

# Mental health under lockdown

Part Two Taking care of your staff during the pandemic



**Safeguarding your agency's sanity**  
**Free learning and fitness resources**  
**Peer-to-peer support**





**Jonathan Wilks**  
Owner  
Fill Recruitment

According to research carried out during lockdown, more than half of us\* didn't do any remote work before the coronavirus hit. Little wonder, therefore, that a similar proportion are struggling with motivation and productivity whilst working from home.

Pulled in all directions by the news, social media, families, housemates, home schooling and the sheer implausibility of our new reality, a third of those in our industry have trouble switching off after work. And 15% of us are just plain lonely.

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We hope this brief guide to staying sane under lockdown is of some assistance. Many of the resources we recommend are absolutely free and have been roadtested by us personally so please do forward it to your friends and colleagues.

Meanwhile, stay safe and well. The sun will shine again.

[jonathan@fillrecruitment.com](mailto:jonathan@fillrecruitment.com)

## The simple way to... safeguard mental health remotely

### Fill recommends... **Havensrock Thrive**

Poor mental health was already costing UK employers £33billion and 15.8million working days a year – and then along came Covid-19. Loneliness, helplessness, insomnia, stress... the virus has opened a pandora's box of ills unmatched in modern times.

As employers, your duty of care doesn't stop during lockdown, so how can you proactively look after your employees' mental health from a distance? And for a reasonable cost?

Fill Recruitment uses Havensrock Thrive, a wellbeing app that focuses on preventing, screening and

managing common mental health conditions such as stress, anxiety and mild depression.

It uses clinically effective methods that help employees manage their own mental health – and by encouraging them to seek support early, the app can help prevent problems before they get a foothold.

A mood meter tracks your emotions while breathing exercises, muscle relaxation, cognitive behavioural therapy and mindfulness techniques combine to create an invaluable toolkit for self-management.

There is also a live chat facility with qualified online coaches between 8am and 8pm, Monday to Friday. And if your coach believes you might benefit from greater support, they will put you in touch with RedArc.

### **RedArc**

RedArc's award-winning team of registered nurses provides long-term emotional advice and practical information. As part of their subscription, employees can speak in confidence to a dedicated mental health nurse who will listen and advise. They also offer unlimited time, something the medical profession can't always provide.



### **So how much does it cost?**

The Thrive app and RedArc mental health support package costs £20 + VAT per employee per year.

[havensrock.com/thrive/](https://havensrock.com/thrive/)  
[redarc.co.uk/](https://redarc.co.uk/)



## Need someone to talk to?

These services are confidential, anonymous and free of charge.

### CALM

[thecalmzone.net/](http://thecalmzone.net/)

The Campaign Against Living Miserably leads a movement against suicide, the biggest single killer of men under 45 and the cause of 18 deaths every day.

**Tel** London 0808 802 58 58,  
Nationwide 0800 58 58 58;  
5pm – midnight, 7 days a week  
**Webchat** 5pm – midnight,  
7 days a week  
[thecalmzone.net/help/webchat/](http://thecalmzone.net/help/webchat/)

### MIND INFOLINE

[mind.org.uk/](http://mind.org.uk/)

Information on types of mental distress, where to get help, drug treatments, alternative therapies and advocacy.

**Tel** 0300 123 3393; 9am-6pm, Mon-Fri

### SAMARITANS

[samaritans.org/](http://samaritans.org/)

Confidential, non-judgemental emotional support for people experiencing feelings of distress or despair, including those that could lead to suicide.

**Tel** 116 123; 24 hours a day  
**Email** [jo@samaritans.org](mailto:jo@samaritans.org)

### SANELINE

[sane.org.uk/](http://sane.org.uk/)

A national mental health helpline providing information and support for people with mental health problems and those who support them.

**Tel** 07984 967 708; 4.30pm – 10.30pm  
**Email** [support@sane.org.uk](mailto:support@sane.org.uk)



## Five of the best... fitness resources

### 1 Barry's Bootcamp

Keep calm and #barryon with live Instagram workouts. Check for times **@barrysuk**. Classes available on IGTV for 24 hours after.

FREE

### 2 FIIT Club

On-demand cardio, strength and rebalance classes plus challenges, trackers and tailored exercise plans. Try before you buy with a 14-day freebie; £10 per month thereafter. [fiit.tv/](http://fiit.tv/)

### 3 adidas Training by Runtastic

This adidas app offers a whopping 90-day free trial that includes personalised plans, exercises and workouts. Equipment isn't necessary and sessions are customised to suit your lifestyle, the shortest lasting just seven minutes.  
*Available on iOS and Android*

### 4 Couch to 5k

Available as a podcast or app, this hugely successful running plan for beginners is designed to get you up and running 5km (or 30 minutes) in just nine weeks. Progress is sensible and gradual with this NHS-powered programme, ensuring habits are formed for life and not just for lockdown.  
*Available on iOS and Android; podcasts downloadable from iTunes*

FREE

### 5 100% Army Fit

This heavy-duty app lets you track and meet your goals with plans curated by the best fitness coaches in the British Army. With customised plans and fortnightly tests, it was designed to bring prospective soldiers up to snuff. Mere mortals can settle for simply doing more exercise.  
*Available on iOS and Android*

FREE

# Five of the best... learning resources

## Spend your downtime upskilling with these great value online resources

### 1 HubSpot

Not only a fabulous business resource, the HubSpot Academy offers free courses and certifications lasting between five minutes and six hours. Choose from digital advertising, Facebook, Twitter and YouTube marketing, paid search advertising, paid media strategy, web design, business blogging - the list goes on. You can also indulge in a host of free ebooks, tools and templates while you're there.

