students, or customers.





Four key principles for implementing a proper psychosocial risk prevention scheme:

- 1. Find what works for your organisation.** Actions to improve the work environment should be tailored to fit with your company’s goals and available resources (money, time, staff). When making changes, it is also best to integrate any actions into existing work practices.
- 2. Follow the hierarchy of prevention.** Start by trying to eliminate identified risks entirely. If that is not possible, prioritise organisational and technical measures before turning to individual support. Supporting the individuals (e.g. with psychological counselling and resilience trainings) without changing the circumstances at the workplace can be a futile effort.
- 3. Involve workers in the process.** Engaging workers and their representatives helps identify and prioritise the most important issues to address. It also gives workers a sense of ownership over the changes being implemented, building commitment and engagement.
- 4. Management support matters.** When managers are actively involved, support workers at each stage and lead by example, they show real commitment to creating a good work environment.

Workplaces conducting regular psychosocial risk assessments are 40 % less likely to report high employee stress.

ESENER 2024



Getting started

Many authorities and social partners offer practical guidance on how to tackle psychosocial risks (e.g. local or national labour inspectorates, OSH institutes, sectoral associations).

National or regional funding opportunities may also be available. Measures do not necessarily have to be costly; also small companies can improve psychosocial working conditions on a limited budget.

Deciding on preventive actions and implementing them

Effective prevention of psychosocial risks at work begins with identifying them through a proper risk assessment that needs to be followed up with respective measures.

- **Primary prevention** focuses on eliminating or reducing risks before they affect workers. It typically involves changes to work design, organisation and management.
- **Secondary prevention** refers to improving how groups at risk perceive and manage psychosocial

risks. This complements, but does not replace, primary prevention. The focus is on early detection and management of stress and on strengthening workers' awareness, skills, and coping resources.

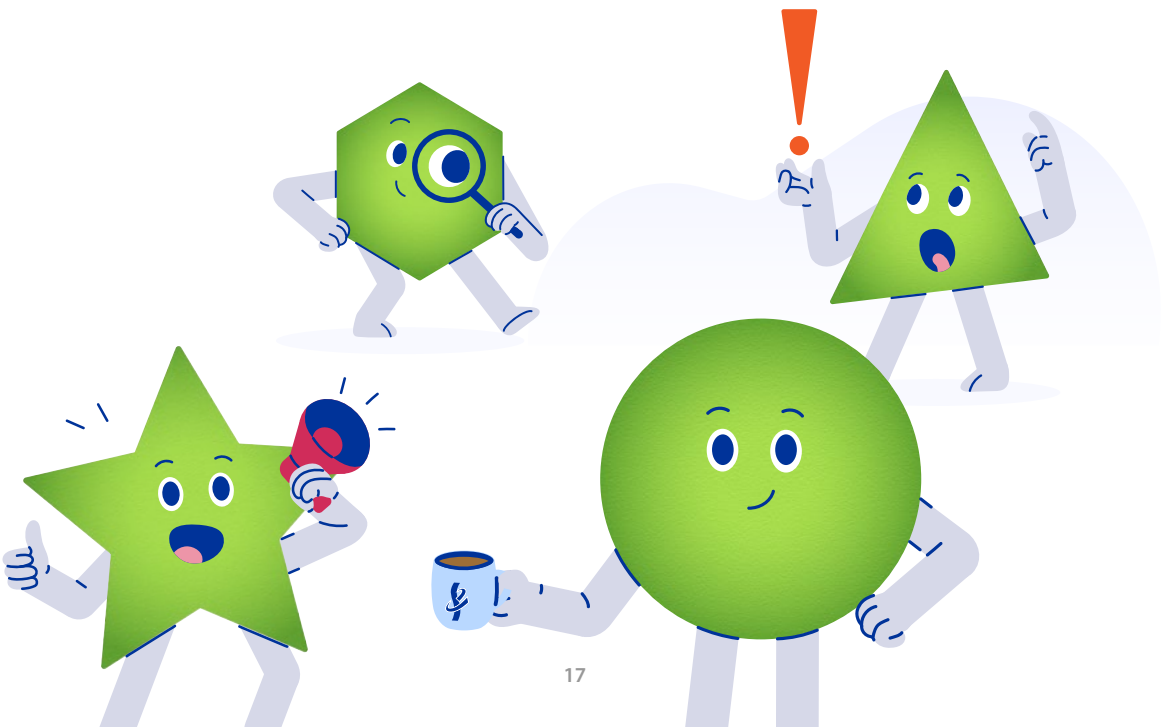
- **Tertiary prevention** aims to provide support to workers who are already affected by work-related mental health problems, helping them recover and remain in or return to work.

