

Behavioral Health Employee Communications Toolkit

UPDATED:

How-To Guide

Toolkit expanded to include
new tools for managers to
support employees

HELP YOUR EMPLOYEES FOCUS ON THEIR BEHAVIORAL HEALTH.

**THIS IS
HOW**

Leverage this ready-to-use, multi-touch toolkit of customizable employee communications designed to help employees diffuse burnout, support caregivers, reduce stigma, manage everyday stress and improve pandemic coping skills. Now including manager communications tools.

By promoting open dialogue and driving awareness of available resources, you can help your workforce take advantage of their available health care benefits and give their behavioral health the attention it deserves.

Addressing behavioral health head-on.

While significant pre-pandemic, the prevalence and severity of behavioral health challenges are on the rise.

1 in 5

adults experience a diagnosable mental health condition in any given year, and more than half go untreated.¹

8 of 10

employees with a mental health condition say shame and stigma prevent them from seeking treatment.²

1/3 of millennials

have a behavioral health condition, and rates are rising by double digits.³

We're here to help.

Focusing on key behavioral health topics.

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) created a variety of communications to help you connect with employees about important topics impacting their behavioral health – burnout, caregiving, stigma and everyday stressors.



NEW MANAGER COMMUNICATION

More than half (57.7%) of workers are comfortable with their manager proactively asking them about their mental health, and 41.0% want their manager to proactively ask them.⁴

KEY MANAGER MESSAGE

Open the door to genuine and supportive conversations with employees.

DETAILS

Creating safe spaces in the workplace, spotting signs of struggle and providing tools and resources to make a difference.



ADDRESSING BURNOUT

Employee burnout is rising, with 4 in 5 employees saying they feel emotionally drained from their work – an early sign of burnout.⁵

KEY EMPLOYEE MESSAGE

Turn off the always-on mentality.

DETAILS

Helping employees identify the signs of burnout and the steps they can take to prevent and recover from it.

We're here to help.



SUPPORTING CAREGIVERS

More than 1 in 5 Americans are caregivers, helping others (usually family members) with daily living activities and medical tasks.⁶

KEY EMPLOYEE MESSAGE

Caregivers need support too.

DETAILS

Creating a workplace culture that recognizes and supports coworkers who are unpaid caregivers.



REDUCING STIGMA

To help reduce mental health stigma, 57% of employees feel it should be openly discussed in the workplace.⁷

KEY EMPLOYEE MESSAGE

Let's change how we talk about mental health.

DETAILS

Educating employees on choosing the right language to have healthier, stigma-free conversations.



DEALING WITH EVERYDAY STRESSORS

In early 2020, 71% of adults reported at least one symptom of stress, such as a headache or feeling overwhelmed or anxious.¹

KEY EMPLOYEE MESSAGE

Let's change how we talk about mental health.

DETAILS


Tools and techniques to help employees be more mindful of everyday ways they can create and cultivate healthy habits to better manage stress.



Available Material

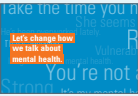
We developed 70+ turnkey and easily customizable communication materials, so they'll fit within your existing company branding and communications initiatives. Use them as a complete set or individually, depending on your needs.

LEARN AND PLAN


 **How-To Guide**
 Information on how to use the toolkit, set your activation plan and track results.
Topics: Supporting the Behavioral Health of Employees, Addressing Burnout, Supporting Caregivers, Reducing Stigma, Dealing with Everyday Stressors
Format: Interactive PDF

[DOWNLOAD](#)

LAUNCH

 **Leadership Presentation**
 Educate C-suite on current behavioral health challenges and how these materials help.
Topics: Reducing Stigma, Dealing with Everyday Stressors
Format: PowerPoint slides with key talking points


[DOWNLOAD](#)

 **Employee Presentation**
 Promote employee dialogue on behavioral health, and connect them to the right support.
Topics: Reducing Stigma, Dealing with Everyday Stressors
Format: PowerPoint slides with key talking points


[DOWNLOAD](#)