[hubspot.com/](https://www.hubspot.com/)

### 2 General Assembly

In May and June enjoy Free Fridays, some of GA's most popular workshops 100% free of charge.

These two-hour online courses include Social Media Strategy Mapping, Intro to Google Analytics, SEO Training for Startups and Beginners, and Digital Marketing: Key Metrics and Concepts.

[generalassemb.ly/](https://www.generalassemb.ly/)

#### Other interests?

**Guardian events & masterclasses** Early bird discounts [theguardian.com](https://www.theguardian.com)

**WEA adult learning** Cultural courses and activities in return for a donation [wea.org.uk/](https://www.wea.org.uk/)

### 3 Udemy

Browse the world's largest selection of online courses. It offers social media marketing, strategy, copywriting, SEO, marketing psychology and a mere 100,000 more. Prices start at just £13.99 for new users.

[udemy.com/](https://www.udemy.com/)

### 4 Codecademy

Learn to code for nothing courtesy of Codecademy. Suitable for absolute beginners, a basic membership offers 180 hours of content with interactive lessons and daily practice, and is absolutely free. Also discover top tips on learning from home and polishing your online interview technique.

[codecademy.com/](https://www.codecademy.com/)

### 5 Google Skillshop

The ultimate quick win, these free, certified e-learning courses will help you make the most of Google business tools. The Google Marketing Platform and Analytics Academy offer micro-courses lasting an hour or less that are particularly apt for agency staff.

[skillshop.withgoogle.com/](https://www.skillshop.withgoogle.com/)



# Industry support online

## Where to find peer-to-peer support during the crisis

### FOR LEADERS

Agency consultants **Oystercatchers** host virtual coffee mornings at 11am each Friday, a series of live webinars featuring conversation with agency leaders, hosted by founder Suki Thompson. Contributions so far from **M&C Saatchi, Havas** and the **Brooklyn Brothers**. Suki also hosts 'Mini Squawks', a series of remote interviews with agency leaders from **MRM McCann, AMV BBDO** and **BBD Perfect Storm**, among others. Free, open to all. Catch up at [theoystercatchers.com/rooms/943-stayconnected?page=2](https://theoystercatchers.com/rooms/943-stayconnected?page=2)



Meet the **Marketing Agencies Action Group** for **Wind Down Friday** (weekly, 2pm – 3pm), virtual drinks for agency leaders and industry guests. Free, open to all. Book here [marketingagencies.org.uk/event-list](https://marketingagencies.org.uk/event-list)



Try the simple-but-effective RainRain app, on iOS and Android. Dozens of comforting sounds such as city rain (a Fill favourite),

### FOR FURLOUGHED STAFF

**MAAG** has also launched **Independents FC** exclusively for those who have been furloughed from independent agencies. This supportive community has a series of free online events to keep you in touch including **Furlough Friday** (weekly, 10am – 11am): weekly Zooms with confidence and presentation coach **Tessa Morton**.



Training is allowed - and actively encouraged - during furlough. Independents FC's next session is **Opinium: Using research to take creative development and strategy to the next level** (Wed 6 May, 3pm – 4pm). Insight agency Opinium show you how to use research to inform your creativity and substantiate your ideas, from quick polls to major ethnographic projects. Book for free here: [marketingagencies.org.uk/independent-fc-events](https://marketingagencies.org.uk/independent-fc-events)  
More events to follow...

crackling fireplaces and purring cats - even a tumble dryer. Thirty-five free sounds, 60+ others from £3.79, and a handy fade-out timer. For other tried-and-tested wellbeing apps, visit our blog [fillrecruitment.com/news-blog](https://fillrecruitment.com/news-blog)

## Contacting Fill

Fill's consultants have more than 50 years' specialist search experience between them. Please do get in touch to discuss your hiring requirements.

### Account handling

Integrated, direct and digital-led marketing agencies  
**Jonathan Wilks**  
[jonathan@fillrecruitment.com](mailto:jonathan@fillrecruitment.com)

### Account handling

Integrated and shopper marketing agencies; social and content  
**Emily Cuthbert**  
[emily@fillrecruitment.com](mailto:emily@fillrecruitment.com)

### Planning and strategy

Advertising, digital & direct, experiential, shopper and retail agencies  
**Lisa Gills**  
[lisa@fillrecruitment.com](mailto:lisa@fillrecruitment.com)

### Branding and design

Agencies and consultancies  
**Daryn Joyce**  
[daryn@fillrecruitment.com](mailto:daryn@fillrecruitment.com)

**T** 020 7129 7091

**E** [people@fillrecruitment.com](mailto:people@fillrecruitment.com)

**W** [fillrecruitment.com](https://fillrecruitment.com)

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