General aspects to consider when taking these steps

- The importance of managers and team leaders receiving training on how to identify and deal with psychosocial risks at work, and how to discuss these topics with workers.
- Setting and agreeing jointly with workers and/or their representatives on clear goals for implementing actions. Each issue and solution should be described, along with responsibilities, necessary resources, and a general timeline.

Monitoring and evaluating actions

- Monitoring the progress of actions ensures that the chosen solutions have an impact and also show long-term effects.
- Evaluating the success of implemented solutions after several months helps identify what worked well, based on worker feedback, and highlights areas for improvement.



3.2. Harassment, sexual harassment, and violence

While not the most frequently reported risks at work, harassment, sexual harassment, and violence are among the most damaging.

These harmful behaviours can have serious effects on a person's mental and physical health and wellbeing.

Third-party violence

- Third-party violence involves acts of physical or psychological aggression perpetrated by individuals from outside the company, not from co-workers.
- 'Having to deal with difficult customers, patients, and pupils' was reported by 56 % of enterprises ([ESENER 2024](#)). Adverse social behaviour has been reported by 17 % of workers in the European Working Conditions Survey ([EWCS 2024](#)).
- It may take the form of verbal abuse, physical assault, threats, intimidation, or other aggressive behaviours directed at workers.
- Workers interacting with the public and those working alone or at night are at greater risk, especially in sectors such as transport, healthcare, education, retail, public safety, and administration.

Harassment/bullying and mobbing

- Usually perpetrated by individuals within the organisation, harassment/bullying is an escalatory process that involves repeated behaviours that threaten, intimidate, demean or humiliate one or more co-workers.
- Intention is not a necessary component; it is the repeated nature that defines harassment.
- These behaviours can also be motivated by discriminatory attitudes towards race, ethnicity, religion, gender or sexual orientation.
- These behaviours can also be carried out by a group rather than an individual.

Cyberviolence and cyber harassment

- Increasing reliance on digital communication technologies at work creates additional channels for violence and harassment, both from third parties and within the workplace.
- Digital tools such as social media, messaging apps and emails can amplify harassment, allowing it to continue outside working hours and even reach into workers' private lives.

Sexual harassment

- Sexual harassment refers to any form of unwanted verbal, non-verbal or physical conduct of a sexual nature, with the purpose or effect of violating the dignity of a person, in particular when creating an intimidating, hostile, degrading, humiliating or offensive environment.
- Although anyone can be a victim, women are disproportionately affected. One in three women have experienced sexual harassment at work, according to the [2024 EU Gender-Based Violence Survey](#) (Eurostat, FRA, EIGE).
- The same survey states that around 75 % of women in top management jobs have experienced sexual harassment in their lifetime.
- Sectors dealing with the public, such as hospitality, are known to be more exposed to sexual harassment.



Consequences

- Victims may experience strong emotional reactions such as fear, anger or even shame, which can lead to emotional distress, loss of self-esteem, anxiety and depression, often coupled with sleeping disorders and difficulties concentrating.
- Workplace violence and harassment not only affect the mental and physical health of victims, they can also deprive them of opportunities for personal growth and career development.
- For organisations, a hostile work environment can result in increased absenteeism, lower productivity, higher staff turnover and greater challenges in attracting workers.

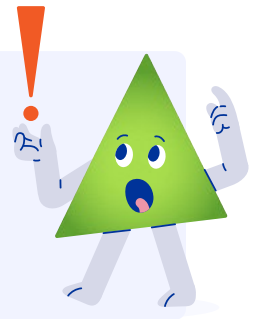
What organisations can do

- Begin by raising awareness of the organisation's psychosocial work environment.
- Follow up with evaluating your organisation's psychosocial environment systematically, with a close look at culture, communication and leadership style.
- Establish a zero-tolerance policy for any inappropriate conduct, including for third parties (like clients, pupils, patients, etc.).
- Support that policy through clear communication, regular awareness-raising training, simple reporting channels, and consistent disciplinary action.

