



New 3-step client action plan

Use this tool to help your clients address growing mental health and well-being needs

Situation: mental health and well-being is a growing concern for your clients

41%

of American adults struggle with mental health issues stemming from the pandemic.¹

90%

of employers felt that the pandemic was affecting the behavioral health and productivity of their employees.²

Solution: New 3-step mental health and well-being plan gives clients the tools they need to take action

Mental health and well-being action plan—see other side

¹Liz Hilton Segel, “5 ways to design a better mental health future for a stressed-out workforce,” Fast Company, last accessed March 12, 2021 <https://www.fastcompany.com/90567035/5-ways-to-design-a-better-mental-health-future-for-a-stressed-out-workforce>

²Erica Cole, Kana Enomoto, Aditya Gupta and Razili Lewis, McKinsey National Employer Survey, last accessed March 12, 2021. <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/national-employer-survey-reveals-behavioral-health-in-a-covid-19-era-as-a-major-concern>

Mental health and well-being action plan

1

Normalize the need

Organizations and managers should discuss openly with their employees:

- It's normal and expected to experience a myriad of emotions.
- We've all had similar feelings.
- Ask them to share ways they've coped and found solutions to challenges during team meetings.
- Let them know they're not alone and are supported by team members and leadership.

2

Share valuable resources

- Organizations should provide regular reminders about their Employee Assistance Program (EAP) and other resources.
- Communicate multiple times in multiple ways, including via email, intranet, e-newsletters and traditional mail.
- Emphasize the connection between mental health and workplace harmony and productivity.

3

Elevate self-care as an everyday activity

- Self-care is now considered a must for maintaining health, peace and productivity.
- Self-care can take the form of a physical or mental health assessment, biometric screening, exercise, healthy diet, weight and chronic disease management or meditation.



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*There is no employer contract for these direct-to-consumer resources; available only from the App. All apps offer a free trial version; however, the employee is responsible for paying for continued use of the app.

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