

Mental Wellbeing Boost: A 12-Month Campaign

January

BOOST YOUR NEW YEAR

Focus this month on setting goals for mental and emotional wellbeing.

- **Ideas To Support and Communicate:**
 - Support “**SMART**” **goal development**, and educate on building and setting achievable goals.
- **Benefit(s) To Highlight:**
 - EAP services support stress management and establish healthy habits.
 - Life coaching resources can support goal setting and personal development.

February

BOOST YOUR RELATIONSHIPS

Focus this month on building stronger relationships to support positive mental wellbeing.

- **Ideas To Support and Communicate:**
 - Host social workplace gatherings to strengthen peer-to-peer relationships.
 - Sponsor manager training on conflict resolution and communication skills.
- **Benefit(s) To Highlight:**
 - Share digital resources for communication skills, conflict resolution and work-life balance.

March

BOOST YOUR FINANCIAL FOOTPRINT

Focus this month on boosting financial wellness and good budgeting practices.

- **Ideas To Support and Communicate:**
 - Launch a **Save Green by Going Green campaign**, highlighting strategies to save money while being environmentally friendly.
 - Offer webinars on financial planning, budgeting and debt management through the EAP.
 - Sponsor “go green” days with an emphasis on budget-friendly solutions that are also environmentally friendly.
 - Sponsor workshops on tax planning.
- **Benefit(s) To Highlight:**
 - Highlight the financial planning resources and consultations available through a 401(k) or EAP partner.
 - Highlight financial calculators and budgeting tools available through 401(k) or EAP partner websites.
 - Promote the value of using HSAs and FSAs as added tax benefits.

April

BOOST YOUR MANAGEMENT STRESS

Focus this month on strategies to help alleviate stress and create a sense of zen.

- **Ideas To Support and Communicate:**
 - Organize chair massages or massage discounts for team members.
 - Share educational resources on the EAP for managing stress.
 - Host mini-mindfulness workshops throughout the month.
 - **Benefit(s) To Highlight:**
 - Highlight virtual teletherapy and telepsychiatry services available through medical benefits.
 - Promote counseling services offered through an EAP.
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May

BOOST YOUR MENTAL HEALTH AWARENESS MONTH

Focus the month of May on bringing awareness to mental health and facilitating how to have conversations around mental health with others.

- **Ideas To Support and Communicate:**
 - Highlight community organizations through education, either sharing information from local health partners or hosting virtual education on relevant mental health topics.
 - Encourage leadership to share personal experiences or strategies used to support their own mental health.
 - Host a training with the EAP for managers on ways to identify mental health concerns, and be able to talk about mental health in a meaningful way.
 - **Benefit(s) To Highlight:**
 - Promote the EAP as a confidential resource for mental health concerns.
 - Highlight national and regional mental health organizations that are available to support individuals. Share the [Mental Health Resource Guide for Individuals](#).
 - Sponsor the [31-Day Challenge for Positive Mental Wellbeing](#).
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June

BOOST YOUR FINANCIAL FOOTPRINT

Focus this month on practical tips that can improve your financial health.

- **Ideas To Support and Communicate:**
 - Launch educational campaigns around financial tips in the [Financial Wellbeing Toolkit](#) and simple strategies everyone can use to improve financial health.
 - Provide financial planning workshops and budgeting tips through the EAP.
 - **Benefit(s) To Highlight:**
 - Host one-on-one sessions with a 401(k) partner for individualized planning.
 - Highlight legal counseling services available through the EAP.
 - Offer resources with any partnered financial entities (e.g., credit unions).
 - Highlight the financial calculators available on the EAP's website.
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July

BOOST YOUR SUMMER FUN

As much fun as summer vacations can be, there can be stress involved. The EAP can help with managing summer travel stress, childcare challenges and finding work-life balance to help you relax.

- **Ideas To Support and Communicate:**
 - Encourage teams to have action plans for support while team members are on vacation.
 - Support **action plans** to help manage stress upon return.
 - Remind teams about resources available through EAP services to help with travel plans.
 - Highlight summer tips about summer safety and summertime recipes to make summer vacations a breeze.
- **Benefit(s) To Highlight:**
 - Highlight virtual care benefits through the medical plan as a reminder that team members can access care wherever they're traveling.
 - Remind team members about PTO schedules and internal vacation policies.

August

BOOST YOUR BACK-TO-SCHOOL READINESS

Embrace mental health resources as parents navigate stressors around back-to-school or need additional support for their children.