Check out the OiRA - Online interactive risk assessment - tools to find out how you can assess and manage risks in the workplace:

[Third-party violence](#)

[Harassment and sexual harassment](#)



3.3. Physical risks and mental health

Research shows that physical and psychosocial risks at work and their consequences are closely connected. This is even more evident in physically demanding sectors, where in the past

efforts to prevent issues such as back pain and muscle strain often focused on physical risks, such as manual handling of loads, heavy lifting, and awkward postures.

Musculoskeletal disorders: a dual risk

Psychosocial risks, such as job control or job demands, can play a role in causing or worsening MSDs. That said, having an MSD can lower workers' resilience towards psychosocial risk factors. As such, psychosocial risks can also be a potential obstacle for successfully rehabilitating workers with an MSD and reintegrating them into the workforce.

On a positive note, research also shows that good social support, for example, can serve as a protective factor at the workplace and increase the coping capacity connected to psychosocial risks, and improve symptoms of MSDs.

Environmental factors affecting mental health

Workers' mental health can also be affected by exposure to **chemicals**, **noise** and **extreme temperatures** in the work environment. For example, chronic heat stress – a possible

consequence of climate change – can result in anxiety and cognitive impairments, particularly in vulnerable groups such as older workers and those with prior mental health conditions.

Accidents and injuries and their mental health impact

Workplaces with prevalent physical risks are those with the highest number of **accidents and injuries**. Work injuries can give rise or contribute to mental health problems. At the same time, psychosocial risks

and work-related stress can impair workers cognitive and emotional functioning, increasing fatigue or concentration problems that may contribute to higher numbers of accidents.

Towards a holistic risk management approach

Possible steps include ensuring that psychosocial risks are integrated into risk assessments, discussing these issues with staff during OSH briefings, and considering the potential influence of psychosocial risks when addressing MSDs.

That is why a holistic approach to risk assessment and management – one that looks at both physical and psychosocial risks together to protect workers' overall health and wellbeing – is beneficial, especially in workplaces with high combined exposure to both factors.



3.4. Psychosocial risks in the health and social care sector

The health and social care sector is crucial to European society, impacting the overall health and wellbeing of the population and the economy. It encompasses various activities:

- healthcare (e.g. in hospitals, clinics, and medical or dental care practices);
- residential care (e.g. of elderly, disabled, and mental health patients in residential settings and homes); and

- social work (e.g. homecare, caring for the elderly, disabled persons and children).

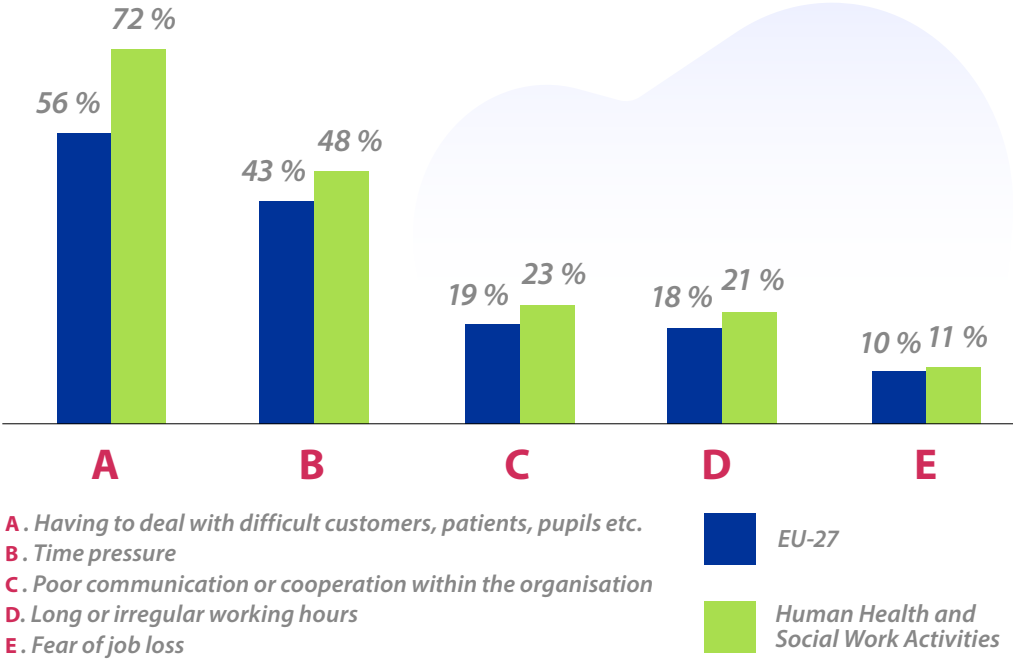
Workers in this sector are mostly women in formal care settings like hospitals, nursing homes, care homes and medical practices, along with care workers who assist individuals in their own homes. Many of them have migrant backgrounds and also work in lower-skilled occupations.