ACTIVATE

ONLINE COMMUNICATIONS

 **Digital Banners**
 Behavioral health educational ads for use on employer intranet or within other communications.
Topics: Addressing Burnout, Supporting Caregivers, Reducing Stigma, Dealing with Everyday Stressors
Format: Animated HTML, JPGs, Illustrator design files


[DOWNLOAD](#)

 **Desktop Screensavers**
 Static and dynamic screensavers focused on specific behavioral health topics.
Topics: Reducing Stigma, Dealing with Everyday Stressors
Format: PC and Mac OS screensavers, After Effects design files

[DOWNLOAD](#)


 **Social Posts**
 Materials addressing a variety of behavioral health topics that you and your employees can share.
Topics: Reducing Stigma, Dealing with Everyday Stressors
Format: JPGs, Illustrator design files

[DOWNLOAD](#)


 **Interactive PDFs**
 Visually engaging and easy-to-read document with links to helpful resources.
Topics: Addressing Burnout, Supporting Caregivers
Format: PDFs, Illustrator design files

[DOWNLOAD](#)

ONSITE COMMUNICATIONS

 **Tent Cards**
 Self-standing table displays that can be used around the workplace to educate employees on key behavioral health topics.
Topics: Reducing Stigma, Dealing with Everyday Stressors
Format: Print-ready PDFs, Illustrator design files

[DOWNLOAD](#)

 **Posters**
 Eye-catching and informative promotional pieces to educate employees about the importance of focusing on their behavioral health.
Topics: Addressing Burnout, Supporting Caregivers, Reducing Stigma, Dealing with Everyday Stressors
Format: Print-ready PDFs, Illustrator design files


[DOWNLOAD](#)

Continued

Available Material


ACTIVATE

ONSITE COMMUNICATIONS

 **Lobby Display Screens**
 Large format digital displays to capture attention and highlight helpful ways to address behavioral health challenges.
Topics: Reducing Stigma, Dealing with Everyday Stressors
Format: MP4s, JPGs, After Effects design files


[DOWNLOAD](#)

VIDEOS


 **Videos**
 Dynamic, visual storytelling to draw employees in and keep them engaged.
Topics: Addressing Burnout, Supporting Caregivers
Format: MP4

[DOWNLOAD](#)


DIRECT COMMUNICATIONS

 **Emails**
 Tailored communications addressing employee behavioral health.
Topics: Addressing Burnout, Supporting Caregivers, Reducing Stigma, Dealing with Everyday Stressors, Manager OFT email template
Format: HTML, animated GIFs, JPGs, Illustrator design files


[DOWNLOAD](#)

 **Newsletters**
 Curated content addressing a variety of behavioral health topics.
Topics: Addressing Burnout, Supporting Caregivers, Reducing Stigma, Dealing with Everyday Stressors
Format: Print-ready PDFs, InDesign files

[DOWNLOAD](#)


 **Managers' Handbook**
 An in-depth guide that will give managers new ideas for supporting employees in an empathetic way.
Topics: Manager Communication
Format: Interactive PDF

[DOWNLOAD](#)

 **Employee Talk Paths**
 Sample language for managers to make conversations about behavioral health more productive and supportive.
Topics: Manager Communication
Format: Print-ready PDF

[DOWNLOAD](#)

SHARE RESOURCES

 **One-Page Resource Guide**
 Customizable template to help you summarize and promote the behavioral health resources available.
Topics: Addressing Burnout, Supporting Caregivers, Reducing Stigma, Dealing with Everyday Stressors
Format: Editable PDF, InDesign file

[DOWNLOAD](#)

Activation Roadmap

Implementing this initiative is easy. Follow the suggested schedule and steps below to promote more open dialogue about behavioral health with your workforce. Click on each step for activation tips and see the following page for additional support and resources available to help.





STEP 1 STEP 2 STEP 3 STEP 4 STEP 5 STEP 6


Read how-to guide, consult with Blue Cross NC


Use this guide to determine how you'd like to use this initiative. Talk with your Blue Cross NC representative about any questions and support you need to implement it with your workforce.

