

INTERNAL COMMUNICATIONS

To onboard effectively with ItStopsWithMe, check out some examples below of the channels you can use to communicate your commitment to your employees, as well as to share important updates / links / resources etc. We'd love to see your best practice too!

COMMS EXAMPLES

Message in the BU West News community

Announcement posted in BU West News

Robertson, Cairtin
Oct 28, 2022

LAUNCHING ITSTOPSWITHME - Our Anti-Harassment and Anti-Discrimination Campaign

Last Friday, it was a pleasure to take 15 of the BBG team to Diversity in Grocery: L1 more than 74 FMCG brands connecting, learning and inspiring change, together.

A highlight of our DE&I calendar, Friday also gave us the opportunity to launch our anti-harassment and anti-discrimination campaign, ItStopsWithMe, to the industry. Leading both a LiveLab and a Speed Networking session, we were delighted with the interest, support and feedback we received.

What is ItStopsWithMe?

ItStopsWithMe looks to tackle a profound issue; 9 out of 10 people have experienced (witnessed or been subjected to) harassment or discrimination within the drinks industry. It is our goal to take a stand to change our industry for the better. Our campaign centres on pledge, where we ask individuals to commit to speaking up and calling out harassment or discrimination when they witness it.

How does ItStopsWithMe come to life?

Our journey started internally, addressing the issues our frontline teams have experienced. We have a huge thank you to our Women in Beer team who helped facilitate our listening sessions, leading to verbal and physical safety trainings, as well as welfare flags for our team when they are out in the field. This, coupled with our new contractual language to our expected standards of communication with our valued partners, is just the start of our journey to a safer workplace.

Internal social channels

Encuesta en contra de la discriminación y el acoso

ES-EN Diversidad e Inclusión
Encuesta en contra de la discriminación y el acoso

Estimadas compañeras,

Vuestra seguridad es nuestra prioridad. Como sabéis, estamos comprometidos con la Diversidad e Inclusión en todos los ámbitos de nuestra organización y queremos que os sintáis respetados y valorados en el trabajo.

Para esto, además de para hacer un seguimiento de los cambios en vuestras condiciones de trabajo, estamos generando un análisis en forma de cuestionario y sesión de escucha con vosotras. Si pudierais dedicar unos minutos a responder a estas preguntas de manera anónima nos ayudaría a mejorar nuestros proyectos.

Por favor, asegurad de completar la encuesta antes de la fecha límite del 1 de mayo.

Gracias de antemano.
Creemos un futuro con más diversidad, inclusión y motivos para brindar.
El Equipo DEI BU West

HAZ CLIC AQUÍ PARA ACCEDER A LA ENCUESTA

Employee Emails

Budweiser Brewing Group UK&I
24,791 followers
3mo • Edited

Harassment and discrimination in our industry is unacceptable.

Last year, we launched an initiative internally to tackle harassment and discrimination in our industry – #ItStopsWithMe. We wanted to make sure our colleagues and partners – both in the field and at our facilities – are supported in calling out and reporting harassment and discrimination. Today, we're sharing our pledge with the hospitality industry in collaboration with The Morning Advertiser. Our goal is to have 10,000 venues sign the pledge to put a stop to harassment and discrimination.

Every experience with beer should be a positive one – from working in the industry to enjoying our products to getting home safely after work or a night out. We're asking you to pledge (personally and for your business) and access resources at itstopswithme.net.

Read more in The Morning Advertiser: <https://lnkd.in/dZu82Zk>

LinkedIn / Social Media



Internal Visibility / Conference Presentations