- **Ideas To Support and Communicate:**
 - Host back-to-school educational sessions for team members and their families to help shift from summer to school.
 - Host back-to-school donation drives for local families in need.
 - Vaccines may be applicable for children and adults — a great reminder for members to review with their personal physician. The CDC has recommendations for **adults** and **children**. Share communications for team members to explore.
- **Benefit(s) To Highlight:**
 - Remind team members about the preventive schedule and covered vaccines under the existing medical plan.
 - Remind team members how they can search for providers to schedule sports physicals, vaccines and annual exams.

September

BOOST YOUR WORK-LIFE BALANCE

Promote EAP resources for managing stress and supporting health.

- **Ideas To Support and Communicate:**
 - Did you know that food can impact mood? Share recipe examples to help support brain health like these from **Eating Well**.
 - Highlight **healthy lunch strategies** to help make school lunch just that much easier.
- **Benefit(s) To Highlight:**
 - Remind team members about how to log into their health plan member portal to explore the health and wellness resources available to them, from education on health conditions to personal health challenges.
 - Encourage team members to understand their risk of developing diabetes, and **explore the diabetes/pre-diabetes resources** available through the Centers for Disease Control and Prevention (CDC).

October

BOOST YOUR HEALTH (NATIONAL DEPRESSION AWARENESS MONTH)

Highlight EAP services for managing depression and anxiety.

- **Ideas To Support and Communicate:**

- Highlight the signs and symptoms of depression using these [shareable tools](#) from the NIH.
- Share tools like the MHA's [Depression Screening Tool](#).
- Host management training to recognize and identify the signs and symptoms of depression, and encourage members to know how to support and make referrals to EAP support if appropriate.
- Encourage leaders to share personal experiences, if comfortable, or at least emphasize the importance of mental health support and care.

- **Benefit(s) To Highlight:**

- Remind team members about the EAP counseling services and teletherapy resources available through the medical plan. Share tools on [how to select a therapist](#), and encourage members to seek help if they need it.

November

BOOST YOUR HOLIDAY RESILIENCE

Offer EAP support for managing holiday stress, finances and family dynamics during a stressful holiday season.

- **Ideas To Support and Communicate:**

- Sponsor resiliency training for team members in partnership with the EAP.
- Host mindfulness sessions each week leading up to holidays.
- Highlight [financial tips](#) to survive the holidays.
- Remind team members of [ways to manage stress](#) during the holidays.

- **Benefit(s) To Highlight:**

- Highlight where to find benefits information and how team members can access details about their benefits throughout the year.

December

BOOST YOUR RESOLUTIONS

Encourage employees to set wellbeing goals for the new year, and highlight how EAP can support them.

- **Ideas To Support and Communicate:**

- Educate team members about setting GROW or SMART goals using these [worksheets](#) and encourage them to establish personal goals for the new year.

- **Benefit(s) To Highlight:**

- Remind team members to fill any prescriptions before year's end to ensure there are no delays in medications before the holidays.
 - Remind team members that the EAP is available to help with holiday stressors.
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Consider these campaign strategies to help encourage engagement throughout the year:

- Design brochures, posters, flyers and digital signage promoting the monthly themes and EAP services.
- Regularly feature EAP information in company newsletters, intranet announcements and emails.
- Train a group of team members to be advocates for the EAP benefit, answer questions, and dispel myths.
- Share campaign messages and mental wellbeing tips on company social media platforms.
- Organize monthly or quarterly lunchtime sessions with EAP or mental health professionals to discuss various wellbeing topics.
- Share anonymized stories of how the EAP has helped team members overcome challenges.

As with any wellbeing strategy, measurement is important. These ideas can help you assess the success of your efforts and measure the impact of your mental wellbeing initiatives.

- Track website visits, brochure downloads and inquiries about the EAP.
- Measure engagement with mental health benefits sponsored by the health plan.
- Conduct surveys to measure awareness, utilization and satisfaction with the EAP program.
- Monitor participation rates in EAP workshops and events.
- Look at mental health metrics from clinical reports, including conditions per 1,000, medication management and density of in-network mental health providers.
- Monitor frequency of supervisor referrals and workplace incidences.

Grow your mental wellbeing initiatives.

To discuss any of these benefits or support ideas and help your mental wellbeing initiatives grow, connect with your Alera Group service team or reach out to **info@aleragroup.com** to get connected.