CONSIDERATIONS

 Decide if you will use it as a standalone communications initiative or integrate with existing behavioral health communications programs.




 Select the channels you'd like to use and the asset formats for them.

 Plan the launch and release dates for the various communications.

 Identify what internal resources are available to customize the content and whether or not you may need any outside resources to supplement them.

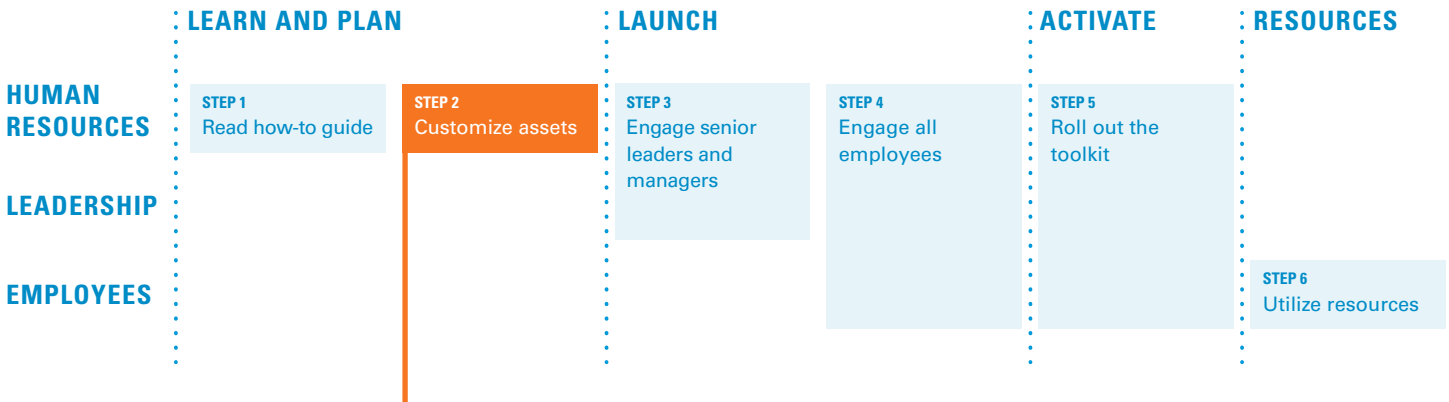
Need further activation support?

While our goal is to give you everything you need and make it easy to implement, we know you may still want an outside partner to help. Speak to your Blue Cross NC representative for assistance with:

-  **Questions**
Getting the answers you need to best utilize the assets.
-  **Customization**
Adding company branding, changing format specifications.
-  **Presentation Support**
Hosting, cohosting or prerecording the leadership or employee presentations.

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Customize assets


Download the assets file and review the usage guidelines to tailor the suite of communication materials.

CONSIDERATIONS

 Download the customizable toolkit if you'd like to add your company logo to cobrand the assets.




 All materials include a "Find Support" call-to-action URL. Determine if this link will direct users to an existing resource page or the Blue Cross NC resource page listed.

 Customize the resource guide with the behavioral health services available to your employees.

 You may want to spend time with the Leadership and Employee Presentations' talking points and interactive exercises to ensure they complement your organization's voice.