What the numbers say

- Based on the [ESENER 2024](#) enterprise survey:
 - › 72 % report having to deal with difficult patients as the most common psychosocial risk;
 - › 48 % report having to deal with time pressure;
 - › 21 % state they have long and irregular working hours; and
 - › 23 % highlight poor communication or cooperation at work.
- Exposure to several psychosocial risk factors were more commonly reported in the health and social care sector than in all other sectors combined ([ESENER 2024](#)).
- Workers in the health and social care sector are most likely to be exposed to both musculoskeletal and psychosocial risks compared to other economic sectors ([EWCS 2021](#)).

- The health and social care sector is characterised by:
 - › the highest incidence of third-party violence and sexual harassment, with women more affected than men ([EWCS 2021](#));
 - › emotionally demanding work, especially when caring for patients who are suffering, terminally ill or difficult and disagreeable;
 - › high work intensity that often decreases the quality of the psychosocial work environment;
 - › staff shortages (the WHO expects a shortage of 4.1 million healthcare workers in the EU by 2030);
 - › shift work and irregular working hours; and
 - › combined exposure to various risk factors: biological (e.g. pathogens, infectious diseases), chemical (e.g. hazardous medicines, disinfectants), physical (e.g. slips, falls, radiation), musculoskeletal (e.g. lifting, handling patients).

Percentage of workplaces reporting the presence of psychosocial risk factors, Health and social care and EU-27 average across all sectors, 2024



Source: ESENER 2024 - Base: Establishments in the EU-27

Consequences

In total, 31 % of health and social care workers reported stress, depression or anxiety caused or made worse by work – a figure that exceeds the European average across all sectors ([OSH Pulse 2025](#)). Studies have shown that work overload and irregular working hours can also contribute to the development of MSDs. The high prevalence of MSDs, along with stress and other health outcomes, have a significant impact – for instance, in terms of sickness absence and presenteeism.

For organisations in the sector, this translates into reduced productivity driven by high levels of absenteeism and turnover, which pose a significant threat.

At societal level, staff shortages, care demands of an ageing population, and an ageing workforce in the sector can put a strain on national healthcare and long-term care services. It is important to underline that without the health and safety of those working in the sector, the provision of good quality health and long-term care services is highly compromised.

72 % of health and social care workplaces have to deal with difficult patients as the most common psychosocial risk.

ESENER 2024



3.5. Supporting mental health at work

Some workers may have specific needs or they may be experiencing mental health issues. This is common – it is estimated that 1 in 6 people are affected by mental health problems in the EU, with the most prevalent being anxiety and depressive disorders ([European Commission 2023](#)).

Mental health problems may seriously affect everyday activities, they are linked to work absences and unemployment, and their more severe forms are among the leading causes of permanent disability. Nevertheless, with appropriate support, many people can continue or return to work, remaining highly productive and engaged.

This is also true for neurodiverse workers who may have difficulties functioning in a ‘standard’ work environment – accommodations meeting their individual needs enable them to effectively continue work and feel capable and valued.

An **inclusive work environment** responds to workers’ needs and allows everyone to successfully remain in or return to work. Even when mental health problems are not work related, a supportive and respectful work environment can make a big difference – for the affected person and for the whole workplace.



Examples of accommodating individual needs:

- providing quieter workspaces and less distractions;
- temporary adjustment of work duties;
- temporary adjustment of work hours to facilitate medical appointments, if necessary;
- long-term arrangements on flexible hours; and
- teleworking.

Such organisational measures can help workers recover or continue working effectively. Nevertheless, such tailored support will be effective in the long term only if it is well embedded in proper overall psychosocial risk assessment and management in the workplace. This includes making sure that accommodating individual needs does not generate an extra workload for other workers, which may in turn result in resentment and a general feeling of unfairness.

