




International
Wellbeing Insights
People, Culture & Wellbeing

People. Culture. Wellbeing.

Mars MEA Mental Health Champions

Supporting Associates During Regional Crisis



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MARS



DEAR MENTAL HEALTH CHAMPIONS

Over the past days and weeks, many associates across the region have been experiencing fear, uncertainty, stress and disruption as a result of the current conflict.

For some associates this has meant sleepless nights, safety concerns, fear for family members, and ongoing exposure to distressing news and events. Others are supporting associates and loved ones from afar while managing their own emotions of helplessness and concern.

In moments like these, the role of our Mental Health Champions becomes particularly important.

While Champions are [not responsible for solving the crisis or managing security situations](#), you are uniquely positioned to offer something that is deeply valuable right now: [human connection, presence, and a safe space to talk](#).

Champions are [not expected to solve problems or manage crisis situations](#).

Your role is [to listen, notice when someone may be struggling, and help people feel less alone](#).

Many associates may not yet know what they need, or may feel overwhelmed trying to make sense of what is happening. Simple acts of connection can make a meaningful difference.

With appreciation for everything you are doing to support those around you.

Neil, Asha, Julie and Liya.



WHAT CHAMPIONS CAN DO

Reach out proactively

A short message or call to check in can mean a great deal. Many people will not ask for support but will appreciate being asked how they are doing. Something as simple as asking an associate in an email, “How are you really doing at the moment?” can be very powerful.

Create space for honest conversations

Associates may need space to express fear, anger, sadness or uncertainty. Listening without trying to provide solutions can be one of the most supportive things you can offer. Remember to listen with your [eyes, ears and heart](#).

Normalise emotional reactions

It is natural for people to feel overwhelmed during periods of conflict and uncertainty. Helping people understand that their reactions are human and understandable can reduce isolation and self-judgment.

Encourage connection

Isolation increases distress. Encouraging people to stay connected with associates, friends and family helps maintain emotional resilience.

Signpost where appropriate

If someone needs additional support, Champions can gently remind associates of available resources such as the Associate Assistance Program or internal wellbeing support.

Champions can help encourage this step, but should not feel responsible for solving the situation themselves.

Protect your own wellbeing

Supporting others during crisis can be emotionally demanding. Champions should remain mindful of their own limits and reach out to fellow Champions, Ambassadors or programme leads if they need support.

Remember:

You are not expected to carry the emotional weight of others.

You are there to [walk alongside people, not hold everything for them](#).

Remember, you must put the Oxygen mask over yourself first.



HELPING YOUR COMMUNITY

Simple ways to stay connected

Champions may find it helpful to:

- Send short check-in messages to associates
- Arrange brief informal calls with associates who may be struggling
- Encourage small group check-ins where people can share how they are feeling
- Use Teams channels for quick emotional check-ins (for example simple “two word” status updates)

Small gestures of care often have the greatest impact.

The Power of Community

One of the strongest themes emerging from recent conversations is the importance of community.

Across the region, informal support networks are already forming between associates, friends and families.

These connections help reduce isolation, provide reassurance, and remind people they are not facing this situation alone.

Our Mental Health Champions community is an important part of that network of care. Your presence, compassion and willingness to listen are helping to strengthen the culture of support across Mars.

Thank you for the role you continue to play in supporting associates during this challenging time. Please remember that you are not alone in this work - the wider Champions community, Ambassadors and programme leads are here to support you as well.

When to Encourage Additional Support

If an associate appears deeply distressed or unable to cope, Champions should encourage them to seek additional support.

This might include:

- Contacting the AAP
- Speaking with HR or a manager
- Reaching out to professional mental health support

Champions can help by encouraging the step, but they should not feel responsible for solving the situation themselves.



DOS AND DON'TS GUIDE FOR MHCS

DO

- Check in with associates regularly
- Listen with empathy and patience
- Allow people to express emotions openly
- Encourage connection and support networks
- Share information about available resources
- Maintain confidentiality and trust while seeking guidance if someone may be at risk of harm.
- Seek support from other Champions when needed

DON'T

- Try to solve complex problems or crisis situations
- Provide advice outside your role
- Take responsibility for someone's decisions
- Absorb emotional distress without seeking support
- Share confidential conversations with others
- Assume someone is coping just because they appear calm

You've heard us say many times that memories are fragile.

