

Interreg
Baltic Sea Region



Co-funded by
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

MentalHealthMatters

Good Practice Estonia, TalTech

Stockholm | 24-25 September 2024

Transferability workshop and
MHM 5th TCoP workshop

interreg-baltic.eu/project/mentalhealthmatters/



peaasi.ee



MentalHealthMatters

‘Head Matters’ (Peaasi.ee in Estonian)

‘Head Matters’ (Peaasi.ee) (operated by NGO Peaasjad) is a prominent Estonian organization dedicated to promoting mental health, reducing stigma, and offering support for mental well-being. It plays a crucial role in Estonia in improving awareness and providing resources to individuals struggling with mental health challenges.

‘Head Matters’ (Peaasi.ee) brings together people who care about mental health.

The team includes mental health professionals, as well as specialists from the fields of youth work and education, along with collaborators from various other sectors.



peaasi.ee

We help you with mental health concerns

[Olen olemas](#)[Vaimse tervise kohvik](#)[Vaimne tervis töökohal](#)[Kriisiplaan](#)

TAKE MENTAL HEALTH VITAMINS!



Take the test of mental health vitamins



peaasi.ee

Public campaigns to increase awareness and reduce stigma.

Mental Health Cafés: different locations in Estonia

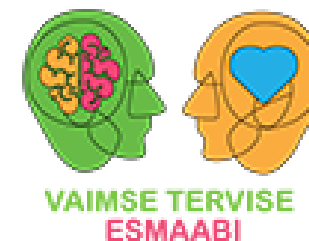
E-counseling service: free service for people aged 16-26.

Support during Covid-19: materials for coping with the psychological effects of isolation, stress, and uncertainty during the pandemics.

Mental health first aid: teaches the skills to respond to the signs of mental illness.

A variety of **self-help tools**, quizzes, and resources for managing stress, anxiety, and depression.

Podcasts on different topics related to mental health.



Trainings for companies: raising awareness of mental health issues at work

Forum: anonymous and moderated by Peaasi.ee e-counselors.

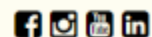
Mental Health Labels to organizations that take conscious steps to prioritize the mental well-being of their employees.



About Peaasi.ee

Mental health ▾

Mental health vitamins



English ▾



I need help!

Suitsiid

Arevushaired

Soomishaired

Haridus

Veel... →

Mental health first aid

teaches the skills to respond to the signs of mental illness.

Loe rohkem →

Stand Up For Your Mind

is a project of the European Capital of Culture Tartu 2024 main programme

Loe rohkem →

Mental health vitamins

help to keep our mental health in balance.

Loe rohkem →

Counselling

- E-counseling
- Youth counseling
- Counseling for cannabis users

Loe rohkem →

MentalHealthMatters

'Head Matters' and the 'Golden Label'

VAIMSET TERVIST
väärtustav organisatsioon



'Head Matters' annually awards labels to organizations that value mental health.

This initiative was created to recognize organizations that already prioritize their employees' mental well-being and take conscious steps to ensure the health of their staff is maintained at work.

Additionally, the purpose of the label issued by Peaasi.ee is to give organizations a clear opportunity to review and reflect on their work environment, specifically from the perspective of mental well-being.

having this label could provide a nudge to those organizations that have not yet considered this aspect of the work environment.

MentalHealthMatters

'Head Matters' and the 'Golden Label' recognition

VAIMSET TERVIST
väärtustav organisatsioon



For the first time, mental health-friendly organization labels were awarded in 2023, with 126 employers receiving the recognition.

4 levels:

Golden Label

Silver Label

Bronze Label

The Asterisk.



Eesti Energia
Elisa Eesti AS
Ericsson Eesti AS
Swedbank AS
Telia Eesti AS
Lindström OÜ
Manpower OÜ
SEB Bank
DHL Logistics Estonia

Golden Label: Swedbank

Swedbank



Activities:

Questionnaire of 43 activities

Leadership culture

Prevention of harassment, violence and discrimination

Sealth care

Searching for help

Reorganization of work

Occupational health

Possibilities for telework

Good practice

Resources for mentaal health first aid

Balance

Designing supporting behaviours

Crisis plan for traumatic event

Charity, voluntary work

Breaks

Knowledge and inspiration

Resolving disagreements

Development

Good emotions outside workplace

Communication

Golden Label: Swedbank

Team building

Swedbank



Golden Label: Swedbank

Family day 2023

Swedbank