This is especially important when a worker is returning to work after experiencing a mental health issue.

Research shows that a successful return is more likely when the workplace:

- adapts work tasks to the worker's needs;
- provides strong support from managers, including feedback and recognition;
- encourages support from coworkers; and
- maintains a work environment where psychosocial risks are well recognised and effectively managed.

Creating an inclusive workplace also requires breaking down the barrier of the **stigma surrounding mental health**, which often prevents workers from seeking support. Mental health stigma is a social phenomenon manifesting through negative attitudes, beliefs and stereotypes related to mental health disorders. Stigma can fuel the fear of people who experience mental health issues and lead to their discrimination. Self-directed stigma can lead to feelings of shame and hopelessness, deepening isolation and potentially worsening one's condition.



Nearly half of EU workers believe that disclosing a mental health condition at work would negatively impact their career, an equal share disagrees.

OSH Pulse 2025

[ESENER 2024](#) confirms that an important barrier to managing psychosocial risks at work is people's reluctance to talk openly about the issue. Still, some workplaces are making efforts to create an open and stigma-free culture.

This is reflected in the [OSH Pulse 2025](#), showing that workers across the EU are divided in their views whether disclosing a mental health condition could negatively impact their career: 48 % agreed, 48 % disagreed, and 4 % did not know.

Tackling mental health stigma in the workplace is possible. It requires leadership commitment and worker involvement to improve trust, cooperation and communication in the work environment, along with raising awareness of how everyone can benefit from talking openly about work issues affecting their mental and physical health.

An inclusive, supportive and stigma-free work culture benefits everyone – workers feel valued and capable, businesses thrive having highly committed and productive staff.

4. | How to get involved in the campaign

Everyone can champion mental health at work, and every action matters!

Start here: visit the [campaign website](#) to find everything you need to know about the topic and how you can get involved.

Campaign resources available: free communication toolkits, infographics, reports, flyers, tools, and ready-made presentations in 25 languages.

Mark the European Week for Safety and Health at Work (week 43 each October) and plan events such as training courses, competitions, staff surveys, panel debates and company visits.

Become an Official Campaign Partner and join a pan-EU network that already includes multinational companies and small and

medium-sized enterprises (SMEs), sectoral employer organisations, trade unions, NGOs and professional bodies (from both public and private sectors).

Nominate inspiring initiatives for the **Healthy Workplaces Good Practice Awards**. Organised by EU-OSHA and its National Focal Points, the awards honour innovative and outstanding workplace safety and health initiatives.

Spread the word on social media! Follow us on our channels or share your story on social media, using **#EUhealthyworkplaces** or tag **@EU_OSHA**. Use our [social media kit](#) to promote the campaign across digital platforms.



Additional ways to contribute

- **SMEs.** Contact your [National Focal Point](#) for more information at national level and local language materials.
- **Journalists & content creators.** [Become media partners](#) and receive exclusive interviews and press kits.
- **Everyone.** Host knowledge exchange webinars with fellow partners, share campaign materials in your newsletters, pin posters on noticeboards, run a staff survey and highlight insights from EU-OSHA's employer and worker surveys to spark evidence-based conversations.

By combining our voices, we can turn awareness into action, break stigma, and create workplaces where everyone can thrive!



Practical ideas for campaign action

- Pin campaign posters or infographics in common areas.
- Add the campaign banner to your email signature.
- Share campaign messages on social media or your intranet.
- Include a slot on mental health in your team meetings.
- Run staff surveys on psychosocial risks.
- Include campaign news in your newsletters.
- Mix and match these actions to build engagement throughout the year.

4.1. Who should take part?

The campaign welcomes everyone involved in shaping working life and influencing workplace culture. Focusing on mental health at work is a shared responsibility – and every voice matters.

The campaign invites participation from:

- **employers of all company sizes**, including multinationals, SMEs and microenterprises;
- **workers across all sectors and backgrounds**;
- **social partners**, trade unions and employer associations;
- **labour inspectors** and workplace compliance authorities;
- **OSH professionals, including occupational psychologists and human resources practitioners**;
- **mental health organisations**, anti-stigma advocates and disability rights groups;
- **women's and youth organisations** and networks supporting gender equity;
- **organisations promoting LGBTIQ+ inclusion and rights at work**;
- **policymakers** at the national, regional and EU levels;
- **researchers and educators** working in fields related to OSH, public health, psychology or employment;
- **media professionals**, journalists and content creators focusing on workplace wellbeing and social issues.