In times of crisis, we don't expect you to remember everything you learned during the programme.

That's why you have your handbooks; feel free to flick through them to refresh your memory and remind yourself of the skills you can use in



SUPPORT FOR YOU

Supporting Yourself as a Champion

Supporting associates during crisis can be emotionally demanding.

You as Champions should:

- Stay connected with other Champions
- Attend Ambassador check-ins where possible
- Take breaks from difficult conversations when needed. It is okay to set boundaries that protect you.
- Reach out for support if you feel overwhelmed

Remember: you cannot support others if you are emotionally exhausted yourself.



A FINAL REMINDER FOR CHAMPIONS

A Final Reminder for Champions

In times of crisis, the most meaningful support often comes from small acts of care.

A message.

A conversation.

A reminder that someone is not alone.

Mental Health Champions help create those moments across Mars.




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YOUR RESOURCES

MARS




MENTAL HEALTH MEA RESOURCES



Access to the MEA AAP service app, Balancy:

one stop shop for AAP services




Passcodes to access Balancy:

Egypt:	160107
Kenya:	179201
Saudi:	160189
South Africa:	160214
UAE:	160212

Additional ways to access the AAP services:

Simply go to the website and enter the Company Code Mars

<https://global.helpwhereyouare.com/>



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Our Associate Assistant Program (AAP) is a Global program that provides free and confidential short-term counselling, referrals and follow-up services to Associates and their family members who have personal and/or work-related concerns. In MEA, Workplace Options is our AAP service provider.

Suggestions how the Associate Assistance Program (AAP) can help you:
[Mars Mental Health & Wellbeing Video](#)

<p>Personal</p> <ul style="list-style-type: none"> Stress and anxiety Substance abuse and addiction Life changes 	<p>Family & Relationships</p> <ul style="list-style-type: none"> Child and elder dependent care Domestic relationship wellbeing Grief/bereavement 	<p>Financial & Legal</p> <ul style="list-style-type: none"> Personal financial planning and debt management Will and trusts Legal assistance 	<p>Work & Career</p> <ul style="list-style-type: none"> Career coaching and planning Conflict management Line manager effectiveness
			

Are you worried about your finances, feeling stressed or struggling to sleep? Are you prioritizing your individual wellbeing? Contact the AAP confidentially for support.

RESOURCES AVAILABLE TO YOU

- [Find your local Associate Assistance Program provider](#)
- [Homepage | Mars – Workplace Options](#)
- [MEA Ombudsman - Gabor](#)
- [Global Guardian App – to receive timely travel alerts & get support when needed](#)
- [Global Be Well Together Site](#)
- [Mars Energy Management](#)
- [Associate Health & Wellbeing – Mental health \(mars.com\)](#)
- [LinkedIn Learning](#)
- [Leading Through Change | Learning Hub - Home - Better Together](#)



ASSOCIATE ASSISTANCE PROGRAM (AAP)

Provides free and confidential short-term counselling, referrals and follow up services to Associates and their family members who have personal and/or work related concerns - 24/7, 365 days.



Find your local AAP provider here:

<https://team.affem.com/sites/AAP>





MARS ASSOCIATE ASSISTANCE PROGRAM – MEA DETAILS

Egypt

- [MARS Workplace Options Egypt English Coverage.pdf](#)
- [MARS Workplace Options Egypt Arabic Coverage.pdf](#)
- [MARS Workplace Options Egypt Arabic Balancy.pdf](#)
- [MARS Workplace Options Egypt English Balancy.pdf](#)
- [MARS Workplace Options Egypt Arabic AWARE.pdf](#)
- [MARS Workplace Options Egypt English AWARE.pdf](#)
- [MARS Workplace Options Egypt Arabic Life Coach.pdf](#)
- [MARS Workplace Options Egypt English Life Coach.pdf](#)
- [MARS Workplace Options Egypt Arabic Wellness.pdf](#)
- [MARS Workplace Options Egypt English Wellness.pdf](#)

