

Mental Health First Aid conversations at work

**A strategic data review from the
Everymind Platform**

June 2025

Contents

| | |
|--|----|
| Summary..... | 3 |
| Introduction..... | 4 |
| Key insights | |
| a. Conversation length and engagement..... | 6 |
| b. Safeguarding and support | 7 |
| c. Identifying trends..... | 7 |
| d. Work-related concerns..... | 8 |
| e. Location coverage | 9 |
| f. Wellbeing of Mental Health First Aiders..... | 10 |
| The impact of tracking mental health conversations | |
| a. Shifting workplace culture | 11 |
| b. Providing oversight and preventing burnout..... | 11 |
| c. Protecting against legal risk and ensuring compliance..... | 12 |
| Operational insights and trends | |
| a. Engagement levels..... | 13 |
| b. Location-specific insights..... | 14 |
| c. Proactive measures..... | 14 |
| The ROI of tracking Mental Health First Aid conversations | |
| a. Guiding workplace interventions..... | 15 |
| b. Creating a culture of care..... | 16 |
| c. Proactive support and higher ROI..... | 16 |
| Conclusion..... | 17 |

Summary

This report summarises **two years of data from the Everymind Platform**, capturing thousands of mental health conversations logged across large UK-based businesses. It offers real-time insights into the impact

of peer support programmes, whether known as Mental Health First Aiders, Champions, or otherwise, as well as wider employee wellbeing and the day-to-day experiences of those delivering support.

29

minutes is the **average length** of a Mental Health First Aid conversation.

2.5%

of conversations involve **safeguarding incidents**.

79%

of business locations are logging these conversations.

39%

of conversations are being logged by the total network.



Work-related issues are the most common reason for conversations.



58% of Mental Health First Aid conversations happen **face-to-face**.

Most MHFAs feel 'okay' after helping conversations; with very few reporting they are 'not okay'.

Okay

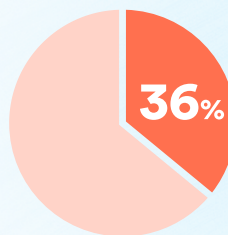
54%

Not okay

5%

Struggling

<1%



Just over a third of **conversation type** are 'Chat only.'

Tracking Mental Health First Aid conversations gives businesses clear, real-time insight into employee needs and the pressure on those providing support. The data allows businesses to spot trends,

uncover potential risks and use this information to protect or improve culture. Supporting strategic decisions marking, stronger networks, and a more proactive approach to wellbeing.

Introduction

A strategic data review from the Everymind Platform

Too often, workplace wellbeing strategies are built on tick-box mental health training, weekly fruit bowls, and assumptions. Understanding the true state of employee wellbeing requires more than surface-level metrics. Engagement scores, absence rates and usage data from wellbeing platforms offer part of the picture but they rarely tell us what's actually going on beneath the surface.

Over the past two years, the Everymind Platform has captured thousands of Mental Health First Aid conversations happening across businesses. These are real, logged interactions between employees and trained Mental Health First Aiders - providing a clear window into the

everyday challenges people are facing, when and where they're seeking support, and how these conversations are impacting those delivering it.

All data captured is anonymised and combined across industries to ensure confidentiality. We hope the insights prompt meaningful reflection on potential gaps in your current approach, not just in how mental health data is captured, but in how it's used to strengthen workplace culture, enhance peer-to-peer support, and establish a proactive vs reactive approach to mental health and wellbeing.

INTRODUCTION

The Everymind Platform offers one of the most comprehensive datasets available on peer-led mental health support in the workplace - and this data is proving game-changing for driving high-impact wellbeing strategies.

From safeguarding alerts to trends in work-related stress, from engagement levels across locations to the wellbeing of Mental Health First Aiders themselves, these insights enable organisations to:

- ✓ Identify emerging risks before they escalate
- ✓ Target wellbeing interventions with precision
- ✓ Strengthen networks of support while safeguarding those providing it
- ✓ Demonstrate compliance with duty of care obligations under health and safety legislation
- ✓ Quantify the return on investment of workplace mental health initiatives

For businesses looking to move from reactive wellbeing responses to proactive cultural strategy, this data presents an invaluable foundation. It provides a real-time feedback loop between the day-to-day experiences of employees and the strategic decisions around your wellbeing strategy.

