

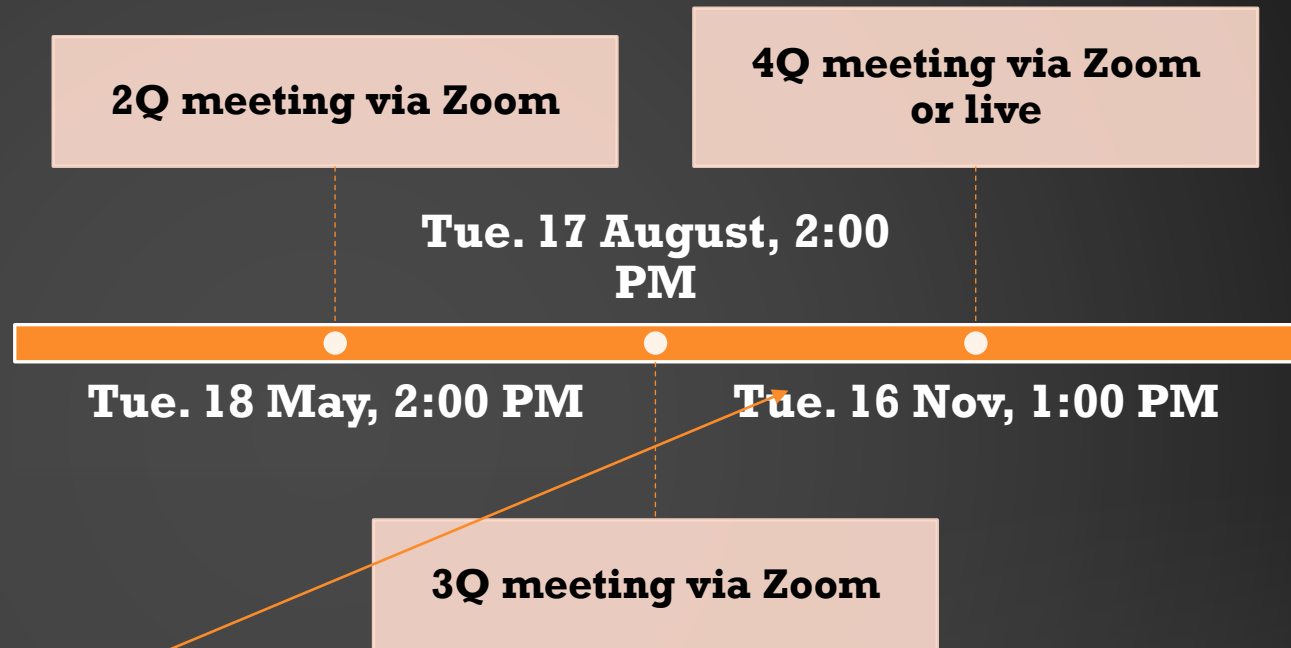
REMOVING THE STIGMA OF MENTAL HEALTH: Q3 SUSTAINING THE MESSAGE AND CULTURE

AUGUST 17, 2021

VIRGINIA BANKERS
ASSOCIATION
Benefits Corporation

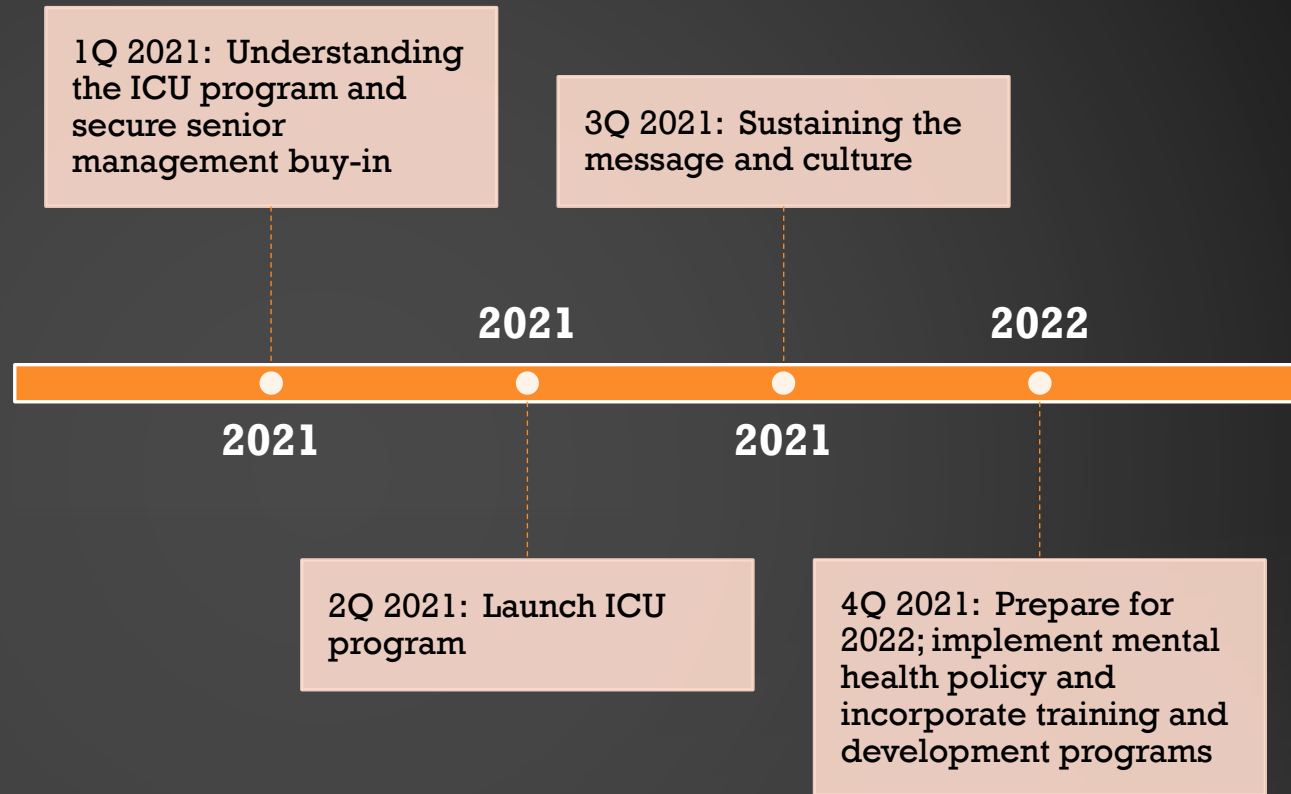
PROGRAM STRUCTURE RECAP

QUARTERLY 2021 MEETING DATES



Mid-quarter check-in: Monday, September 27th @ 2:00pm

2021 ACTION PLAN



RECAP Q2: LAUNCHING THE ICU PROGRAM

Debrief

Q2 INITIATIVES: FEEDBACK, QUESTIONS

1

Create a buzz

2

Conduct employee
survey and/or
focus groups

3

Reveal ICU video
and deliver
support materials
and message

Q3: SUSTAINING THE MESSAGE AND CULTURE

Action Steps

REITERATE THE MESSAGE

Visibility of the ICU program is important for success; seeing it more than once reinforces the message

Message of reducing stigma of mental health, increase awareness and encourage people to seek help

ACTION: Develop an ongoing calendar that reminds you to promote the program; rotate through program launch materials to keep it fresh and send to employees on a regular basis

SAMPLE MATERIALS/RESOURCES FOR REGULAR COMMUNICATIONS

ICU program video

ICU program flyer and
email – for distribution
and/or intranet

ICU logo and program
messaging in monthly
newsletters, onboarding
for new hires, staff/team
meetings

Resources page on
knowing where to get
help

VBABC 2021 Mental
Health Calendar articles
in tandem with ICU
materials

EVALUATE SUCCESS

- Track specific metrics to assess initiative's impact through claims data and feedback from employees
- Measure at six months from launch and then on an annual basis
 - Post-implementation survey to employees (sample available)
 - Manager feedback through interviews and/or focus groups
- Results can inform decisions on program expansions or what messaging might need to be reinforced to create a supportive workplace culture



Q&A



APPENDIX

Q1 & Q2 Materials



CENTER FOR
**WORKPLACE
MENTAL HEALTH**

 ICU Program Implementation Guide



