



2024 Mental Health Awareness Month

Campaign Proposal



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What the Data Shows

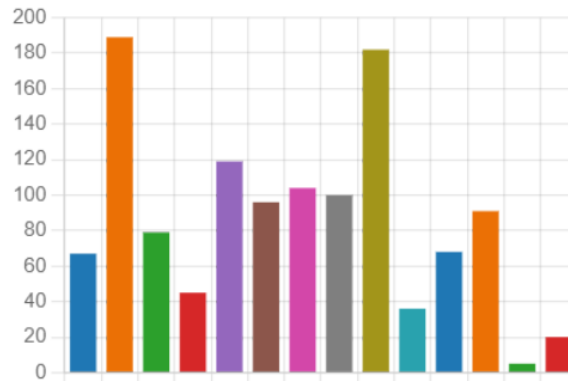
Takeaways from Past Campaign Surveys

- The following slides will illustrate the following:
 - Anxiety/depression, stress/burnout, and grief/loss have consistently been the highest requested mental health topics to address.
 - Consistent improvement in perception of campaigns' efforts to create a safe space for mental health conversations.
- Takeaways from survey comments:
 - Overall very positive feedback; campaign thoughtfulness is appreciated.
 - There is both too much and not enough campaign promotion/communication.
 - Support from direct supervisors would be helpful and encourage participation.
 - Requests for more consistent mental health focus and conversation throughout the year.
 - Requests for more information about how to access services/utilize EAP and Teladoc for behavioral health

Mental Health Topics for Future Campaigns

10. Which mental health topics would you like us to consider for future campaigns and communications?

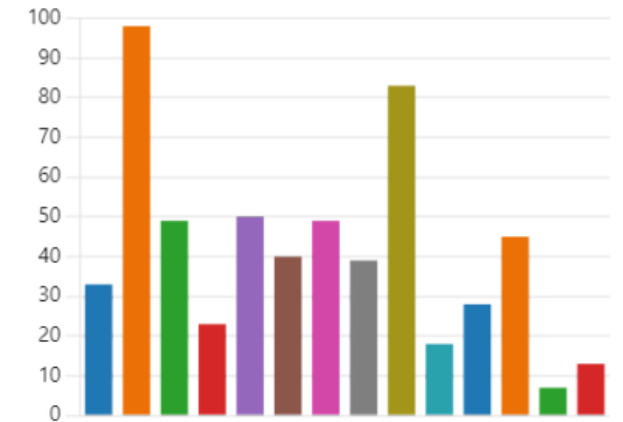
Anger	67
Anxiety and depression	189
ADHD	79
Bipolar disorder	45
Grief and loss	119
Resilience	96
Seasonal affective disorder (SAD)	104
Social connection	100
Stress and burnout	182
Substance use	36
Suicide prevention	68
Trauma	91
None of the above	5
Other	20



2022 MHA Campaign Survey

8. Which mental health topics would you like more information about?

Anger	33
Anxiety and depression	98
ADHD	49
Bipolar disorder	23
Grief and loss	50
Resilience	40
Seasonal affective disorder (SAD)	49
Social connection	39
Stress and burnout	83
Substance use	18
Suicide prevention	28
Trauma	45
None of the above	7
Other	13

