

Monday 10<sup>th</sup> October

## **Diageo launches Unmind mental health app to all employees worldwide for World Mental Health Day**

*Founded by clinical psychologist, Dr Nick Taylor, Unmind is a leading workplace mental health platform created to help people lead healthier, happier lives.*

Diageo, maker of Smirnoff, Gordon's and Guinness, has today become the first global FMCG company to make the Unmind mental health app available to all employees worldwide.

Coinciding with World Mental Health Day, Diageo's 27,000 employees can now access the Unmind app through mobile and desktop devices. The app gives unparalleled access to a range of tools to support mental health and wellbeing, including interactive courses, in-the-moment exercises, and science-backed assessments to help with areas including sleep, nutrition and coping with life stressors. Diageo employees will also have the opportunity to 'Invite a Friend', so a loved one can enjoy the benefits of Unmind too. Employees will be among the first to benefit from Unmind's content being accessible in multiple languages.

Unmind uses content created in collaboration with the world's top clinicians, authors, and academics, combining the latest research from psychology, therapy, mindfulness, and neuroscience.

Recent research has shown a 25% increase in common mental health conditions since the pandemic worldwide<sup>1</sup>, and that 1 in 6 employees will experience mental ill-health each year<sup>2</sup>.

**Commenting, Caroline Rhodes, Global Inclusion and Diversity Director at Diageo said;** *"Now, more than ever, we need to proactively support and recognise mental wellbeing. We're delighted to be partnering with Unmind, and we hope today's launch will be another step in supporting our people with mental health tools, tips and advice so they can thrive in all aspects of their lives, while also continuing to open-up the conversation."*

---

1 World Health Organisation. COVID-19 pandemic triggers 25% increase in prevalence of anxiety and depression worldwide. March 2022

2 Mind. How to support staff who are experiencing a mental health problem.

Today's global launch supports Diageo's commitment to create a truly inclusive place to work, and an environment where every person can be at their best. It follows the introduction of Diageo's Global Wellbeing Philosophy launched in 2021 and sits alongside a range of other mental health support available for employees and line managers, including Diageo's Employee Assistance Programmes and modules to help improve employees' understanding of mental health related topics.

To support the roll out of the Unmind app, and to allow for continued trusted conversations, over 100 employees around the world have volunteered to become champions and advocates on this important agenda by engaging employees locally and helping with use of the app, as well as ensuring this essential topic remains live all year round.

**Dr Nick Taylor, Co-founder & CEO, of Unmind said:** *"Diageo shares our understanding of the importance of taking a proactive and preventative approach to mental health and wellbeing at work. We're delighted to partner with the organisation on this significant milestone of its mental wellbeing journey. We can't wait to roll out the app and platform to its truly international workforce this World Mental Health Day, and to support the entire organisation in the months and years ahead."*

**Dharmesh Patel, Head of Talent Development, Diageo India added:** *"To me Unmind is like a gym for mental fitness, and it's great to have a custom plan that helps me build stronger muscles to cope, adapt and problem solve. Through having access to Unmind, employees have the ability to practice consistent routines that help nurture mental health, which in turn ignites wellbeing, performance, and growth."*

**ENDS**

**For further information please contact:**

Diageo Press Office: [Press@diageo.com](mailto:Press@diageo.com), +44 (0) 7803 856 200

Unmind Press Office: [oliver.matejka@unmind.com](mailto:oliver.matejka@unmind.com)

**About Diageo**

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, J&B and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company whose products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at [www.diageo.com](http://www.diageo.com). Visit Diageo's global responsible drinking resource, [www.DRINKiQ.com](http://www.DRINKiQ.com), for information, initiatives and ways to share best practice.

*Celebrating life, every day, everywhere*

### **About Unmind**

Unmind is the leading workplace mental health platform, helping organisations to drive cultural change through taking a whole-person, whole-organisation approach to wellbeing.

Underpinned by clinical psychology and driven by data, Unmind's expert-led training, self-care tools, wellbeing insights and community of experts are already helping 2.5 million employees measure, understand and improve their wellbeing. Diageo, Uber, Major League Baseball, Ogilvy, Gymshark, and the NHS are some of the many organisations that have partnered with Unmind to create a world where mental health is universally understood, nurtured, and celebrated.

Further information about Unmind is available at: <https://unmind.com/>