Welcome from the Chair

Opportunities to be involved in your Association

THE YEAR AHEAD is looking to be another busy one for the Association, particularly in the next couple of months when we host our first joint event with the Commercial Occupational Health Providers Association (COHPA) to find out more about ‘Fit for Work’ with speakers from the Department of Work & Pensions.

This event is swiftly followed by our second CEO Summit in February 2015. The issues on the agenda here are particularly important for the Association and the industry as we discuss in particular how we can generate research about the EAP market, the reach we have among organisations and employers in the UK and the impact we’re having on individual employees. We will report back on the discussions and priorities arising from the CEO Summit in our next newsletter.

Our Annual General Meeting is once again being held as part of the Health & Wellbeing at Work Conference and represents another opportunity for members to network together and discuss latest trends and news within the sector. And our Annual Dinner which will be hosted the evening before the AGM will be another opportunity for members to meet, network and relax.

We continue to look at the content and focus of EAPA Standards and I would like to take the opportunity to thank all members of the Executive who have given their time to review and comment on this very important document that will support members in their delivery of EAPs and help to promote and safeguard the interests of clients, customers and suppliers.

As ever, there are opportunities for all members to be actively involved in the work of the Association. Alongside offering support for projects such as the Standards and the development of an online programme for the accreditation of counsellors working with EAPs to name just two current pieces of work, the AGM on 4 March 2015 offers members the chance to put themselves forward for election to the Executive. If you are interested in taking up a role here or would like to find out more, please let me know.

I look forward to meeting you at the events we have planned in the next few months, but in the meantime, if you have any feedback on the newsletter or any aspect of the Association, you can contact me by emailing info@eapa.org.uk.

Andrew Kinder
Chair, UK Employee Assistance Professionals Association

EAPs and coaching
New Mindful Employer partnership
Research: are EAP counsellors effective?
AS AN EAP PROVIDER, are your customers asking for their staff to receive therapies that are personally empowering, of limited duration and focused on identifiable outcomes? If so, they may be looking for therapists who coach.

Coaching has become part of the mainstream, with Dr Leni Wildflower identifying its roots as far back as 1936 when Dale Carnegie first published *How to win friends and influence people*. He credits its success and growth to its ability to adapt, and ‘... to be seen as a brilliant hybrid, pragmatically adapting to circumstance’ (*Coaching Today*, April 2014).

Maybe it is this matter-of-fact approach, a focus on assisting clients to become the best they can, that means more people perceive coaching in a positive light. In a recent survey, BACP found that 53% of people say they would accept a free coaching session offered by their employer (research conducted for BACP by Ipsos Mori, March 2014).

That’s more than half the workforce of your customers who would consider a coaching session; a huge number of people who think their life can be better in some way and many potential customers for EAP providers.

How can BACP Coaching help? Our Therapists who Coach already meet the rigorous criteria needed to be a member of BACP and have specialised in coaching. Nash Popovic, senior lecturer in the School of Psychology at the University of East London, in his model of Integrative practice – integrating coaching and counselling, says that a good coach needs skills, a process to follow and a way of being.

The training and experience of BACP Therapists who Coach, means they already have the most difficult attribute to acquire, i.e. the way of being with a client.

It seems to me that this is an opportunity where EAP providers and BACP Therapists who Coach, have an opportunity to support each other. Employees are saying they want coaching – and many of our highly qualified, trained, registered therapists are offering coaching as part of their ‘service mix’.

Already, over 1,500 registered members of BACP have offered their services on BACP’s ‘Find a Therapist’ as a coach or coaching supervisor.

It’s the best of both worlds – therapists who can deal with the internal conflicts a client presents and also work with behavioural change – and seems ideally suited to the work EAP providers are supplying to your customers.

For more information, please contact Veronica Lysaght, BACP Lead Advisor Coaching: veronica.lysaght@bacp.co.uk.

---

**3-4 March 2015 NEC Birmingham**

Join over 3200 delegates and 150 exhibitors at the UK’s leading event for improving the health and wellbeing of work-aged people. With 20 conference programmes to choose from including employee assistance and counselling, employee benefits and the UK EAPA AGM.

**Supported by**

[Logo for EAP Association]

www.healthatwork2015.co.uk

Organised by Sterling Events

**Exhibitor enquiries:** adam@sterlingevents.co.uk

**Delegate enquiries:** www.healthatwork2015.co.uk

0151 709 8979

---

**UK EAPA NEWSLETTER ISSUE 03  FEBRUARY 2015**

---

**@HealthAtWork15**

**#HealthAtWork15**

**#HealthAtWork15**

**Health and Wellbeing@Work**

**Exhibitor enquiries:** adam@sterlingevents.co.uk

**Delegate enquiries:** www.healthatwork2015.co.uk

0151 709 8979
Research summary: the effectiveness of EAP counselling interventions

In 2012, the UK EAPA commissioned research from CORE-IMS to assess the effectiveness of counselling through EAPs to support and promote employee health and wellbeing and to reduce levels of psychological distress in the workplace. Here, Eugene Farrell takes a look at the top level research findings that demonstrate the effectiveness of EAP counselling interventions.