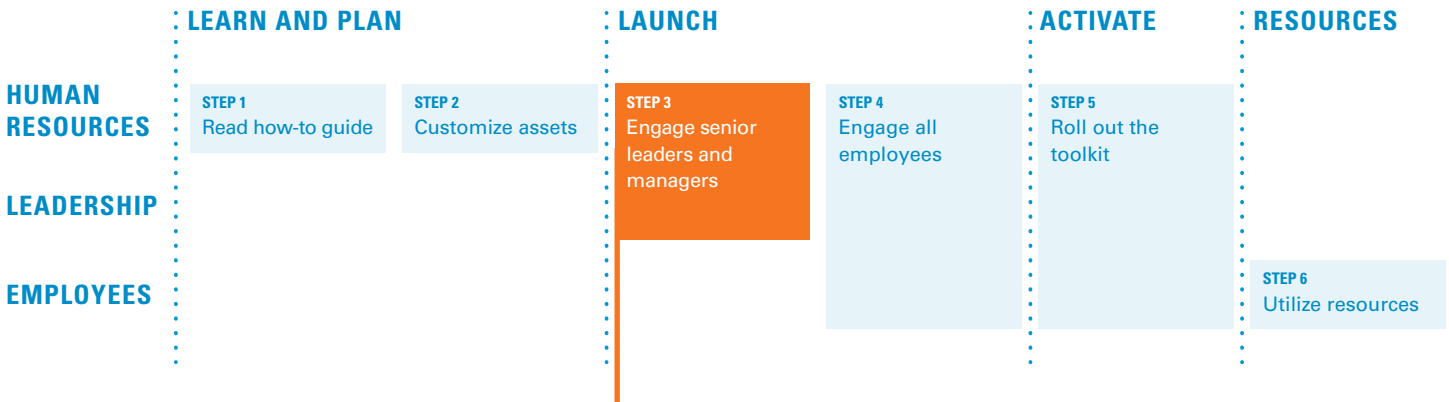
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Engage senior leaders and managers

Use the Leadership Presentation to educate senior leaders and managers on the need to support employees' behavioral health and engage them in the important role they play. **NOTE:** Steps 3 and 4 are launch steps, so if you've already introduced this initiative and are just rolling out the new content, you can skip these steps.

CONSIDERATIONS

- Schedule 15 minutes with all senior leaders and any managers you intend to engage initially and will need continuing support from.
- Read through the slides to familiarize yourself with the optional interactive exercise sections and choose the ones that will resonate with your workforce.
- To make a bigger impact, be sure to customize the statistic that quantifies the need to address behavioral health, on Slide 4 of the presentation.
- Make sure to come out of the presentation with a clear acknowledgment and commitment of support.

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Engage all employees

Use the Employee Presentation to demonstrate to employees the company’s awareness of the importance of behavioral health, and to rally a commitment to creating a culture of health. **NOTE:** Steps 3 and 4 are launch steps, so if you’ve already introduced this initiative and are just rolling out the new content, you can skip these steps.

CONSIDERATIONS

 Decide how you want to give this presentation – virtually or in-person – and schedule a 20-minute meeting time with all employees. (Where possible, we suggest opting for a live, town hall-style format to drive home the cultural commitment.)




 Apply the math you already did in the Leadership Presentation under the first “8 of 10 employees” slide.

 Read through the presentation to see how it flows – there is content you’ll deliver and optional interactive exercises. (Reach out to your Blue Cross NC representative if you’d like their support.)

Next, choose the optional interactive exercises you want to run them through based on what you think will resonate with your workforce, deleting the others (this will give you your final, customized presentation).

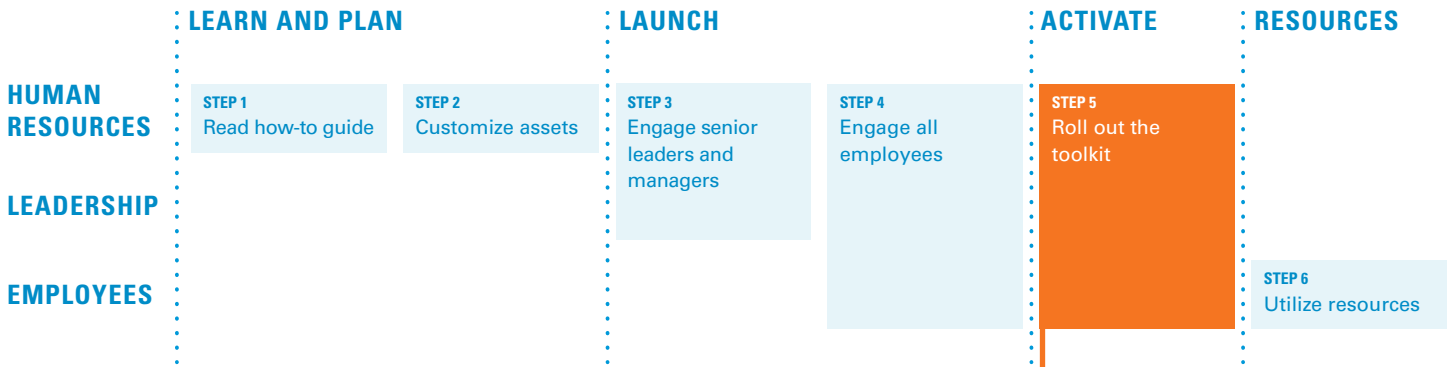
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Roll out the toolkit

