



PAM Wellness



Equality, diversity and inclusion reporting

PAM Wellness is committed to equality, diversity and inclusion for all people who use our services, through data collection and analysis, training, and raising awareness

Updated April 2025

Review date: 31st January 2026

Specialism Matching

PAM Wellness is committed to providing an inclusive service to all people who are accessing counselling. We recognise within the counselling profession different titles and specialisms with practitioners focusing on different presenting issues, languages, cultures, and therapy types, and so in 2024 we embarked upon a project to collect data on a voluntary basis of our entrusted Associate network. The data collection process now forms part of the associate onboarding and yearly checks of our network. Having an extensive picture of our network of counsellors ensures we can match people to the most appropriate counsellor for their needs.

EDI Snapshot

Given that the capture of our Equality, Diversity and Inclusion data is not mandatory and is captured at an individual assessment level, it cannot be deemed to be a true reflection of the demographic of people that PAM Wellness counselling service supports. However, we are committed to capturing wider data demographics through the expansion of our data capture capabilities at assessment, and through the commencement of an EDI questionnaire for users of our counselling service.

Using data to inform and ensure service delivery fits for organisations workforce/members

Our strategy is to ensure there are no barriers to accessing our counselling services, by understanding an organisations target population and monitoring this on a monthly / quarterly / yearly basis with the client to identify gaps and ways in which we can mitigate the gaps of accessing the service.

Case Study

Client - Construction Organisation

Target population – 80% male workforce

Monitoring – During the quarterly 2024 review we identified that 75% of females were accessing the service and only 25% male. This disparity did not represent their workforce, therefore we analysed the data for when male employees accessed the service, why did they and discussed at length with the organisation the culture and what encourages their male population to talk in other areas of the workplace.

What we did – We put a male counsellor who is also a mental health trainer onsite for one week each month, over a 6-month period to attend the employee's morning briefings and support colleagues in a one-to-one session throughout the day. The purpose of this was to support employees understanding of what PAM's service, including counselling could support them with, provide in the moment psychological education support and signposting to the telephone EAP service. We reviewed monthly, and saw a month-on-month increase of contact, from month 1 only one employee each day attending, to by month six each day of that month being fully utilised

Review period – Next review period Q4 2025

Using data to inform new service lines

Successful use of gender and age demographic data to provide menopause support to individuals. In 2024 our menopause counselling service launched, which resulted in an increase in people reaching out to seek support.

Pre introduction of menopause service

01/01/23 – 21/12/23



67% of service users identified as female and 33% identified as male.

Of those who identified as female:

- 30 – 39 years old = 24.6%
- 40 – 49 years old = 25.1%
- 50 – 49 years old = 25.8%

With 1.7% of all calls relating to menopause.

Post launch of menopause service

01/01/24 – 21/12/24

66% of service users identified as female and 34% identified as male.

Of those who identified as female:

- 30 – 39 years old = 24.1%
- 40 – 49 years old = 24.8%
- 50 – 49 years old = 24.8%

With an increase to 2.4% of all calls relating to menopause.

Future work

Widen data categories for EDI

We are pleased to share that our EDI data categories will be widened as part of our development of OHIO, our in-house system for 2025.

EDI questionnaire

As part of our ongoing commitment to ensure our services meet all the needs of people accessing support via PAM Wellness, we will be commencing an annual EDI questionnaire from 2026.

PAM Group Equality, Diversity and Inclusion working group

The recently launched Equality, Diversity and Inclusion (EDI) Working Group is committed to developing, maintaining and supporting an equal opportunities culture for all colleagues working for PAM Group, which includes PAM Wellness and PAM Occupational Health. The EDI working group will continue to share future ideas, guidance and support with all PAM Group colleagues.



Upcoming awareness days – Q2 2025

April

Stress Awareness Month

2 World Autism Awareness Day

7 World Health Day

20 National Infertility week

22 Earth Day

29 International Dance Day

30 National Workplace Wellbeing Day (Ireland)

May

Skin Cancer Awareness Month

6 Deaf Awareness Week

6 World Asthma Day

8 World Ovarian Cancer Day

11 Eat What You Want

12 Mental Health Awareness Week

June

Men's Health Month

National PTSD Awareness Month

9 Health Eating Week

9 Loneliness Awareness Week

17 Learning Disability Week

24 World Wellbeing Week

Training

Neurodiverse confident

In response to Nice Guidelines (2012) recommending that autistic people who need therapy for a mental health problem should receive therapy that has been adapted to take account of their autism, ASD, ASC diagnosis, in 2023 we implemented training for all colleagues in PAM Wellness, including clinical and nonclinical personnel to ensure we are neurodiverse confident.



This training is re-run on an annual basis and shared learning takes place during this training.

Monthly recorded webinars

17 April Stress Reduction in Practice Webinar

15 May The Key to Unlocking Neurodiverse Potential Webinar

19 June What Makes Men Healthy Physically and Mentally Webinar

17 July How to get the Best out of Assistive Tech for Neurodiversity Webinar

21 August Movement for Mental Health Webinar

18 September How to Approach Suicide Prevention Webinar

16 October Neurodiversity – support in the workplace Webinar

20 November Cholesterol and You Webinar

13 December Coping with SAD – Winter Wellness

Mandatory training

All PAM Wellness colleagues are expected to complete the following mandatory training courses throughout 2025.

Equality & Diversity

Sexual Harassment in the workplace

Unconscious Bias

Dealing with distress and suicide awareness

A Guide to Gender Identity

Neurodiversity Part 1

Neurodiversity Part 2

Phonetic Alphabet

Compliance & Health & Safety in PAM Group