At the time of the study the recent economic downturn had put significant pressure on employees, leading to increased sickness absence, presenteeism and stress in the workplace. As a result, organisations were increasingly keen to explore and source ways to minimise this impact, with workplace counselling being one of the most popular solutions. The study looked at an unprecedented 28,476 cases that were treated via EAP counselling through 1786 counsellors.

EAP counselling clearly works and compares well with both primary care and the Government IAPT programme. Here are the key findings:

- **Access to therapy services** – 92% of EAP clients were accepted for treatment in just nine days, on average. In a primary care setting, waiting times for treatment average two months (or 64 days). As a comparison the IAPT data for 2012/13 shows 63% of people wait 28 days or less.

- **Clinical distress** – 88% of clients presenting to EAPs scored above clinical cut-off level, which means they were similar to NHS outpatients. It demonstrates EAPs are seeing and supporting clinical cases.

- **EAPs are good at treatment completion** – 84% of EAP clients were estimated to have completed their counselling intervention. This compares very well with primary care at 22.5% and 27% for the Education Sector. The current unplanned ending for IAPT was 26% in the annual report for 2012/13.

- **Recovery rate** – is 52% among EAP clients compared to 51% in primary care and the IAPT rate of recovery of 43% (2012/13).

- **Number of counselling sessions attended** – on average, EAP clients attended four treatment sessions. 95% of clients attended six sessions which compares notably with NHS primary care services where 23% of patients attend four treatments or less.

A variety of treatment approaches were used with 51% having more than one approach. The data shows Integrative therapy 38%, person-centred (32%); structured/brief (35%); cognitive-behavioural (23%); and psychodynamic (9%).

Overall, this means that counselling in an EAP setting clearly works when compared to both primary care and the IAPT programme. More importantly, access to therapy is very much quicker through EAPs – an important factor when considering both sickness absence and presenteeism costs to organisations.

If you would like to learn more about this study and its key findings, you can download a summary of the report at http://www.eapa.org.uk/eap-resources/. Here you can also find out how to access a full copy of the research paper.

---


UK EAPA signs up to Mindful Employer

The Mindful Employer initiative began in 2004 and is a voluntary initiative run by Workways, part of Devon Partnership NHS Trust, aims to provide employers with easier access to information and local support in relation to staff experiencing stress, anxiety, depression or other mental health conditions.

"The financial cost to British business of mental ill health is an estimated £26 billion per year – that’s equivalent to £1,035 for every employee – and some place it as high as £40 billion.

Positive steps to improve the management of mental health in the workplace should enable employers to save at least 30% of the cost of lost production and staff turnover. Other research indicates spending 80p on health promotion and intervention saves £4 in costs due to absenteeism, temporary staff and presenteeism.

As well as meeting legal obligations (such as the Duty of Care and Health & Safety considerations), supporting staff enhances an organisation’s reputation, productivity and meets the needs of customers. There is also a Charter for Employers who are ‘Positive About Mental Health’ to sign up to and as part of its commitment to Mindful Employer, UK EAPA will encourage all its members to consider doing this.

"Our partnership organisations are a key part of Mindful Employer," said Richard Frost, who leads the Mindful Employer initiative. "We are delighted that UK EAPA has made this commitment to supporting businesses and organisations in this important aspect of staff wellbeing.”

Mindful Employer exists to help organisations talk to staff when they have concerns – and to help you respond when they come and talk to you. For more details, go to www.mindfulemployer.net.

UK Employee Assistance Professionals Association
PO Box 7966, Wilson, Derby DE1 0XP
info@eapa.org.uk
www.eapa.org.uk
Twitter EAPA_UK

An update on EAPA Standards

Over the last year, the UK EAPA Executive has been working towards refreshing the Standards of Practice & Professional Guidelines. The first phase of this project has now been completed, with a significantly edited version of the document being prepared by the Executive.

"The initial phase of the project has not been about changing the content of the Standards. Instead, we’ve simplified their language and tone, removing repetition and duplication and giving us a fresh and more manageable document to work with moving forward,” explained Paul Roberts, UK EAPA Executive Committee member, who has led this work.

At the December 2014 Branch Meeting Paul led a workshop on the Standards, seeking feedback on the key issues, topics and guidelines that members felt should be incorporated into the Standards moving forward. And over the next few months, the project team will begin to look at the content of the Standards, particularly the Guidelines element, with a view to publishing a new edition of the Standards of Practice & Professional Guidelines by the end of the year.

The revised Standards of Practice & Professional Guidelines – as developed in phase one of this project – will be available to download from the UK EAPA website in early February 2015.

UK EAPA Newsletter
Issue 03 February 2015

EAP Resources

There is a wealth of EAP information, publications and resources available to download free of charge from http://www.eapa.org.uk/eap-resources/. Here you can see the latest publications, including the Counsellors’ Guide to Working with EAPs, as well as the latest EAP Standards and Factsheets on topics such as Domestic Violence and EAPs. You can also download all UK EAPA Newsletters from the website and keep up to date with the latest Association news!