

Mental Health Action Day Planning Tips for Employers

Thursday, May 19th, 2022



**Mental Health
Action Day**



Mental Health Action Day is Thursday, May 19, 2022—an important opportunity to turn awareness into action inside your organization! Join thousands of other employers and partners to strengthen a culture of caring, encourage open conversations about mental health and connect employees to benefits, support and treatment options.

STEP ONE: Become an official partner.

Your organization can sign up to become an official Mental Health Action Day partner by completing the sign up form at [MentalHealthAction.Network](https://www.mentalhealthaction.org/partner).

STEP TWO: Spread the word.

Use the our **Social Media Toolkit** to access customizable social media graphics and recommended posts to add in a CEO statement or your company's pledge for #MentalHealthAction.

STEP THREE: Take action on May 19!

Use the attached planning worksheet to create your #MentalHealthAction plan!

TAKE THE NEXT STEP

- 1. Build or strengthen your company's workplace mental health program using our [free resources](#).**
- 2. Get expert support to help guide your journey.** Our team of experts offers free coaching and training to help employers develop or evaluate their workplace mental health program. Contact us at hello@healthaction.org to schedule a free consultation.

MENTAL HEALTH ACTION DAY PLANNING WORKSHEET

DEFINE YOUR WHY

What motivates you to be a champion for workplace mental health?

DEFINE YOUR VISION

What change do you want to inspire inside your organization?

CREATE YOUR ACTION PLAN

1. How will you educate your employees, customers and community about #MentalHealthAction on May 19?

Ideas:

- Create digital content on your company website or employee intranet. See our **Social Media Toolkit** and **Tips for Leadership Storytelling**).
- Convene public events, such as wellness activities for employees and customers.
- Run PSAs in your stores or places of business.
- Embed links on your homepage or in your product, sharing insights about mental health and resources.

2. How will you embrace discussions about mental health throughout your organization?

Ideas:

- Encourage open dialogue about mental health. Consider convening employees in small groups, online town hall meetings, and at company-wide forums to break the silence and open the door for employees to seek help when needed.
- Consider appointing a mental health leader to monitor employee well-being, examining benefits and access to treatment, and the effectiveness of workplace programs.

- Ask senior leaders to speak out about their own mental health journey if they feel comfortable. They might wish to share how it has impacted their career and why taking action is critical for personal and professional well-being. This could be done in a company email, a conversation over Zoom or through another medium authentic to your organization.
- Tailor your approach to the needs of the diverse communities within your workforce. Cultivate trusted messengers who can express empathy, listen for the challenges their co-workers are facing and help them seek support.
- Reach out to your state or local public health department to explore what resources may already exist in your community to support employee mental health. Consider working together to identify ways to strengthen mental health services and support for workers, customers and communities where you operate.

3. How will you encourage employees to consider their own mental health?

Ideas:

- Block off an hour, a half day or a full day for employees to support their own mental health.
- Help your employees understand what services are covered by their insurance — it's one of the most commonly reported barriers to accessing mental healthcare. Distribute materials such as mental health benefits tips from your insurance plan, Employee Assistance Program (EAP) and other benefits vendors.
- Announce new mental health benefits or highlight existing ones. You may also choose to offer a wellness stipend or other strategies to support employees as they take action on mental health.
- Provide your company's leaders with opportunities to showcase their own actions, as an example for members of their team. For example, leaders might share how they prioritize balance, mental health or relaxation in a series of blogs on your employee intranet.
- Host an employee wellness event. An engaging speaker or event can bring employees together and help them better understand mental health and the resources they have at their disposal. Your insurance plan, EAP or other benefits vendors will be able to help you identify an expert speaker.

4. Who else inside your organization can you engage to help you fulfill your action plan?

Ideas:

- Invite your workforce to participate in a voluntary committee or workgroup to plan company-wide activities for Mental Health Action Day.
- Encourage managers to host team-based conversations about mental health or plan a team-bonding activity.
- Engage your Employee Resource Groups to raise awareness and host events on mental health.
- Work with your leadership and/or communication's team to send out an email from your leadership. See our **Sample CEO Letter** for a template to get started.

5. How will you measure and celebrate your success?

Ideas:

- Use a survey like the [NIOSH Worker Well-Being Questionnaire](#) or the [Workplace Mental Health Assessment](#) to gauge the climate of your organization. Set measurable goals and milestones for improvement to pair with your initiatives over the course of the year.
- Include goals for managers to become trained in mental health and conduct check-ins with their teams. Incorporate metrics for supportive leadership in performance reviews, with recognition for managers who apply these skills.
- Normalize self-care and treatment. Track and share the number of workers who participate in mental health initiatives such as company mental health days, volunteer days or use EAP services. Normalizing use of services can reduce barriers and improve access.