Whether you design jobs, support workers, influence policy, educate the next generation, or shape public opinion – your engagement helps turn awareness into action.



4.2. Powering the campaign: our network of partners

EU-OSHA draws its strength from a broad partner network that links local workplaces with decision-makers at EU level.

- [National Focal Points](#) in each Member State steer activities on the ground, translate materials and mobilise tripartite networks;
- cross-industry social-partner organisations and employer groups incorporate the campaign's messages into their sector-wide dialogue and communications, carrying them straight into workplaces across every sector;
- [Official Campaign Partners](#), multinational companies, SME associations, trade unions, non-governmental organisations, professional bodies and EU agencies act as ambassadors, run peer exchange events and co-create practical tools;
- [media partners](#) amplify success stories through print, online and social media;
- the [Enterprise Europe Network](#) and [occupational safety and health among teachers and students in vocational education and training \(OSHVET\)](#) ambassadors ensure the campaign resonates with start-ups, microenterprises, vocational schools and apprentices.

'The Health and Safety Authority is committed to fostering safe and healthy workplaces where the health and wellbeing of all employees is protected. Through collaboration with EU-OSHA and our national partners, we work to raise awareness, share good practice, and support employers and employees in cultivating a workplace culture that values and promotes positive work-related mental health, enabling everyone to thrive at work. Our shared commitment today helps shape the healthy workplaces of tomorrow.'

Gavin Lonergan, National Focal Point, Ireland



4.3. Campaign materials: your awareness raising toolkit

A wide range of campaign resources is available to help you take action.

Core campaign resources

- Campaign guide and flyer.
- Posters, infographics, PowerPoint presentations.
- Online campaign toolkit.

Technical resources and tools

- Reports, OSHwiki articles, and policy briefs.
- Case studies and info sheets.
- [OiRA](#).
- Presentations on priority topics.
- Workplace guidance.

Digital assets

- Social media toolkit with ready-to-share messages.
- Short video clips with our animated character Napo.
- Campaign videos and clips.
- Email signatures and virtual backgrounds.

Policy and regulation

- EU OSH legislation and guidance materials.



4.4. Key dates: campaign timeline at a glance



2026

- **May:**
 - pre-launch website goes live (core materials in English).
- **October:**
 - > multilingual website launch;
 - > official campaign launch across EU;
 - > campaign partnership opens for international and pan-European organisations;
 - > European Week for Safety and Health at Work;
 - > launch of the Good Practice Awards competition.

2027

- **September:**
 - Good Practice Exchange event for campaign partners.
- **October:**
 - European Week for Safety and Health at Work 2027.

Find campaign events near you:

<https://healthy-workplaces.osha.europa.eu/en/media-centre/events>



4.5. European Week for Safety and Health at Work

Held on the **43rd week of each year (October)**, this week brings the campaign to life in workplaces across Europe.

Host activities such as:

- toolbox talks, training sessions and webinars;
- competitions, quizzes and awareness stands;
- joint worker–manager forums.

Tip: contact your *National Focal Point* for help with speakers, materials, and listings on the [campaign calendar](#).

2028

- **October:**
final European Week for Safety and Health at Work of the 26 - 28 campaign.
- **November/December:**
Healthy Workplaces Summit and Good Practice Awards ceremony in Bilbao.

Newsletter

Subscribe to our bimonthly newsletter for fresh data, campaign milestones, and partner news stories – short, shareable, and now delivered in all 25 EU languages straight to your inbox every month.



4.6. Healthy Workplaces Good Practice Awards

Celebrate innovative approaches to managing psychosocial risks:

- open to all types of organisations in EU, EFTA, and candidate countries;
- submit entries via your National Focal Point;
- national winners promoted and invited to the Healthy Workplaces Summit in Bilbao.

Launch:
October 2026
Awards ceremony:
End of 2028



4.7. Become an Official Campaign Partner: lead by example

Join a diverse network of public and private sector organisations across Europe as an [Official Campaign Partner](#).

What are the benefits?

- Your organisation is featured on the campaign website.
- Mentions in our newsletter and EU-OSHA channels.
- Invitations to exclusive Good Practice Exchange events for networking and peer learning.
- Recognition as a leader in workplace safety and health.
- Use of official campaign partner logo.
- All at no cost!