Kenya

- [MARS Workplace Options Kenya English Coverage](#)
- [Mars Workplace Options Kenya English Balancy.pdf](#)
- [MARS Workplace Options Kenya English AWARE.pdf](#)
- [MARS Workplace Options Kenya English Life Coach.pdf](#)
- [MARS Workplace Options Kenya English Wellness.pdf](#)

Saudi Arabia

- [MARS Workplace Options Saudi Arabia English Coverage.pdf](#)
- [MARS Workplace Options Saudi Arabia English Coverage.pdf](#)
- [MARS Workplace Options Saudi Arabia Arabic Balancy.pdf](#)
- [MARS Workplace Options Saudi Arabia English Balancy.pdf](#)
- [MARS Workplace Options Saudi Arabia Arabic AWARE.pdf](#)
- [MARS Workplace Options Saudi Arabia English AWARE.pdf](#)
- [MARS Workplace Options Saudi Arabia Arabic Life Coach.pdf](#)
- [MARS Workplace Options Saudi Arabia English Life Coach.pdf](#)
- [MARS Workplace Options Saudi Arabia Arabic Wellness.pdf](#)
- [MARS Workplace Options Saudi Arabia English Wellness.pdf](#)

South Africa

- [MARS Workplace Options South Africa English Coverage.pdf](#)
- [MARS Workplace Options South Africa English Balancy.pdf](#)
- [MARS Workplace Options South Africa English AWARE.pdf](#)
- [MARS Workplace Options South Africa English Life Coach.pdf](#)
- [MARS Workplace Options South Africa English Wellness.pdf](#)

United Arab Emirates

- [MARS Workplace Options United Arab Emirates English Coverage.pdf](#)
- [MARS Workplace Options United Arab Emirates English Balancy.pdf](#)
- [MARS Workplace Options United Arab Emirates English AWARE.pdf](#)
- [MARS Workplace Options United Arab Emirates English Life Coach.pdf](#)
- [MARS Workplace Options United Arab Emirates English Wellness.pdf](#)



MIDDLE EAST SUPPORT RESOURCES FOR ASSOCIATES

People may be stressed over the conflict in the Middle East, and many may be concerned about family, friends and loved ones in the area. The below resources may help people cope with stress. Please note that this is a developing situation, and new resources will be posted as they become available:

