

Baxi launch suicide prevention partnership with Baton of Hope

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Baxi has announced a new strategic partnership with Baton of Hope, becoming the first company in the heating sector to sign the suicide prevention charity's workplace pledge. By standing up to suicide in this way, Baxi commits to removing and eradicating the stigma around mental health in the workplace. This includes increasing awareness of suicide, doing the utmost to save lives, and making suicide awareness, support and prevention a workplace priority.

Baxi is principal sponsor of Oxford United Football Club (OUFC) who became the first professional football club to sign up for Baton of Hope's workplacepledge earlier this year as part of theirmental health initiative *Can We Talk?*

As the biggest killer of men in the UK under the age of 50 and women under 35, the three organisations' collaboration aims to confront suicide head on and save lives. Key to this is challenging outdated perceptions, providing real resources, and encouraging men in particular to seek help when they need it.

Figures from the Office for National Statistics reveal that those working in construction are nearly four times more likely to take their own lives compared to the national average. As a leader in sustainable heating and hot water solutions, Baxi's collaboration with OUFC and Baton of Hope is a powerful commitment to raise awareness of men's mental health within the UK and the increasing impact suicide has specifically within the construction industry.

As part of the partnership with Baton of Hope, Baxi will engage employees and customers through internal programmes, sharing support resources and encouraging open dialogue within the workplace and beyond.

Paul Haynes, Baxi's Product, Solutions & Marketing Director said, "By signing the Baton of Hope Workplace



Pledge, we're committing to a culture where mental health matters, open conversations are encouraged, and no one feels alone. Together, we can break the stigma and change lives."

Ben Wilson, Clinical Director at Baton of Hope said: "We are extremely proud to be collaborating with Baxi and sharing their values, prioritising wellbeing in the workplace and the communities they serve. A huge thank you for the lifesaving work."