The ICU Program is an awareness campaign for the workplace, designed to decrease the stigma associated with the topic of mental health and foster a workplace culture that supports emotional health. It was developed by the European and U.S. members of DuPont's Employee Assistance Program (EAP) in 2011, has been delivered to DuPont's 70,000 employees worldwide since then, and has now been adapted by the Center for Workplace Mental Health for use by other employers.

The ICU Program uses an analogy that just as people with a physical injury or illness may require help through an Intensive Care Unit, so people with a psychological/emotional injury or illness may require help from one another. Thus, "ICU" becomes "I See You." Three corresponding ICU Program steps to take that provide this help are as follows:

- (1) Identify the signs of distress.
- (2) Connect with the person experiencing distress.
- (3) Understand the way forward together.

The step "Understand the way forward together" can include having a simple conversation or using mental health benefits and programs available through your organization.

The core component of the ICU Program is a five-minute video that teaches employees about emotional health and how to appropriately connect with distressed peers at the workplace who may need support. Through the ICU Program's message, we can encourage people in emotional distress to reach out for help and return more quickly to health and productivity. By following these steps, your organization can foster a supportive workplace culture where everyone can play a part in improving emotional health.

Physical Health	"I See You"	ICU Steps to Improve Emotional Health
Intensive	I	Identify the signs
Care	C	Connect with the person
Unit	U	Understand the way forward together

Intensive Care Unit, or ICU, becomes "I See You" through three steps: Identify the signs, Connect with the person, and Understand the way forward together.

