

Safeguarding Employee Mental Health

An Ahold Delhaize Case Study for the Global Learning Mechanism



Keep your head healthy



What Ahold Delhaize Did

(In their own words)

At Ahold Delhaize, we recognize that in this rapidly changing environment our role to care for the mental wellbeing of associates is evident. Our great local brands increasingly pay attention to this topic and raise awareness for the available resources to support associates and give guidance to managers in supporting their teams.

Two examples from our brands:

- In the US, our brand Hannaford launched their Care to Stomp Out Stigma-campaign last May, focused on resources for use by management and associates to support and increase mental health wellness and utilise leader-driven communication channels to raise awareness of resources available to Hannaford associates. A store-manager toolkit was created with materials, such as posters, stickers and pocket maps. QR-codes were included to encourage associates to visit the newly launched intranet site for a one-stop shop access to all mental wellbeing resources, such as NAMI and EAP Resources; virtual trainings; a video message from the brand president; nutrition tips and recipes and a link to wellness challenges.
- Recently, our Belgian brand Delhaize launched the Goe-Gevoel Gevers (translated : Givers of a Good Feeling) campaign, an in-house-developed 14-week programme for associates in Delhaize stores, logistics centres and support offices. Every two weeks, one feel-good theme (eg. sleep, focus, fun) was highlighted by providing tips and tricks, team meeting content to discuss, and access to trainings to help out with their mental wellbeing and resilience. Managers received additional supporting documents such as topic starters to utilise with their team members.



Did you know ?

May is **Mental Health Awareness Month**, and Hannaford is committed to caring for your health and wellbeing while we **#CareToStompOutStigma** surrounding mental health in the workplace and our communities.

Check out our schedule of events for empowering webinars and programs that will help you get involved and get moving.



Show your support by e-signing our **#CareToStompOutStigma** Participation Pledge

SCHEDULE

All webinars are voluntary and unpaid and participation must be during non-work hours. All webinars will be recorded unless otherwise stated for future viewing at a time that is optimal for you.

WEEK 1 MAY 3 Campaign Launch Week

Mental Health, Substance Use & Suicide Prevention Awareness for Associates

May 6; 1:2PM; Hosted by My Resources Every Day Employee Assistance Program (EAP)

Learn how to spot warning signs, and how to help and respond to mental illness, substance use, suicide, and more.

Register here:



WEEK 2 MAY 10 Healthy Eating & Living Week

Improving Your Personal & Work Life With Better Sleep

May 12; 3-4PM; Hosted by My Resources Every Day Employee Assistance Program (EAP)

In this training, you'll learn why sleep is important, what interferes with sleep, and techniques to improve your sleep, including tips for shift workers.

Register here:



Good Food, Good Mood: Nutrition for a Healthy Mind & Body

May 11; 4-4:30PM; Hosted by Hannaford Dietitian, Katy Fiedtke

Food can be the foundation for self-care. Learn how what we eat impacts how we feel, and what types of food can help lift our spirits.

Register here:



In Our Own Voice & Life Interrupted

May 13; 3-4PM; Hosted by National Alliance on Mental Illness (NAMI) New Hampshire

In Our Own Voice: Gain an increased understanding of how individuals with mental health conditions cope with their symptoms, recover, and lead productive lives with hope, meaning, and dignity.

Life Interrupted: Family members of individuals with mental health conditions share their experiences to help fight stigma, open minds, and educate their communities about mental illness recovery.

Register here:



The New Comfort Food: Boost your Mood with Food

May 14; 1:30PM; Hosted by Hannaford Dietitian, April Byron

Learn about mood-boosting foods, lifestyle choices, and examine some Nutritious Picks from your Hannaford Dietitians that will help give your body and mind a lift.

Register here:



WEEK 3 MAY 17 Mindfulness in the Workplace Week

Creating Calm: Relaxing your Mind and Body

May 19; 3-4pm; Hosted by My Resources Every Day Employee Assistance Program (EAP)

Learn to identify triggers, signs and symptoms of stress, and practice techniques proven to combat stress.

Register here:



WEEK 4 MAY 24 Physical Fitness Week

Virtual Boot Camp Workout

May 25; 4-5pm; Hosted by Scarborough Wellness Center Fitness Instructor Liz Beausang

This class consists of cardiovascular conditioning, strength training and stretching. All fitness levels welcome. These workouts will not be recorded. Always check with your healthcare provider before starting any exercise program.

