

Mental Health Campaigns – Commit to Connect



Background

As part of our *Thriving Together* ambition, one of our key objectives is to reduce the stigma that can surround mental health in the workplace. We recognise that many employees hesitate to talk about mental health challenges due to concerns about judgment or the potential impact on their career. To help break down these barriers, we commit to supporting global mental health campaigns every year.

Our Approach

National Grid's Group Health and Wellbeing Team collaborates closely with our Communications and Engagement team to develop global mental health campaigns that resonate across both our UK and US workforce.

The overarching aims of our mental health communications campaigns are to:

- Encourage open conversations and help colleagues engage with mental health topics
- Increase awareness of the resources and support available
- Reduce stigma by highlighting the relevance of mental health to everyone

Our goal is to deliver at least two mental health campaigns each year. In 2025, we exceeded this target by supporting three global campaigns:

- Time to Talk
- Mental Health Awareness Week (UK) / Mental Health Awareness Month (US)
- World Mental Health Day

Alongside these national campaigns, we frequently offer colleagues the chance to engage more deeply with mental health topics through tailored webinars. These have included sessions on sleep and mental health, Seasonal Affective Disorder, and other wellbeing-related themes.

Spotlight: Commit to Connect – World Mental Health Day

In October 2025, we launched Commit to Connect in support of World Mental Health Day. We encouraged all colleagues to make a commitment to connect more intentionally with their teams, helping to combat stress and anxiety while building stronger, more supportive relationships.

We also invited managers and leaders to make a personal pledge to strengthen connections within their teams. Leaders play a crucial role in creating an environment where colleagues feel psychologically safe, supported, and comfortable speaking up about concerns. Strong interpersonal connections are central to this culture.

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Campaign Activities

The campaign included:

- Sharing colleagues' personal Commit to Connect pledges on Viva Engage using the hashtag #committoconnect
- Promoting the use of Commit to Connect cards during team meetings
- Hosting a live webinar featuring our CEO Living Our Values Winner for 2025, delivered in partnership with Thrive Mental Wellbeing
- Global promotion of our wellbeing tools and support services



Campaign Highlights

14

pieces of global content created and shared throughout October

2,254

Grid:home article views, exceeding engagement benchmarks

572

Grid:news article views, also above benchmark



25

dedicated Viva Engage posts, each receiving at least one reaction

8,830

unique users viewed Viva Engage content

Commit to Connect achieved **28% higher Grid:home views** compared to our 2024 World Mental Health campaign

Increased utilisation of our Employee Assistance Programme and higher downloads of the Thrive Mental Wellbeing app during October 2025