Choose your preferred path and begin sending out your Behavioral Health Employee Communications. The toolkit is turnkey, but you are able to customize the order of topics to fit your workforce.

CONSIDERATIONS




 Choose the order in which you want to engage employees in the key topic areas (Manager Communication, Burnout, Caregiving, Stigma, Everyday Stressors, COVID-19).

 Understanding the need to focus around each of these topics, dedicate one month to each topic area – and begin each topic with the email or newsletter, which grounds the conversation.

 Leave the materials up, adding to them each month with the next topic; and encourage leaders and managers to support the importance of the initiative and talk about the materials.

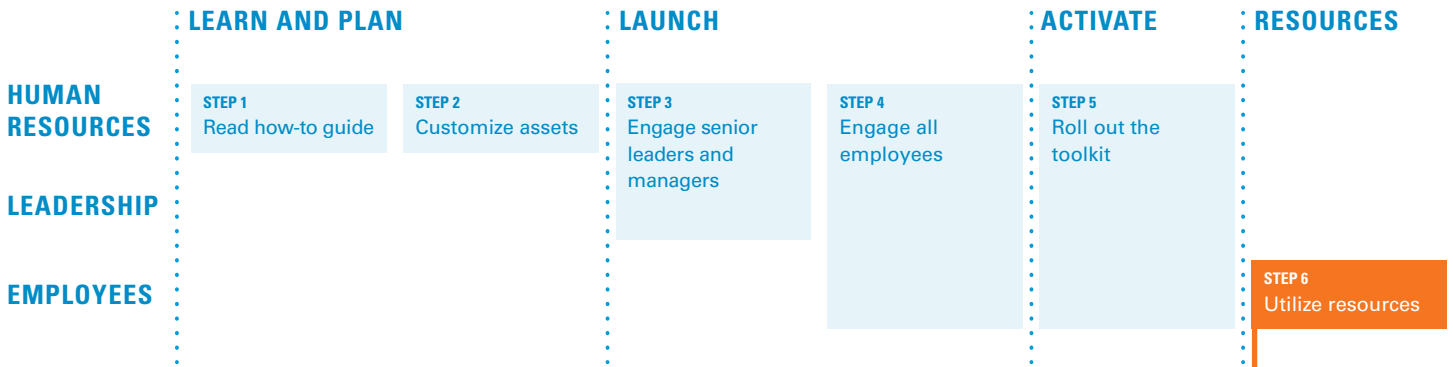
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Employees utilize behavioral health resources

Create a single point of access to all resources you offer, from health insurance member services and Employee Assistance Programs (EAPs), to telehealth and online self-guided tools.

CONSIDERATIONS




 Track, through usage or feedback, which resources are most accessed and helpful.

 Identify where you can flex existing support (such as PTO, holiday or leave-related benefits), in addition to where you can expand benefits to address unique health concerns (such as sleep health programs to help increase alertness and resilience).

 Break down barriers to seeking help; for example, eliminating a \$10 copay can result in twice as much employee engagement.⁸

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Usage Guidelines

If you choose the customizable toolkit instead of the ready-to-use toolkit, the following provides instructions on how to add your company branding, customize the content and select the formats you need.