ICU PROGRAM: CENTER FOR WORKPLACE MENTAL HEALTH

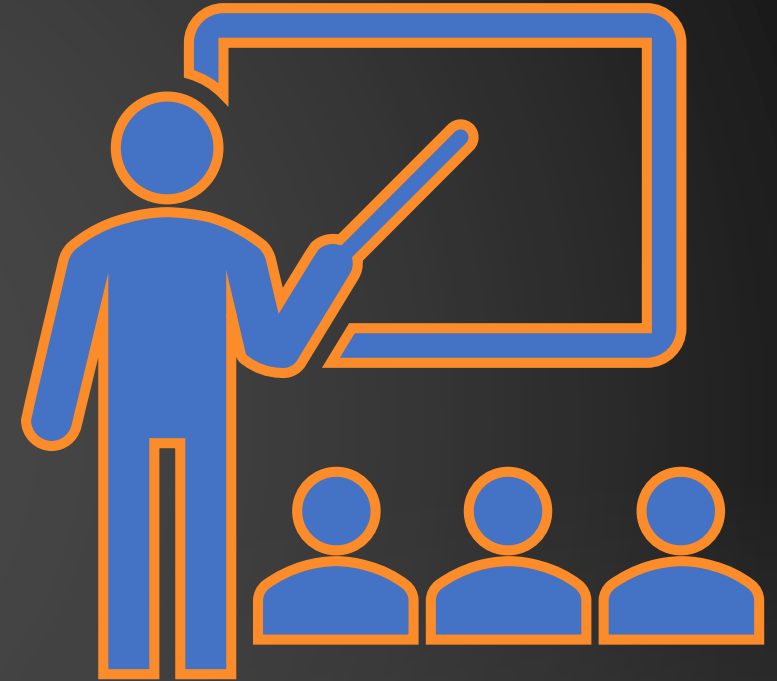
REMOVING THE STIGMA OF MENTAL HEALTH WITHIN YOUR ORGANIZATION: ICU OVERVIEW

[HTTP://WWW.WORKPLACEMENTALHEALTH.ORG/EMPLOYER-RESOURCES/ICU/](http://www.workplacementalhealth.org/employer-resources/icu/)

- *ICU Program*: Developed by DuPont's EAP program members and adapted by the Center for Workplace Mental Health for use by other employers.
- ICU = I See You; message encourages people in emotional distress to reach out for help.
- Three corresponding steps:
 1. Identify the signs of distress.
 2. Connect with the person experiencing distress.
 3. Understand the way forward together.
- Organization will foster supportive workplace culture where everyone can help in improving emotional health.

CORE COMPONENT OF ICU: PROGRAM VIDEO

- Five-minute video focused on teaching employees about emotional health and how to appropriately connect with distressed peers at the workplace who may need support or help.
- <http://www.workplacementalhealth.org/Employer-Resources/ICU/>
- Use ICU in tandem with mental health and wellness programs offered through benefits program



DETERMINE WHERE EMPLOYEES WILL REACH OUT FOR HELP

When ICU program is launched, employees should be guided to utilize support programs already in place; frame resources in a way that best fits how employees should take action.

1. Create list of programs and resources offered to all employees or particular groups. *VBA to assist.*
2. From list, determine which programs to highlight and how you want employees to access and utilize them.
3. Consider role of vendor providers throughout this initiative and identify questions about specific services and benefits provided. *VBA to assist.*

GETTING BUY-IN AND BUILDING SUPPORT FOR STAKEHOLDERS

Elicit support from senior management about removing mental health stigma within the organization so it becomes part of firm's culture and values.



Customize ICU Leadership Presentation on Improving Emotional Health – slides 1 – 11:

Meet with CEO and other senior leaders

Meet with managers/supervisors

Other stakeholder groups, e.g. retail executives

Q2 INITIATIVES: LAUNCHING THE PROGRAM

1

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CREATE A BUZZ



Post ICU program's "face" logo to generate interest and curiosity of employees

- High traffic areas at your organization, such as break rooms, kitchens or reception areas
- Intranet and newsletters

Employees will identify the logo with the "I See You" message as you launch the program; consider pre-launch article in newsletter or on intranet

CONDUCT PRE-IMPLEMENTATION EMPLOYEE SURVEY AND/OR FOCUS GROUP

Employee survey – sample questions/format provided

- Agree/disagree statements relating to current comfort in approaching co-workers in distress or sharing with co-workers if suffering from mental health issue
- Approach to helping a colleague in distress
- Awareness of resources available through the benefit programs

Focus group can replace or supplement survey

- Review ICU program highlights
- Similar questions as survey
- Potential barriers to success within your organization

FORMALLY LAUNCH THE INITIATIVE: REVEAL ICU VIDEO

Show	Show ICU video with confirmation of leadership support by creating introductory video or including into a presentation on why the ICU program is important to the organization
Embed	Embed video and information on where to get help on intranet site
Provide	Provide supporting communications materials, including actions for employees to take in response to distressed colleagues

- **ICU customizable flyer**: Briefly describes the ICU program and includes toll-free numbers for the Anthem EAP and Anthem member services
- **ICU email/intranet**: Describes the ICU program, includes video description and toll-free numbers for the Anthem EAP and Anthem member services

DELIVER SUPPORT MATERIALS AND MESSAGES