Advancing Mental Wellbeing During and Post COVID-19 with a Holistic Strategy
“How are you doing?”
Real conversations

+ How are you doing?
+ Support from management
+ Ability to perform job
+ Support on mental & emotional well-being
Insights from our digital resilience program indicate heightened mental and emotional risks during COVID-19

+ High and extreme stress increased from 16.9% in Q1 to 27.2% in Q2

+ New users show heightened risk for anxiety, burnout, depression and sleep issues

<table>
<thead>
<tr>
<th>Insight</th>
<th>Time 1</th>
<th>Time 2</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anxiety Insight</td>
<td>6.4%</td>
<td>8.2%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Burnout Insight</td>
<td>4.1%</td>
<td>5.2%</td>
<td>26.3%</td>
</tr>
<tr>
<td>Depression Insight</td>
<td>7.6%</td>
<td>8.2%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Eating Habits Insight</td>
<td>3.3%</td>
<td>3.0%</td>
<td>-7.2%</td>
</tr>
<tr>
<td>Pain Insight</td>
<td>4.1%</td>
<td>2.7%</td>
<td>-33.2%</td>
</tr>
<tr>
<td>Physical Activity Insight</td>
<td>4.6%</td>
<td>3.6%</td>
<td>-21.4%</td>
</tr>
<tr>
<td>Productivity Insight</td>
<td>4.8%</td>
<td>2.7%</td>
<td>-42.7%</td>
</tr>
<tr>
<td>Resilience Insight</td>
<td>12.0%</td>
<td>7.0%</td>
<td>-41.8%</td>
</tr>
<tr>
<td>Sleep Insight</td>
<td>4.4%</td>
<td>5.2%</td>
<td>18.4%</td>
</tr>
<tr>
<td>Stress Insight</td>
<td>4.4%</td>
<td>3.0%</td>
<td>-30.4%</td>
</tr>
</tbody>
</table>
ADDRESSING STIGMA AND SHARING

+ Launched Channels and Blogs where IBMers to openly discuss mental health issues

+ Posts talked about a range of information including:

  - Personal experiences

  - Overcoming mental health issues

  - Sharing of practices that helped maintain mental health

  - Appreciation for the resources and support IBM provides
LISTENING AND CO-CREATION

+ **Ask an IBMer Anything** global conversations:
  + How are you taking care of your mental health in these Challenging Times
  + Resilience
  + Are you more stressed than Usual? Prioritizing YOU

+ **IBMer News, IBMer TV, Manager & Employee Essentials**
  + 10 Tips from IBMers on Managing Mental Health

+ **MURAL collaborations and virtual sessions:** mindfulness, yoga, stretching, exercise, nutrition, trivia, dance parties…

+ We use multiple channels to communicate with IBMers
+ Our focus has been on closing gaps, raising awareness of benefits, resources and training on mental health
We’re asking and IBMers are sharing

+ 63% of IBMers surveyed indicated that incorporating physical activity during their day was a challenge

+ 88% told us they know how to access IBM resources to support their emotional and mental well-being

Mental health priority topics

+ Dealing with Uncertainty
+ Taking care of mental health during the crisis
+ Financial health, sleep issues, contending with isolation, confinement
+ Conflict at Home
+ Parenting
The IBM Work From Home Pledge During Times of COVID-19

I pledge to be Family Sensitive.

I pledge to support Flexibility for Personal Needs.

I pledge to support “Not Camera Ready” times.

I pledge to Be Kind.

I pledge to Set Boundaries and Prevent Video Fatigue.

I pledge to Take Care of Myself.

I pledge to Frequently Check In on people.

I pledge to Be Connected.