

# Employee Assistance Program Communications guide

Communicating the benefits of your Employee Assistance Program (EAP) is vital to educating, empowering and engaging your staff. They should know about the variety of resources, tools and services available to help make their lives easier.

## Educate: Core materials

We offer a comprehensive selection of materials to educate your staff about their program. All communications are available in English and Spanish, and most of the materials are co-branded with your logo and program information.



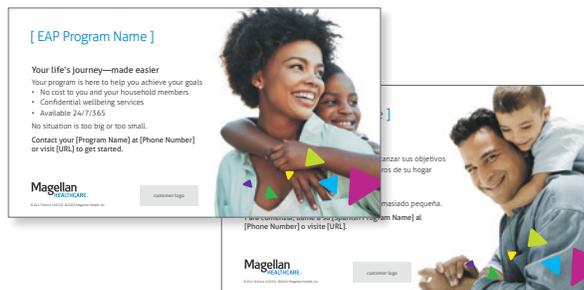
Brochure with wallet cards



Posters



Overview flyer



Digital sign

# Empower: Program-specific resources

Empower your staff to use all of the services that your program offers. Communications are co-branded with your logo and program information.

## Printed & digital resources

### Tip sheets

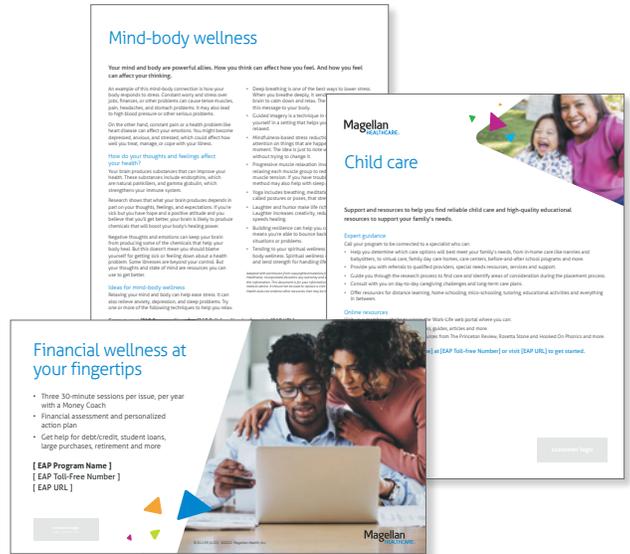
Tip sheets are available electronically and feature timely information and practical tips on a variety of topics.

### Flyers

Flyers are available electronically and feature in-depth, program-specific information to increase utilization of different services.

### Digital signs

Digital signs contain messaging for public spaces. These signs include impactful quotes, statistics and information related to your program, and can be placed on monitors or TV screens.



## Online engagement resources

### Member website

The member website centralizes EAP services, programs and resources. Members can:

- Explore all program services.
- Research care providers in their area.
- Find articles, videos, self-assessments and webinars on a wide range of topics such as mental health, family, relationships, finances, legal services and physical wellbeing.

The member website is designed for easy browsing on any device. Members receive timely, curated content each time they visit the site.

# Engage: Member campaigns, workplace support and training

## Momentum engagement campaign

Keep your staff engaged with fresh, relevant and timely content. The campaign includes a **newsletter, poster and digital sign**, and promotes the monthly live webinar. Managers receive a quarterly newsletter and live webinar. Monthly themed content is also featured on the member website.



The two-page newsletter takes a holistic approach to the monthly theme with a variety of articles, tips and a registration link for the live webinar. Key features include:

- *Featured article*: emotional health information and tips to encourage individuals to make positive changes in their lives.
- *Mind Your Mental Health*: education, tools and resources about specific mental health awareness and observances to help members learn practical ways to improve their mental health and understand how to help others.
- *Money Matters*: financial tips and the upcoming monthly financial wellness webinar(s).
- *Working on Wellbeing*: simple and doable strategies to eat better, move more and live happier.

### Live webinar

Live webinars focus on timely issues presented by subject matter experts. Webinars are recorded and posted to the member website along with the presentation and supporting materials.

## 2023 Monthly themes

Each year, we develop a fresh, new editorial calendar with compelling themes that are relevant to the needs of different life stages.