Register here:



Wellbeing for a Healthier Body and Mind

May 26; 3-4PM; Hosted by My Resources Every Day Employee Assistance Program (EAP)

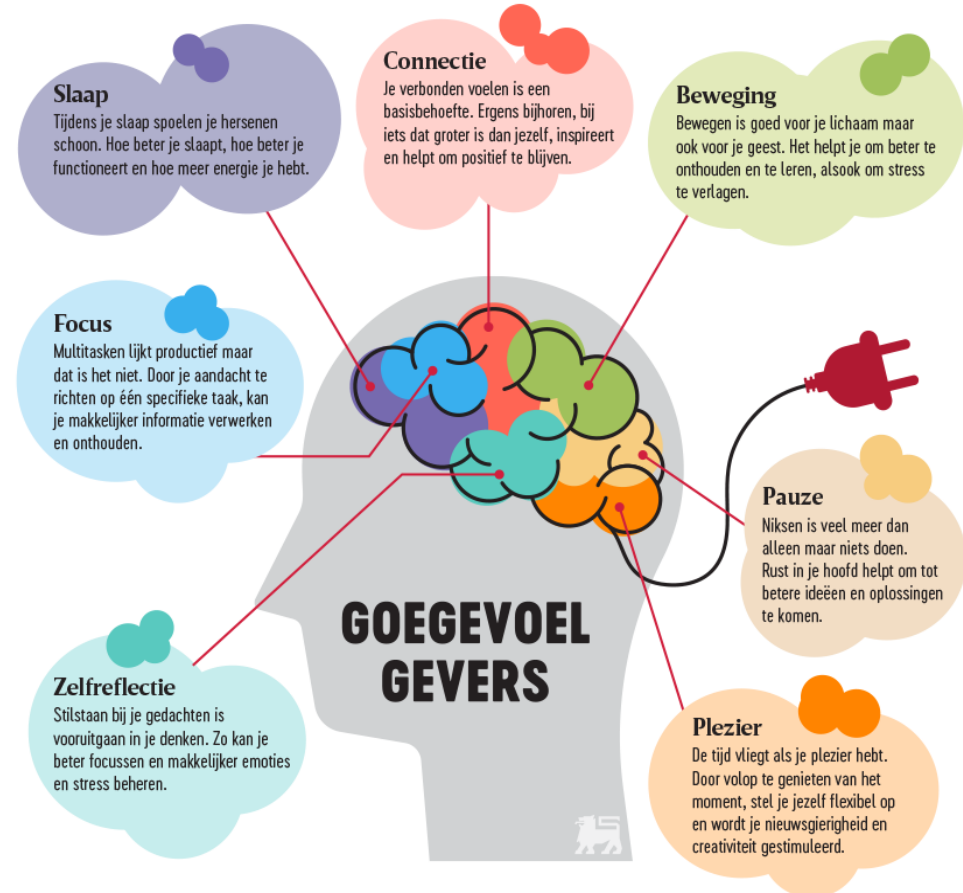
Explore the states of wellbeing in more depth, learning the benefits of and strategies for improved physical fitness, nutrition, mindfulness, stress management and happiness.

Register here:



Hoe gaat het met je?

Jouw welzijn is belangrijk en de huidige context heeft een grote impact op ons allemaal. Daarom introduceren we de GoeGevoel gevers. Dat zijn 7 essentiële elementen, die bijdragen aan ons algemeen welzijn. Elke 2 weken ontvang je weetjes en praktische tips over 1 van de 7 GoeGevoel gevers.



Nood aan een luisterend oor of hulp? Jouw psychosociale adviseur helpt je graag verder. Je kan de contactgegevens terugvinden op het Wellbeing bord.

& What Worked Best?

(In their own words)

Tip from Delhaize: Regular surveys with associates are beneficial to decide on the direction of mental wellbeing efforts and to recognise the current needs of the population (eg. the need for managers to feel guided in supporting their teams through the pandemic).

Tip from Hannaford: Wellbeing ambassadors from different departments can serve as boots on the ground and to share best practices. Partner with experts for subject content, offer personal continuing development and set a roadmap for the brand to continue further advancement.

At this time there are no measured outcomes – anecdotal feedback has been positive and the brands will leverage the annual engagement survey for additional insights. In addition, we are aware that a campaign is a great start towards acceptance and actual support, but more time and attention is needed to create structural change and see results.



EMOTIONAL RESOURCES

Mental health is a state of wellbeing in which the individual realizes their own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to their community. Hannaford provides all associates with many resources to support mental health and emotional wellbeing.