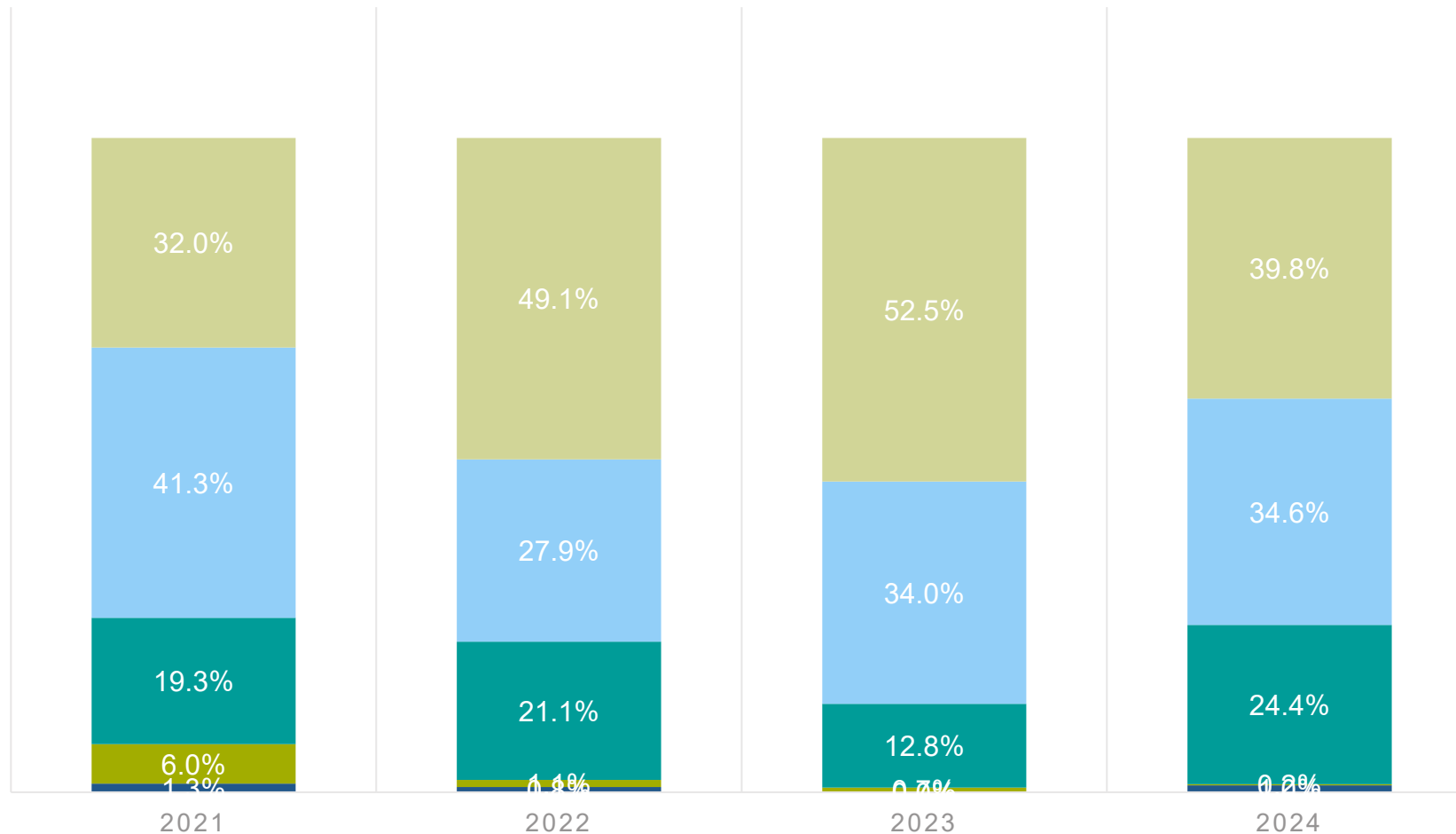


2023 MHA Campaign Survey

How would you rate the Mental Health Awareness Month campaign's efforts to create a safe place to have open conversations around mental health?

MENTAL HEALTH CONVERSATIONS

■ Very poor ■ Poor ■ Neutral ■ Well ■ Very well



Survey Responses

2021: 152
Approx. 1,700 employees; 8.9% response rate

2022: 276
Approx. 1,820 employees; 15.2% response rate

2023: 143
Approx. 1,920 employees; 7.4% response rate

2024: 575
Approx. 1,920 employees; 30% response rate

Wellness, HR Benefits, and DEIB

Additional Feedback and Considerations

- Incorporate information about substance abuse. We have a 50% higher claims on substance abuse than our control group, somewhat tied to our mental health claims.
 - Could talk about access for substance abuse services and healthier ways to cope with stress and burnout.
- Address financial stress. Annual well-being survey data also supports this recommendation.
- Identify opportunities to support leaders; provide tools to help them support MHA efforts.

Additional Feedback and Considerations (cont.)

- Employee Healthy Life is prioritizing community well-being; this also aligns with great opportunities to lift up Employee Resource Groups and highlight the mental health benefits of strong, supportive communities and spaces of safety and belonging.
- Potential opportunity to promote AbleTo, a new mental health self-support resource being piloted with the employee population. (If available in time for the campaign.)
- The amount of information shared during the campaign can be overwhelming and there's a lot of benefit to "microlearning" – consider how to incorporate microlearning into campaign efforts.

Proposed Themes and Structure

2024 Overarching MHA Month Approach

- Theme: Living well with stress, anxiety, and depression
- Incorporate microlearning opportunities
- Leverage Mental Health Awareness Teams space for ongoing engagement and communication
- Weekly topics provide supporting information associated with anxiety, depression, and stress
 - Healthy coping strategies
 - Accessing care and resources (AMA with a Member Support Specialist?)
 - Supportive communication (for managing work stress/anxiety and conflict mitigation)
 - Forming supportive communities / relationships
- Events and activities:
 - ERG highlights and open house(s)
 - Mindful Minutes challenge in Virgin Pulse (quarterly challenge open to all PS commercial membership)
 - Live webinars from Burnalong, EAP, and potentially Teladoc and AbleTo?

Proposed Campaign Structure

2024 Theme: Living well with anxiety, depression, and stress

	Week 0	Week 1	Week 2	Week 3	Week 4	Wrap-up
Weekly topics	Campaign overview	Healthy coping strategies	Accessing care and resources	Supportive communication	Forming supportive communities / relationships	Campaign wrap-up and survey launch – what to expect ongoing
ERG highlight	Overview: ERGs and DEI Council	Veterans	People of Color Unity	FLARE	Accessibility Advocates	Allyship and call-to-action: Get involved
Challenge		Mindful Minutes	Mindful Minutes	Mindful Minutes	Mindful Minutes	
Activities and Events		All ERG: Mental Health Tools webinar	AMA with an MSS (pend)	Burnalong webinars (pend)	AA ERG: Mental health	
Resource highlight	General BH resources page on Healthy Life site	EAP Virgin Pulse	MSS team Teladoc EAP	Burnalong	Committees ERGs Social clubs	Resource recap
Communications	Weekly InsideSource blog posts (long-form content), emails (summarized, linking to blog), Teams posts (microlearning), PS newsfeed (highlights and redirect to blog/Teams), meeting invites as applicable.					