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Newcastle Building Society partners with Newcastle United Foundation to tackle men's mental health

To mark Mental Health Awareness Week (9 - 15 May 2022) and encourage open conversations about men's mental health among its colleagues, Newcastle Building Society has signed up to become a business champion of Newcastle United Foundation's Be A Game Changer initiative.

Be A Game Changer is Newcastle United Foundation's mental health awareness campaign that uses the topic of football to encourage everyone to talk openly about mental health. The initiative provides a range of free programmes and activities to help people in the region with their mental health, by helping them to talk to others about their experiences.

By becoming a champion of the scheme, all of Newcastle Building Society's 1,300 colleagues across the North East, Cumbria and North Yorkshire will have access to the campaign's mental health support and resources. Colleagues at the Society will also benefit from a bespoke package of support including wellbeing workshops, as well as some exclusive opportunities to get active and start talking more openly about their mental health. This strengthens the existing support provided to Society colleagues through regular initiatives and an active network of mental health champions.

Stuart Miller, chief customer officer at Newcastle Building Society, joined the Society's team of mental health champions at St James' Park to help launch the partnership. He said: "The topic of mental health isn't always easy to approach – especially for men. And whilst few of us are experts, we all have a role to play by looking out for each other and being part of a workplace culture that encourages colleagues to talk openly about their mental health.

"Our partnership with Newcastle United Foundation, including support for their amazing new home, NUCASTLE powered by Newcastle Building Society, gives us the opportunity to positively influence the lives of people right across our region. But the health and wellbeing of our own colleagues is absolutely vital too, so it's great to become a champion of the Foundation's leading Be A Game Changer initiative

and give colleagues access to a unique set of resources and support that shows our absolute commitment to create an environment where it's ok to not be ok."

Thomas Graham, health and wellbeing project coordinator at Newcastle United Foundation, said: "We know that poor mental wellbeing is common and one in four of us will experience a mental health problem every year. To put that into perspective, that's an average of 12,989 supporters at any given Newcastle United home game who may be struggling.

"Be A Game Changer encourages everyone in the North East – and particularly men – to start talking about mental health and reduces the stigma around asking for support, whether that's from a friend, a GP, or colleague at work. It's crucial that we all treat our mental health just like we would our physical health.

"We are incredibly proud to welcome Newcastle Building Society as Be A Game Changer champions and to bolster their commitment to better mental health for all. We expect many staff members will benefit from peer support, mental wellbeing tips and guidance tailored to their needs as part of our campaign that focusses on our shared identity as football supporters in the North East."

Newcastle Building Society's partnership with Newcastle United Foundation launched in June 2020 and in March 2022, Newcastle United Foundation celebrated the opening of its new £8million community hub, NUCASTLE powered by Newcastle Building Society, which will provide young people access to sport, health and employment programmes.

Find out more about Newcastle Building Society, including details of your nearest branch at www.newcastle.co.uk

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About Newcastle Building Society

Newcastle Building Society* is the biggest building society in the North East, with a network of 30 branches and assets of more than £4.9bn. We've been here for our members for over 150 years.

As a leading local employer, we're committed to growing our region's talent and being a great place to work where people can realise their potential. We hold Platinum IIP.

We help people to own their home, to save and to plan their finances through our range of products and services. We believe in the role of the high street at the heart of our communities and are proactive in making financial information and financial advice accessible across our region.

Our Financial Advice is provided through our Newcastle Financial Advisers Limited division**.

We're dedicated to helping our North East communities make positive changes; since 2016 the financial support through grants and donations from the Newcastle Building Society Community Fund at the Community Foundation to benefit local causes has surpassed £2.1m

www.newcastle.co.uk

*Newcastle Building Society Principal Office: 1 Cobalt Park Way, Cobalt Business Park, NE28 9EJ. Newcastle Building Society is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Newcastle Building Society is entered in the Financial Services Register under number 156058. You can check this on the Financial Services Register or by contacting the Financial Conduct Authority on 0800 111 6768. Call 0845 734 4345 or visit us online at www.newcastle.co.uk

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