



Worker Involvement at BT

Steve Catterall

CWU

Dr Catherine Kilfedder

Group Health Adviser

HSE Worker Involvement

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Overview

- BT Group plc
- Union relationship
- Work Fit health promotion
- Other involvement
- Key strategy and issues

BT Group plc

- One of the world's leading providers of communications solutions and services
- Principal activities include networked IT services; local, national and international telecommunications services; higher-value broadband and internet products and services and converged fixed/mobile products and services
- Annual turnover of about £20.2 billion
- A FTSE 20 company
- Over 100,000 employees
- Operating in 170 countries.

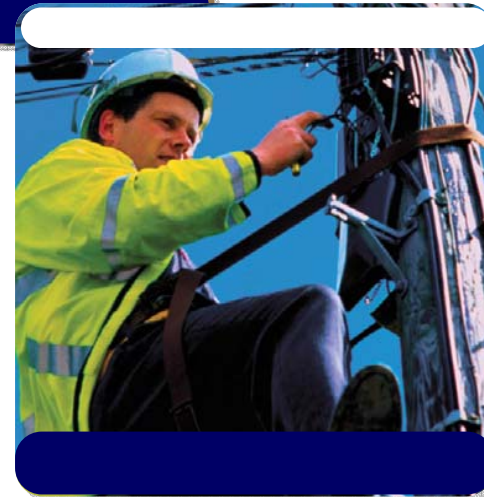
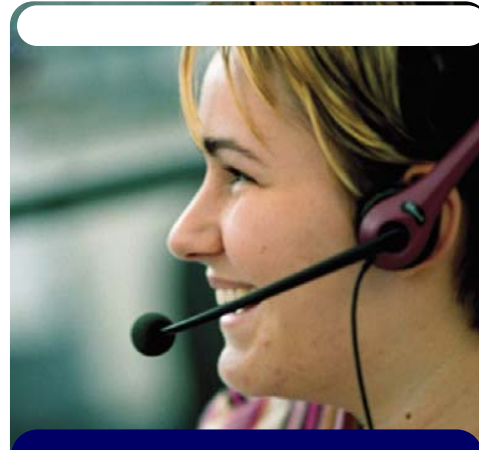
Principal Lines of Business

- BT Retail
- BT Wholesale
- BT Global Services
- BT Operate
- BT Design
- Openreach

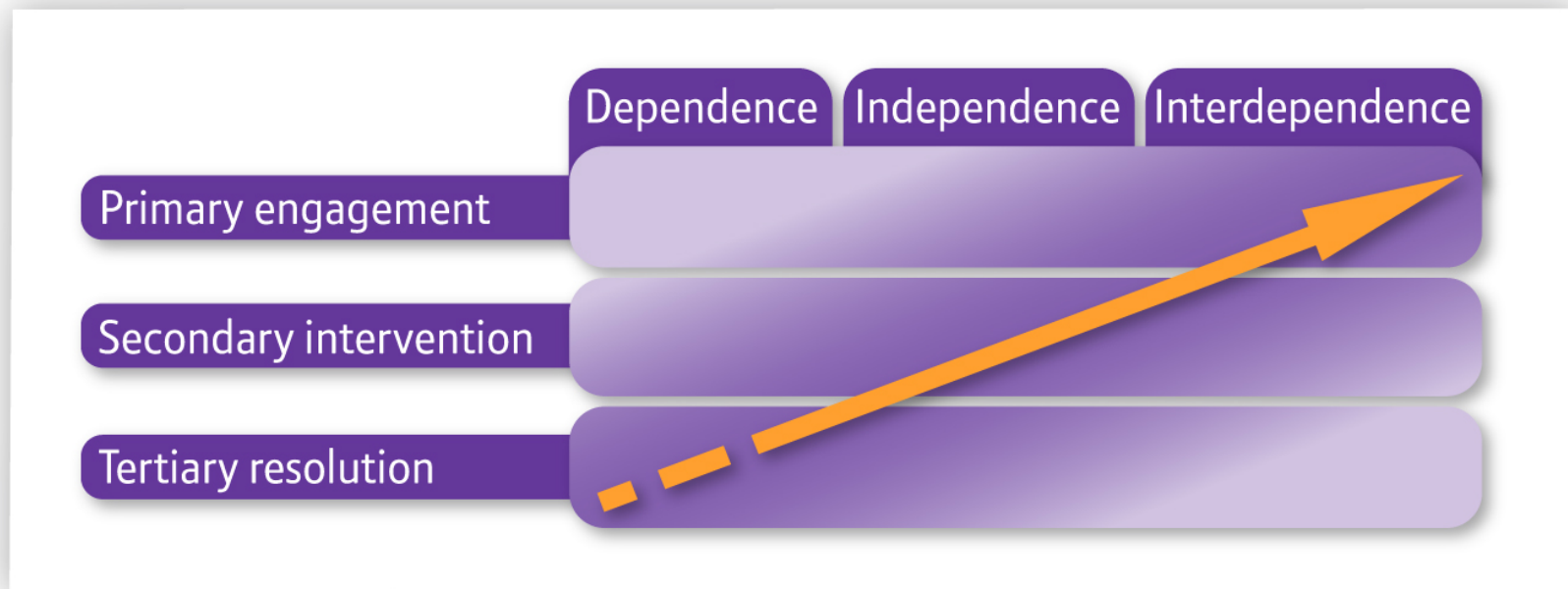
**90% OF BT'S FRONT LINE UK STAFF ARE UNIONISED -
UNION ATTITUDE CRUCIAL TO SUCCESSFUL TRANSFORMATION**

Our workforce profile

- Male dominated - 75%
- Ageing
- 9% ethnic minorities
- 2.4% with disability
- Long service
- Technology focused
- Physically less active
- Mentally more demands
- Increasingly global



Creating a healthy and diverse environment where excellence prospers



Union relationship

- Role of H&S reps
- Arrangements for training
- Cooperation between management and employee reps
- Non-political, non-confrontational



connect
the union for professionals
in communications



work fit

helping you to help yourself

The Work Fit programme

- A rolling health promotion programme.
- Developed jointly with Unions.
- Integral part of the BT People strategy.
- To improve the well being of BT people, and encourage them to take personal responsibility for their own health.
- To date, Work Fit initiatives have taken place on: losing weight; improving diet and physical activity; stopping smoking; positive mentality and cancer.
- Autumn 2008 campaign will focus on diabetes.

Aims of Work Fit

- To raise awareness
- To encourage personal responsibility for preventative health behaviours
- To emphasise prevention and early detection
- To provide guidance on workplace issues
- To provide information and links for BT people to access on an 'as needed' or 'out of interest' basis making them aware of internal and external resources



- 16 week campaign
- 8 modules & roadshows
- Based on 10 positive steps from World MH Day
- Aim(s):
 - Raise awareness
 - Tackle stigma
 - Promote mental well-being
- Partners – SCMh, MIND

BTtoday



Impact

- Three month follow-up, on-line survey
- 63% male, 34% female; 92% UK based
- 68% learned something new about ways to look after their MH
- 56% tried some of the recommendations and were continuing to practice them at the time of the follow-up
- Of those who had made changes, 51% had noticed improvements in their mental well-being
- 39% had gone on to look at other BT MH materials

Other involvement

- WEF report
- European Pact on Mental Health
- Social Dialogue project – Good Work Good Health



Key strategy and issues

- Reach out to key target audiences
- Key joint messages
- Consistent tone and approach
- Visible calendar of activities
- Measurement of employee take up
- Accessible resource links including Links from BT Today and Work Fit on Health and Well being site
- External media involvement



Bringing it all together