



Supporting Healthy Minds: A PepsiCo Case Study



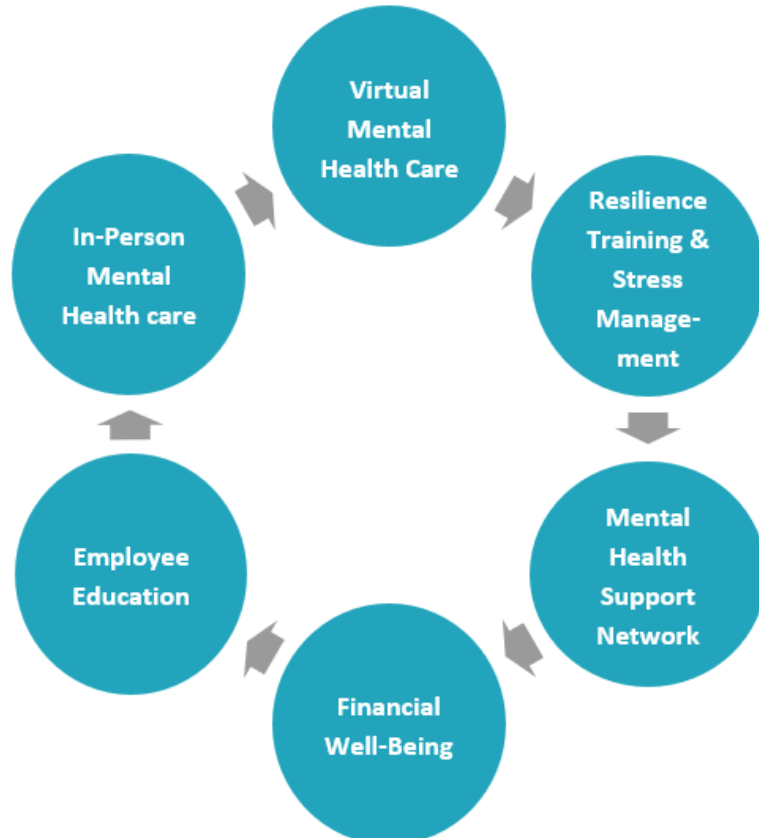
What We Do and Why We Do It

With rates of depression, anxiety, and burnout increasing since the start of the COVID-19 pandemic, the mental health and well-being of employees has become a top priority for employers. According to World Health Organization research, fifteen percent of the global working population lives with a mental disorder, and anxiety and depression cost the global economy \$1 trillion per year in lost productivity. Many employers have been investing in mental health resources as employees who feel supported report higher job satisfaction and are more likely to stay and build long-term careers with their employer.

At PepsiCo, we are a human-centric organization, with a deep desire to put the employee experience first and care for our colleagues and communities every day – especially in times of crisis. To that end, we have built a comprehensive program called Healthy Mind to support the mental health and emotional well-being of our associates globally. The program provides the support our employees need to be more successful at work and at home, helping them lead healthy and balanced lives.

How We Do It

PepsiCo's *Healthy Mind* program consists of six broad categories and types of care to provide a robust ecosystem to support the mental health and emotional well-being of our associates.



Questions?

Please send an email to:
hw@theconsumergoodsforum.com

A Closer Look at the Six Components of our Healthy Mind Ecosystem

- 1 In-person mental health care.** All employees have access to in-person, long-term mental health care support. In the U.S. and most international markets, that therapy is provided through our medical plans; however, a minority of countries outside the U.S. provide therapy to associates through the national health service program.
- 2 Virtual mental health care.** We ensure that all associates as well as their family members have access to high quality virtual therapists and mental health support through our global Well-being Support Line (i.e., Employee Assistance Program) as well as our global telehealth program.
- 3 Resilience training and stress management.** All associates have access to a stress management app, which is designed to help employees and their family members discover simple techniques to build their resilience and shift their response to stressful thoughts and situations. In addition, we conduct live resilience training sessions for our professional teams and offer a video series to our U.S. frontline associates. This programming is intended to provide resources to help associates and their family members build empathy, ignite purpose and positivity, and manage burnout.
- 4 Mental health support network.** Through our *Healthy Mind Allies* program, we are developing a network of mental health champions throughout the Company. Our *Healthy Mind Allies* are typically managers, wellness champions, or HR business partners who attend a six-week training program to build the basic skills needed to identify employees at risk. They also have an increased understanding of the mental health benefits available, can connect employees to resources in times of crisis, and are trained to help at-risk employees.
- 5 Financial well-being program.** We know financial stress impacts both the physical and emotional well-being of our employees. Our financial well-being program, called *Healthy Money*, addresses this stress by building financial literacy for our employees, their families and the communities where we operate. *Healthy Money* provides support for a variety of financial situations, including managing day-to-day finances (e.g., budgeting, debt management and savings), establishing good money habits for family finances and preparing for retirement. In the U.S., our employees and their dependents have free, unlimited, and confidential access to education resources and counselors to help them manage their money today and plan for a more secure financial future. Outside the U.S., we offer a digital platform that provides locally relevant financial education via local language capabilities to build financial literacy of our associates and their families.
- 6 Employee education campaigns.** We run promotional campaigns throughout the year to educate employees on the programs and resources available to support their mental health and emotional well-being. We dedicate a week of programming each year to mark World Mental Health Day on October 10, including global webinars with experts in the field. By highlighting these support systems throughout the year, we aim to reduce the stigma around seeking support for mental health.

Our Impact

The value and impact of our global mental health programs are optimized when we communicate holistically to associates so they understand the complete *Healthy Mind* ecosystem available to them. In addition, it's critical to build a supportive community where we educate and train teams, managers, HR, Employee Resource Groups, and leadership, as well as the family on the need to support our associates and their family members in times of stress and crisis.