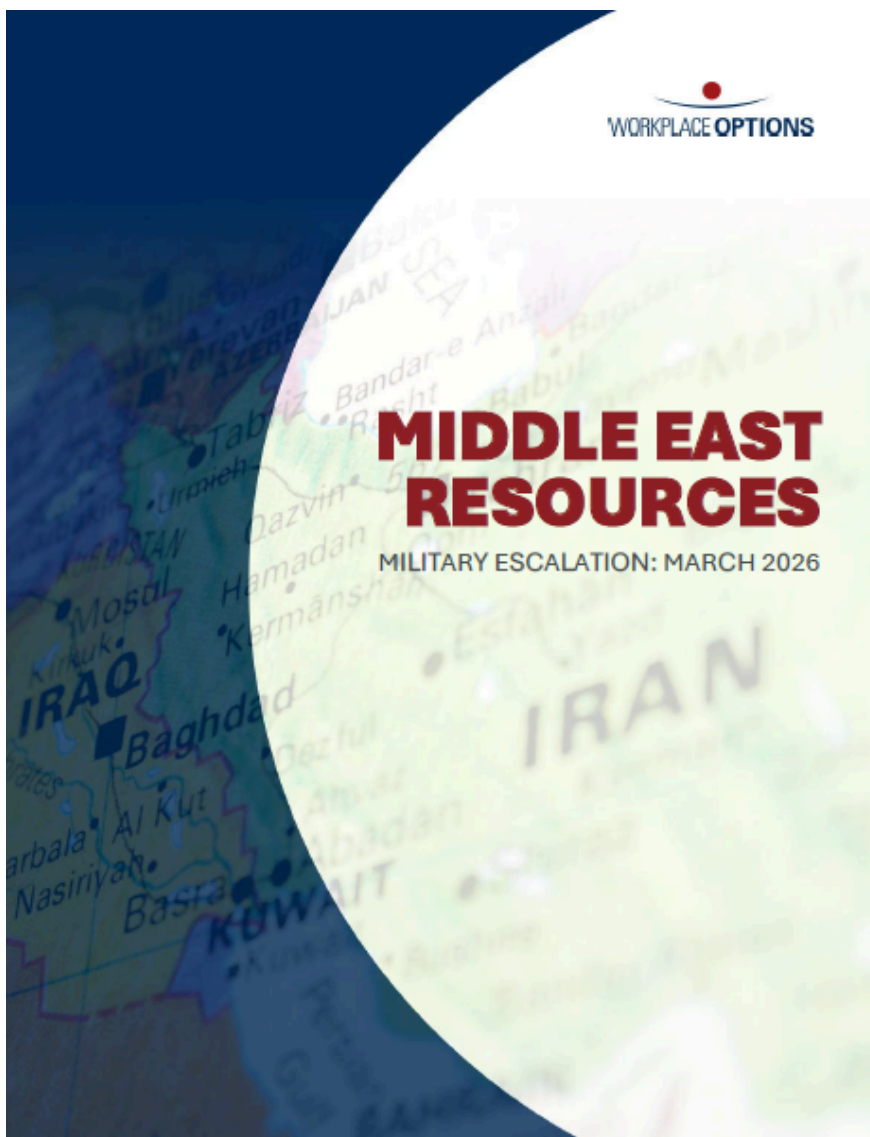
Associate Assistance Program contact details Middle East	Services	Links to support resources information
All Associate Resources	<p>Anxiety in time of Tension</p> <p>Coping in a Global Crises protecting your Mental Health whilst supporting loved ones</p>	<p>Managing Anxiety in Times of National or International Tension (advantageengagement.com) - English</p> <p>Coping in Global Crises Protecting Your Mental Health While Supporting Loved Ones.pdf</p>
<p>Egypt: Workplace Options</p> <p>Toll Free Phone: 0800 000 0753 Direct Dial: 44208987629 Balancy App code: 16017</p>	In the moment support including trauma counselling available for associates & dependents in multiple languages	Middle East Egypt support resource document
<p>Jordan: AAP Providers by country contact details:</p> <p>Global Associate Assistance Program - Home (effem.com)</p>	In themomentsupportincluding traumacounselling available for associates & dependents in multiple languages	Middle East Jordan support resources document
<p>Qatar:</p> <p>Global Associate Assistance Program - Home (effem.com)</p>	Inthemomentsupportincluding traumacounselling available for associates/contractors& dependentsin Israel in English and Hebrew	Middle East Qatar support resources document
<p>Saudi Arabia:</p> <p>Toll Free Phone: 0800 850 0235 Direct Dial: +1-9842226455 Balancy App code: 160189</p>	In the moment support including trauma counselling available for associates & dependents in multiple languages	Middle East Saudi Arabia support resources document
<p>UAE:</p> <p>Toll Free Phone: 800035704696 Direct Dial: +971-600575178 Balancy App code: 160212</p>		Middle East UAE support resources

MIDDLE EAST RESOURCES: MILITARY ESCALATION (MARCH 2026)

Below is access to the resources that may be able to assist you in locating services and receiving aid in Bahrain, Egypt, Iraq, Israel, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Türkiye, and the United Arab Emirates (UAE). Please click the links to access the websites. Please note: Website access may change without notice as the situation develops, and access to some websites may be restricted based on your location. You may wish to contact these providers directly for more information.

Download the document here:

[WPO_English_Middle_East_Resources_Military_Escalation_March_2026.pdf](#)



FOR FURTHER INFORMATION PLEASE CONTACT US.

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