This is the untapped data driving some of the most impactful wellbeing strategies in workplaces today.



Key insights

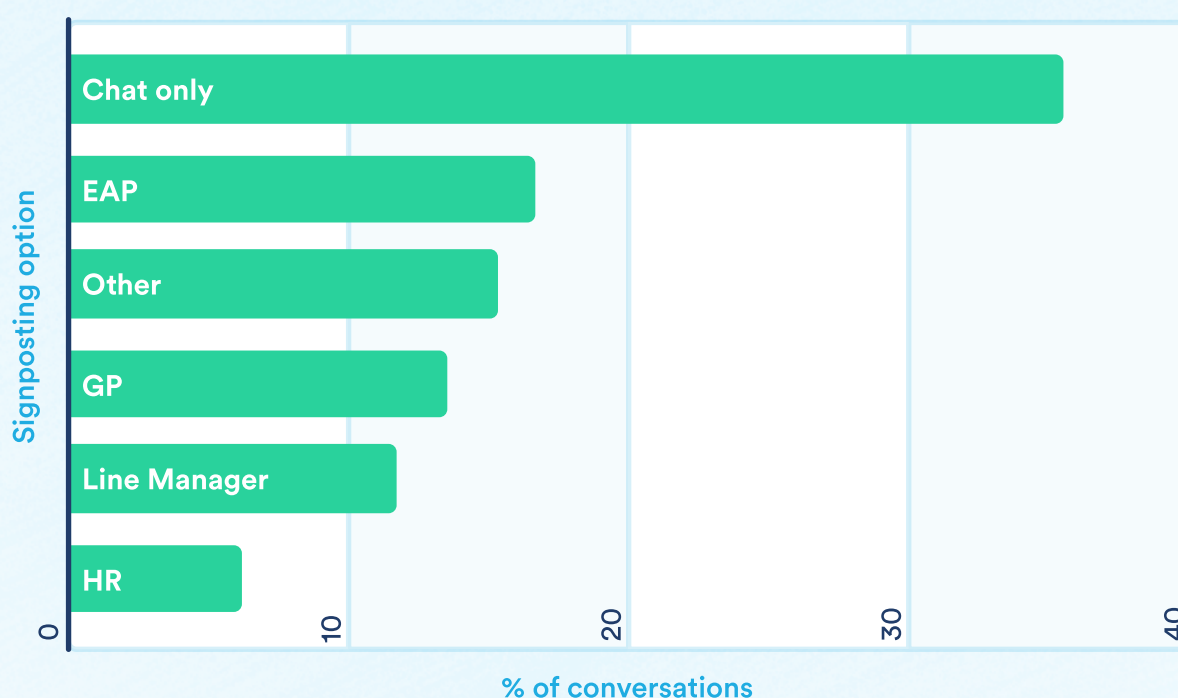
Our data review provides valuable insights into how businesses can use mental health conversations to drive cultural change and ensure a healthier, more supportive workplace. Here's what we found:

Conversation length and engagement

The **average length of a Mental Health First Aid conversation is 29 minutes**, a useful benchmark when considering the time commitment involved in a Mental Health First Aider or Champion role.

This insight helps line managers understand the potential impact on team capacity and can guide your selection criteria to ensure individuals can balance the role alongside their core responsibilities.

Where are colleagues being signposted?



Safeguarding and support



2.5%

of conversations involve safeguarding incidents, underscoring the critical role Mental Health First Aiders play in identifying and escalating potential risks. This data allows businesses to act swiftly, ensuring that safeguarding concerns are addressed immediately and following internal procedures.

The Platform logging is a key safety feature, which comes after and allows you to track intervention and impact.

This data also shows the majority of conversations are not critical, highlighting the more proactive nature of the Mental Health First Aid network initiative.

Identifying trends



14%

Anxiety was the most common conversation topic, accounting for 14% of all logged conversations, closely followed by stress at 13%.

Identifying recurring themes like these is one of the most valuable outcomes of tracking Mental Health First Aid conversations. When businesses have visibility of the issues employees are consistently raising - whether it's

anxiety, burnout, or work-life balance - they're able to respond with targeted, meaningful support.