**January**  
Finding Your Purpose

**February**  
Healthy Relationships

**March\***  
Prioritizing Self-Care

**April**  
Financial Wellbeing

**May**  
Managing Stress

**June\***  
Finding Joy at Work

**July**  
Pursuing Happiness

**August**  
Caring for Yourself and Others

**September\***  
Becoming a Mental Health Ally

**October**  
Connecting Your Diet and Mood

**November**  
Understanding and Overcoming Anxiety

**December\***  
Emotional Wellbeing

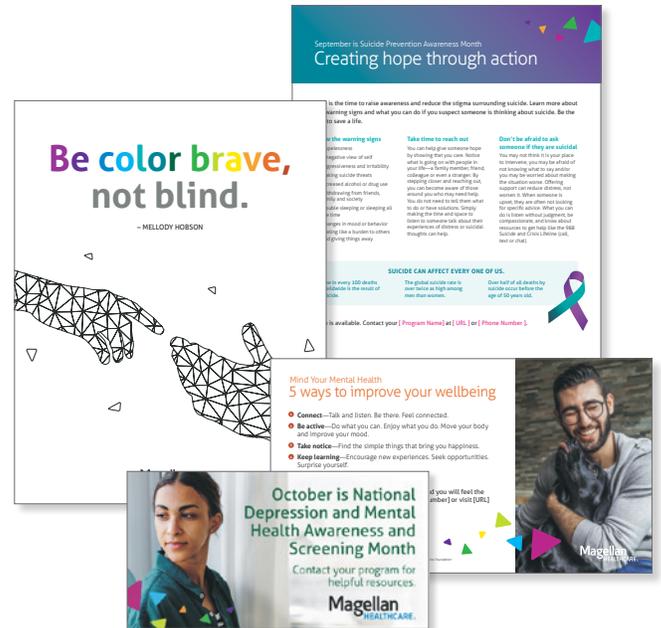
*\*The theme applies to the quarterly Manager newsletter which publishes this month.*

## Special campaigns

The following special campaigns promote awareness and support emotional wellbeing in the workplace. Campaign materials are regularly updated and include posters, flyers, digital signs, virtual backgrounds, intranet tiles and coloring activities.

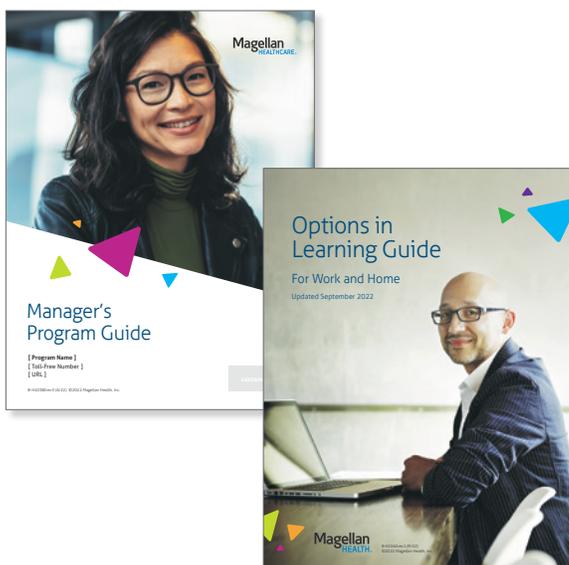
Topics include:

- Mental Wellbeing Month
- National Cancer Prevention Awareness Month
- National Drug and Alcohol Facts Week
- National Stress Awareness Month
- Mental Health Month
- LGBTQIA Pride Month
- Black, Indigenous and People of Color (BIPOC) Mental Health Awareness Month
- National Back to School Month
- Suicide Prevention Awareness Month
- National Depression and Mental Health Awareness and Screening Month
- World Mental Health Day
- National Family Caregivers Month
- National Stress-Free Family Holidays Month



## Workplace support and training

Creating a safe and productive environment where staff is enthusiastic about their work is a common goal for managers and supervisors. The Manager's Program Guide and Options in Learning Training Guide are educational resources to help managers support staff.



### Manager's Program Guide

Updated regularly, the Guide outlines the services available to managers as well as those that can be recommended to staff. The Guide includes information on how to promote the program, navigate workplace conflict, understand the warning signs of behavioral health issues in staff, address performance concerns and more.

### Options in Learning Training Guide

The Guide includes information on dozens of educational courses for managers and staff. Most courses range between 45 and 90 minutes and include topics such as navigating uncertain times, reducing stress, mental health, substance misuse and suicide prevention awareness, improving communication and more.