SPECIFICATIONS	CUSTOMIZATION	
BRANDING	CHANGE	DON'T CHANGE
<ul style="list-style-type: none"> Employer logo can be added to assets in the “company logo” space with equal sizing to the Blue Cross NC logo. Employer cannot remove the Blue Cross NC marks or modify them without Blue Cross NC permission. All employee communications must be constructed so that it is clear that the employer is not the same as, affiliated with or related to Blue Cross NC. 	Company logo	Blue Cross NC logo
CONTENT	CHANGE	DON'T CHANGE
<ul style="list-style-type: none"> The existing creative cannot be changed outside of adding your company logo, the Find Support URL and the services available in the resource guide and additional resources page. The photography rights are only licensed for use within provided assets together with the Blue Cross Blue Shield branding. They cannot be used for any other purpose. 	Find Support URL Resources guide Additional resources page	Creative design Copy Photography
FORMATS	CHANGE	DON'T CHANGE
<ul style="list-style-type: none"> Sizing/output file types can be changed as long as they maintain the same creative elements and ratio as the assets provided. New formats, sizing ratios and asset types must not be created without permission from Blue Cross NC. 	Sizing and output file if ratio and elements maintained	New formats Sizing ratios Asset types (without permission)

Measuring Success

Tracking the impact of this effort is important but not always easy to know how to do. Here are some indicators that can help get you started.

Awareness and engagement with material <ul style="list-style-type: none"> Attendance at employee presentation Post-meeting survey; quarterly (or regular) survey follow-up Email open rates, clicks, etc. Downloads of resources template Employee sharing of content 	Utilization of behavioral health support <ul style="list-style-type: none"> EAP usage Self-guided behavioral health tool usage (e.g., apps, online programs) Behavioral health visits (in-person and telehealth) Engagement in company-sponsored programs Behavioral health fair attendance 	Impact on company culture and practices <ul style="list-style-type: none"> Increased leadership involvement Communicated company values Established behavioral health-related policies Regular educational/social programs on behavioral health-related topics Rewards and recognition supporting full health 	Employee well-being and engagement <ul style="list-style-type: none"> Improved behavioral health perceptions (of work-related stress, work environment-related stress, life satisfaction) Improved morale Increased employee work engagement Increased job satisfaction
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Giving full health our full attention

The continued growth of behavioral health conditions across all generations means the time for action is now. Improving outcomes for your employees and lowering costs for your organization will require a full-on approach.

We're here to help.

Explore our eBook and full suite of resources designed to help you take behavioral health head-on at BlueCrossNC.com/FullHealth.



Next step: Download our Well-Being@Work Toolkit!



DOWNLOAD IT TODAY AT

BlueCrossNC.com/GetWellbeingToolkit

At Blue Cross NC, we believe in promoting the full health and well-being of our members. Smarter, better health care isn't confined to the doctor's office – it extends to homes and workplaces, too.

Whether you're just starting out or have a well-established health and well-being program, our Well-Being@Work Toolkit offers actionable information on:

- Using **data and analytics** to spot unmet needs
- Applying **consumer experience (CX)** principles to boost engagement
- Promoting well-being across different generations
- Addressing **social determinants of health** and reducing the stigma of **behavioral health** issues in the workplace
- **Measuring results** to learn and grow year-over-year

1 Centers for Disease Control and Prevention, "Workplace Health Promotion: Mental Health Disorders and Stress Affect Working-Age Americans," 2019.

2 National Alliance on Mental Illness, "NAMI Launches Stigmafree Company Partnership," July 7, 2016.

3 Blue Cross and Blue Shield Association, The Health of America®, Millennial Health: Trends in Behavioral Health Conditions, Oct. 15, 2020.

4 *Employee Experience* (blog), "The Other COVID-19 Crisis: Mental Health," by Qualtrics XM, posted Apr. 14, 2020.

5 Taylor Adams, Madeline Reinert, Danielle Fritze and Theresa Nguyen, Mind the Workplace 2021, Mental Health America, 2021.

6 AARP and National Alliance for Caregiving, *Caregiving in the U.S. 2020*, May 2020.

7 Brodey, "62% of Employees Want Leadership to Speak Openly About Mental Health," Forbes, 2019.

8 AbleTo, Commercial Health Plan Analysis, 2016.

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