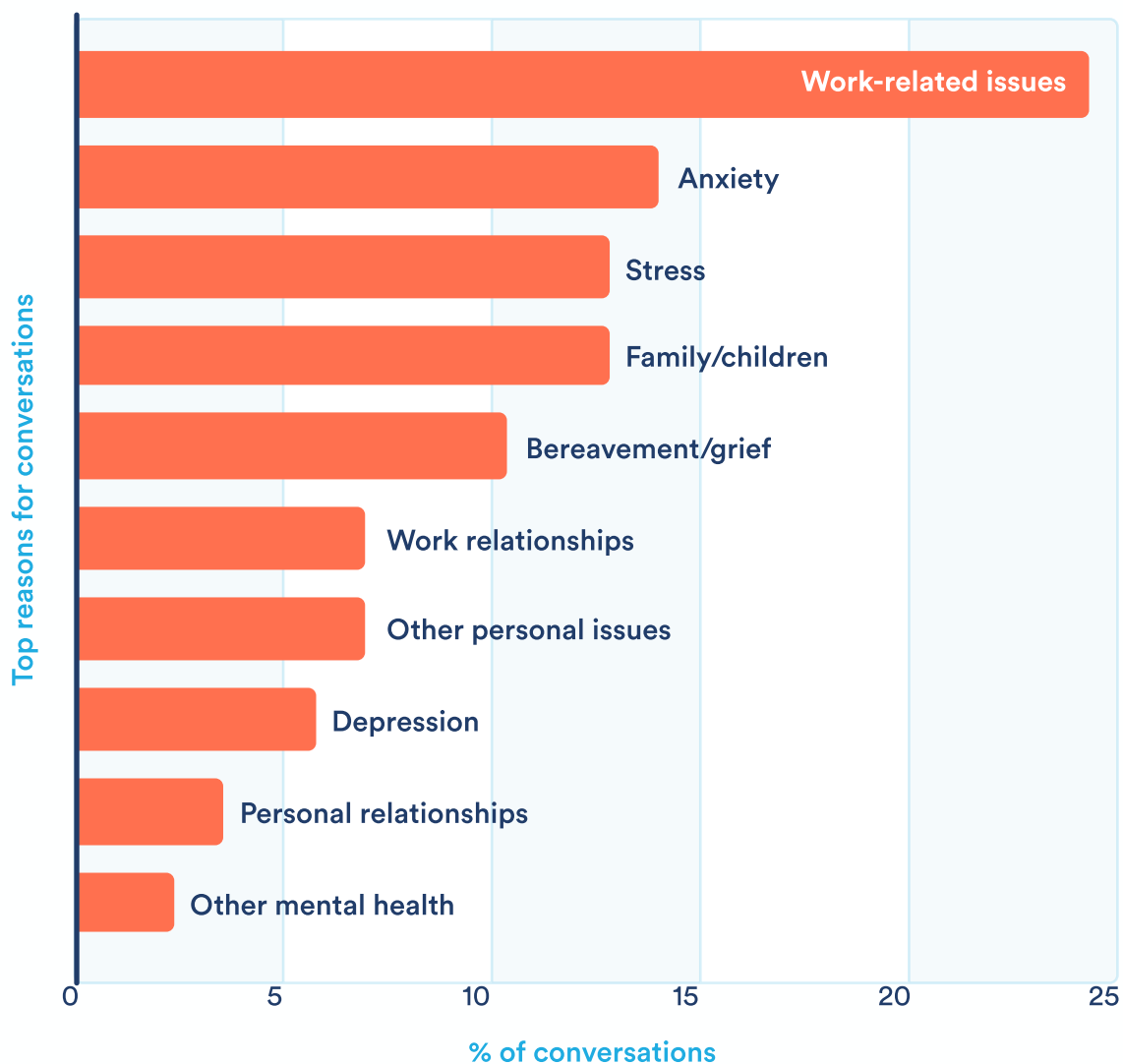
For example, organisations that identified anxiety as a leading concern were able to take proactive steps: allocating additional resources, improving signposting, and delivering tailored support sessions to address the underlying causes and better meet employee needs.

Work-related concerns

The significant majority of conversations revolve around work-related issues, emphasising the need for targeted workplace wellbeing programmes that address stress, burnout, and workload management.

By tracking these issues, businesses can refine their interventions to better support employees, driving a shift towards a more mentally healthy work environment.