My Resources Every Day Employee Assistance Program (EAP) offers access to licensed counselors, stress and anxiety management, substance misuse, relationship issues assistance, financial and legal counseling, and more. ☎ MagellanAscend.com ☎ 800-479-9581 TTY: 711

myStrength offers 1600+ tools including personalized and self-directed programs, in-app coaching, uplifting stories, videos, mindfulness, yoga sessions, and daily inspiration that can help with common concerns, including stress, anxiety, depression, and more. ☎ MagellanAscend.com

My Mindful Minutes is a pre-recorded video series designed specifically for Hannaford associates to help build mindfulness practices into their everyday lives. Check out this Breath Awareness Exercise video, and for more videos, visit the Hannaford Health & Wellbeing Intranet page. ☎ bcove.video/3mX2K6j

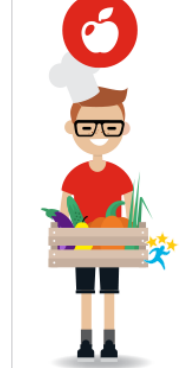
Additional resources are also available.

National Alliance on Mental Illness (NAMI) offers free support, group counseling, and education services through more than 600 state organizations and affiliates across the country. Contact your NAMI Affiliate to find out what types of programs and

supports they offer. ☎ NAMI.org/FindSupport

National Suicide Prevention Lifeline provides 24/7, free and confidential support for people in distress, crisis prevention, and crisis resources. ☎ SuicidePrevention.Lifeline.org ☎ 800-273-8255

211 offers access to free and confidential services that help people find local resources to address any need including mental health crisis support, housing assistance, substance use, and more. Simply dial ☎ 211



NUTRITION

Good nutrition is essential for the body and all its systems to function optimally. A healthy diet supports mental and physical health, and there are many free resources available at your fingertips to help you manage your nutritional needs.

Guiding Stars simplifies healthy eating by providing foods and recipes with a 1, 2, or 3 star rating to indicate foods with Good, Better, and Best nutrition. ☎ GuidingStars.com

Hannaford Dietitian Services provides free nutrition education online and in many stores. Topics include healthy eating tips and recipes, and understanding food labels and portion sizes. To find a dietitian near you, email or visit: ☎ dietitian@hannaford.com ☎ Hannaford.com/Dietitians ☎ Hannafordnutrition@hannaford.com



PHYSICAL

Adequate sleep, regular exercise outdoors, a nutritious diet, and mindfulness improve emotional and physical wellbeing. Hannaford provides associates with many free resources to improve physical health and wellness.

Health Advocate is a free, confidential concierge service that is available 24/7 to help you make informed health care decisions. Find a doctor, get a second opinion, answer billing questions, and work with insurance carriers. Open to all associates regardless of medical plan. ☎ HealthAdvocate.com/members ☎ 866-695-8622 TTY: 711

Walker Tracker tracks your physical activity. Join under Hannaford as your employer. ☎ MedWalkerTracker.com

Quit for Life® Tobacco Cessation offers coaching, tips, and encouragement that can make it easier to quit. Join the program at no cost to receive 5 coaching calls and unlimited, toll-free, 24/7 support. ☎ 866-784-8454 ☎ Quitnow.net

YMCA 360 offers on-demand and video workouts. ☎ YMCA360.org



SOCIAL

Socializing can provide many benefits to your physical and emotional wellbeing. Connecting with family, co-workers, and friends may also boost your brain health, maintain positive relationships, and could even help you live a longer, richer life. Visit these free resources to connect with your community and live a more social life.

Hannaford's Diversity, Equity and Inclusion Council and Business Resource Groups (BRGs) are committed to ensuring that all associates have the knowledge, resources, and support to have meaningful experiences in safe environments. A digital community accessible through the Intranet offers information about Hannaford's BRGs, which provide a great way to meet new people and connect on issues and activities important to you. Hannaford's BRGs include Friends (LGBTQ+), Generations, Mosaic (multicultural), Veterans & Military, and Women's. For more information visit the virtual DEI Community by connecting to the Hannaford Intranet, email ☎ diversity@hannaford.com, or connect with your manager for more information.

United Way advocates for health, education, and financial stability for every person in the community. Gain access to your local resources and participate in community events. ☎ UnitedWay.org ☎ NetBenefits.com



FINANCIAL

Worrying about money and finances can impact your mental health by causing stress, anxiety and depression. Use these free resources to take steps to improve your financial wellbeing.

Fidelity offers a variety of financial resources on topics including budgeting, college planning, retirement, Health Savings plan assistance and more. ☎ 800-249-4015 ☎ NetBenefits.com

Lifemart Associate Discount Program provides discounts on travel, electronics, event tickets, automobile and rental insurance from brands you know and trust. ☎ MagellanAscend.com



To Learn More...

www.aholddelhaize.com



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