What's expected?

Run at least one campaign action per year, such as:

- hosting a webinar;
- disseminating campaign messages;
- customising campaign materials for your organisation.



'Now that mental health at work is recognised as a core occupational safety and health issue, the golden principle applies: predict to be preventative. IOSH is delighted to continue supporting approaches that prioritise prevention and control of common workplace stressors, helping organisations foster healthier, more resilient working environments.'

Alison van Keulen, Strategic Relationships Business Manager, Institution of Occupational Safety and Health (IOSH) - Official Campaign Partner

4.8. Media partnership

OSH and sectoral magazines and business press can join as media partners.

Benefits

- Press releases, infographics and data (at the EU and Member State levels) on current OSH topics in advance of their public release.
- Ready-made editorials and exclusive interview opportunities with EU-OSHA experts.
- Networking with National Focal Points, Official Campaign Partners, Enterprise Europe Network, Good Practice Awards winners and peer media outlets.
- Invitations to EU-OSHA events and online info sessions, with travel support for selected press trips.
- Visibility boost, whereby your logo and description appear in the media partner section of the campaign website and your news are promoted via OSHmail, the campaign newsletter and EU-OSHA's social channels.

'Being a media partner means becoming more effective and incisive in promoting safety and finding concrete solutions for prevention. This commitment is even more crucial in the mental health campaign, because we believe that wellbeing in the workplace is essential for the health of workers and companies, and for reducing the number of accidents.'

Luigi Matteo Meroni, Editor-in-Chief, PuntoSicuro - EU-OSHA Media Partner (Italy)

4.9. Social media kit: power up your network

Social media helps messages travel fast and stick.

- Share ready-to-post messages designed to inform and engage, tailored to different social media platforms.
- Download and share our visuals to bring your messages to life.
- Adapt the content with ease to match your voice and audience.
- Shine a light on the campaign's five priority areas in ways that truly connect with your community.

Turn up the volume: give the campaign a day (or a week?) on your social feed.

- Brand your profile with campaign visuals.
- Use the kit to speak up about the importance of mental health at any workplace.
- Tag your posts with **#EUhealthyworkplaces** to build on the momentum.
- Host a live questions and answers session with staff or a guest expert to spark real-time engagement.





Getting in touch with the EU

In person

All over the European Union there are hundreds of Europe Direct centres. You can find the address of the centre nearest you online (european-union.europa.eu/contact-eu/meet-us_en).

On the phone or in writing

Europe Direct is a service that answers your questions about the European Union. You can contact this service:

- by freephone: 00 800 6 7 8 9 10 11 (certain operators may charge for these calls);
- at the following standard number: +32 22999696;
- via the following form: european-union.europa.eu/contact-eu/write-us_en.

Finding information about the EU

Online

Information about the European Union in all the official languages of the EU is available on the Europa website (european-union.europa.eu).

EU publications

You can view or order EU publications at op.europa.eu/en/publications. Multiple copies of free publications can be obtained by contacting Europe Direct or your local documentation centre (european-union.europa.eu/contact-eu/meet-us_en).

EU law and related documents

For access to legal information from the EU, including all EU law since 1951 in all the official language versions, go to EUR-Lex (eur-lex.europa.eu).

EU open data

The portal data.europa.eu provides access to open datasets from the EU institutions, bodies and agencies. These can be downloaded and reused for free, for both commercial and non-commercial purposes. The portal also provides access to a wealth of datasets from EU Member States.

The **European Agency for Safety and Health at Work (EU-OSHA)** aims to create safer, healthier, and more productive working environments across Europe. Based in Bilbao and supported by EU institutions and social partners, EU-OSHA operates across three strategic lines of action: it provides information for policy and research; creates tools and resources for prevention; and strives to raise awareness for a positive safety and health culture at work.

The **‘Together for mental health at work’** campaign aims to raise awareness about the impact of psychosocial risks and promote the creation of supportive, inclusive, and mentally healthy work environments across all sectors.

To learn more, visit <https://healthy-workplaces.osha.europa.eu>.

Spread the word on social media!

Follow us on our channels or share your story on social media, using **#EUhealthyworkplaces** or tag **@EU_OSHA**. Use our [social media kit](#) to promote the campaign across digital platforms.