Top reasons for conversations



KEY INSIGHTS

Location coverage

On average, conversations are being tracked in



of business locations within an organisation. Tracking allows businesses to spot these gaps and take action to ensure employees in every

location have access to the support they need.

More than this, this oversight enables businesses to expand in locations where Mental Health First Aiders may be overwhelmed or potentially having too many mental health conversations.

Wellbeing of Mental Health First Aiders

The wellbeing of the network is critical to its long-term success. Without appropriate support, over half (54%) of Mental Health First Aiders surveyed reported feeling emotionally drained by the demands of their role* - a clear signal that these individuals are often absorbing the emotional weight of others without sufficient backing.

In contrast, among those supported through Everymind's supervision service and continuous training model, only 6% reported feeling 'Not okay' or 'Struggling' after a mental health conversation.

Where this did occur, it was typically linked to more complex or crisis-led interactions - highlighting the emotional intensity of some support scenarios.

This data underlines a simple but powerful truth: when Mental Health First Aiders are properly supported, they're more resilient, more confident, and less likely to burn out. Businesses must ensure that those providing support aren't left to cope alone because protecting the supporters is just as important as supporting the wider workforce.

How Mental Health First Aiders feel after conversations



*(The Everymind Mental Health First Aid Data Report, Aug 2024)

The impact of tracking mental health conversations

Everymind's findings show the crucial role of tracking Mental Health First Aid conversations in shaping a positive and proactive workplace culture. Here's how tracking directly impacts both culture and business operations:

Shifting workplace culture

Tracking conversations provides businesses with a clear overview of the mental health landscape within their organisation. This insight allows leaders to understand where employees are struggling, particularly with work-related issues.

Armed with this data, businesses can introduce targeted interventions that create a culture where mental health is prioritised. This data provides a real-time feedback loop between the employees on the ground directly to the business.

Providing oversight and preventing burnout

One of the biggest advantages of tracking conversations is the ability to oversee the wellbeing of Mental Health First Aiders.

These roles are emotionally demanding, and without proper oversight, Mental Health First Aiders risk burnout, which can lead to absences, reduced effectiveness, or even leaving the role altogether.

By logging conversations, businesses can identify when Mental Health First Aiders may be overwhelmed and offer additional support or resources.

This proactive approach prevents burnout, ensures that those who provide support to others are cared for themselves, and helps maintain the sustainability of the network.

Protecting against legal risk and ensuring compliance

Businesses that have a Mental Health First Aid network in place hold a duty of care to ensure the safety of both the Mental Health First Aiders and the colleagues they are supporting. Capturing this conversational data helps demonstrate compliance with this duty by providing a clear record of how employees are being supported.

Without this oversight, organisations may be exposed to legal risk if it is found that employees' mental health needs were not adequately addressed.

By logging these interactions, businesses can show that they are fulfilling their legal and ethical obligations under the Health and Safety at Work Act, reducing the risk of claims related to negligence or non-compliance with workplace wellbeing regulations.



Operational insights & trends

Tracking Mental Health First Aid conversations also reveals key operational insights that can help businesses improve the effectiveness of their network:

Engagement levels

Engagement is a huge priority for businesses, and logging Mental Health First Aid conversations provides insights into how well the network is being used and where support might be needed.

By understanding how often people in the network are being approached, businesses can gauge whether employees feel comfortable using the network. If engagement is low, it may highlight a need for more awareness, better signposting, or additional outreach to build trust in the initiative.

It also gives visibility into the network's activity. We can see from our data that on average, of the total network,



actively log conversations. This helps identify who is engaged and who may

need additional support or training to feel confident in their role.

Just as importantly, it helps businesses recognise those Mental Health First Aiders making a difference. If certain individuals are handling a high number of conversations, they may need additional resources, training, or even just acknowledgement for the work they're doing. Without tracking, it's easy for members of the network to feel undervalued or overwhelmed. Ensuring they are supported not only protects their wellbeing but also keeps the network strong and sustainable.

Ultimately, logging conversations helps businesses strengthen and refine their Mental Health First Aid initiative, making sure they're truly accessible, visible, and effective for everyone.

Location-specific insights

Location-specific data helps businesses uncover operational gaps that might otherwise go unnoticed. By analysing where Mental Health First Aid conversations are taking place - and where they aren't - organisations can identify whether certain sites need more Mental Health First Aiders, better awareness, or additional training and resources.

Low engagement in specific locations can signal different challenges: is stigma still present? Are employees unaware of the support available? Or are there simply not enough Mental Health First Aiders on the ground? Without visibility, it's all guesswork. With tracking, businesses can respond with targeted action.

Currently, conversations are being logged in 79% of business locations

**79%**

- a strong benchmark. But that leaves 21% where support may not be visible or accessible. Tracking helps identify these gaps and ensure that every employee, in every location, has the opportunity to be heard and supported.

It also strengthens the case for leadership buy-in. With the average Mental Health First Aid conversation lasting 29 minutes, the data provides a compelling argument for resourcing the network properly - making sure Mental Health First Aiders have the time and capacity to do their role well, without it clashing with their day-to-day responsibilities.

Proactive measures

By analysing trends in the types of conversations being logged, businesses can take a proactive approach to mental health. For instance, if stress levels spike during certain times of the year or within

specific teams, businesses can plan ahead, offering extra support or resources to mitigate these issues before they lead to burnout or absences.

The ROI of tracking Mental Health First Aid conversations

We know that when it comes to securing buy-in for mental health initiatives, data is key. Tracking conversations not only proves the return on investment (ROI) of your Mental Health First Aid programmes but also helps businesses build a strong case for continued investment.

It quantifies impact. Without data, it's hard to demonstrate the value of the network beyond anecdotal feedback.

Guiding workplace interventions

Data allows businesses to pinpoint the root causes of mental health concerns, enabling leaders to introduce targeted interventions that address the issues employees face.

These conversational insights provides businesses with quantifiable data that helps network leaders secure leadership buy-in and justify ongoing support and funding.

Tracking Mental Health First Aid conversations is not just a way to manage risk, it's a strategic tool that can deliver significant ROI for businesses.

By tackling problems early, businesses can prevent costly absenteeism, reduce turnover, and improve overall productivity.

Creating a culture of care

When businesses track and act on mental health data, it sends a clear message that mental health is a priority. This fosters a culture where employees feel supported, valued, and

less likely to experience stigma when seeking help. A positive workplace culture drives employee engagement and retention, contributing to long-term success.

Proactive support and higher ROI

Businesses are able to intervene proactively and address mental health concerns before they escalate with this data. With many Mental Health First Aid conversations being brief, early intervention can reduce the need

for more extensive and costly interventions later. This proactive approach leads to a higher ROI on mental health initiatives by improving wellbeing and preventing long-term issues.



Conclusion

The insights from this two-year review of the Everymind Platform clearly show that tracking Mental Health First Aid conversations is not simply a wellbeing initiative - it is a strategic necessity.

By capturing real-time, anonymised conversations, businesses gain access to a live feedback loop between employees on the ground and decision-makers at the top - providing visibility into employee wellbeing, emerging risks, and operational gaps. This empowers organisations to respond to emerging risks, identify patterns before they escalate, and ensure that both employees and Mental Health First Aiders are adequately supported.

It strengthens networks of care, safeguards those providing support, and offers measurable evidence of a business's commitment to employee wellbeing.

Beyond its cultural impact, it helps reduce the risk of harm to both MHFAs and employees by eliminating poor practice. And by measuring impact, it builds a compelling business case for continued investment, clearly demonstrating return on investment.

It shifts mental health support from reactive, fragmented efforts to a proactive, integrated component of broader business strategy.

The message to HR, H&S, and Wellbeing teams is clear: if you're not tracking these conversations, you're missing out on critical insights, insights that can drive strategic change, reduce risk, and significantly improve the effectiveness of peer support programmes.

This is where wellbeing becomes strategic. This is how conversations become culture. And this is the data that makes it possible.



This publication has been written in general terms and we recommend that you obtain professional advice before acting or refraining from action on any of the contents of this publication. Everymind Solutions Ltd accepts no liability for any loss occasioned to any person acting or refraining from action as a result of any material in this publication.

Everymind Solutions Ltd is a private limited company registered in England and Wales (Company No 12010868), registered office at 4 Cornhouse Buildings, Claydons Lane, Rayleigh, Essex, England, SS6 7UP.

© 2025 Everymind Solutions Ltd. All rights reserved.