

# REMOVING THE STIGMA OF MENTAL HEALTH: Q2 PREPARING TO LAUNCH

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MAY 18, 2021

VIRGINIA BANKERS  
ASSOCIATION  
Benefits Corporation

# QUARTERLY 2021 MEETING DATES



Mid-quarter check-ins, if necessary

# STEPS TO BUILD A CARING CULTURE

2021 focus

1

Remove the Stigma of Mental Health within the Organization

2

Make Time for Listening

3

Give Employees Ways to De-Stress

4

Be Transparent With Employees

5

Establish Quiet Spaces

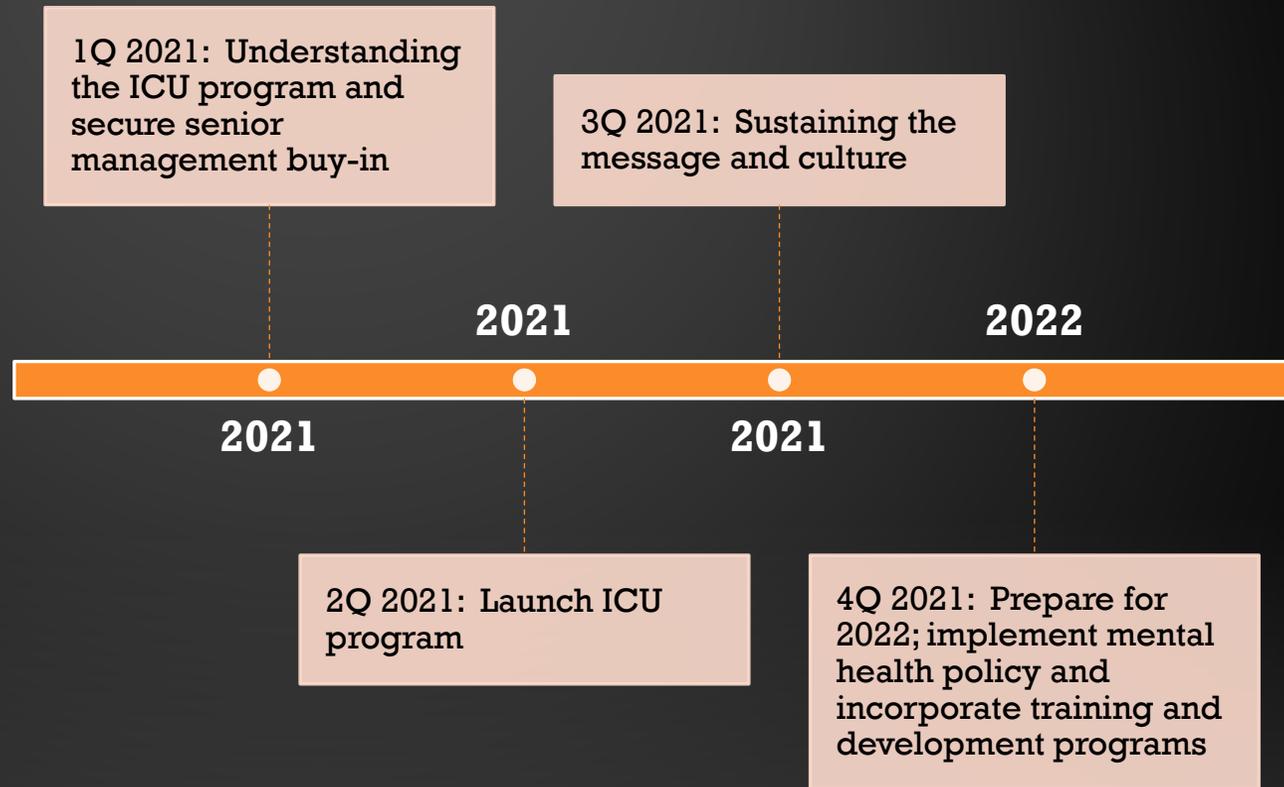
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Offer Benefits That Support Mental Health

7

Implement a Mental Health Company Policy

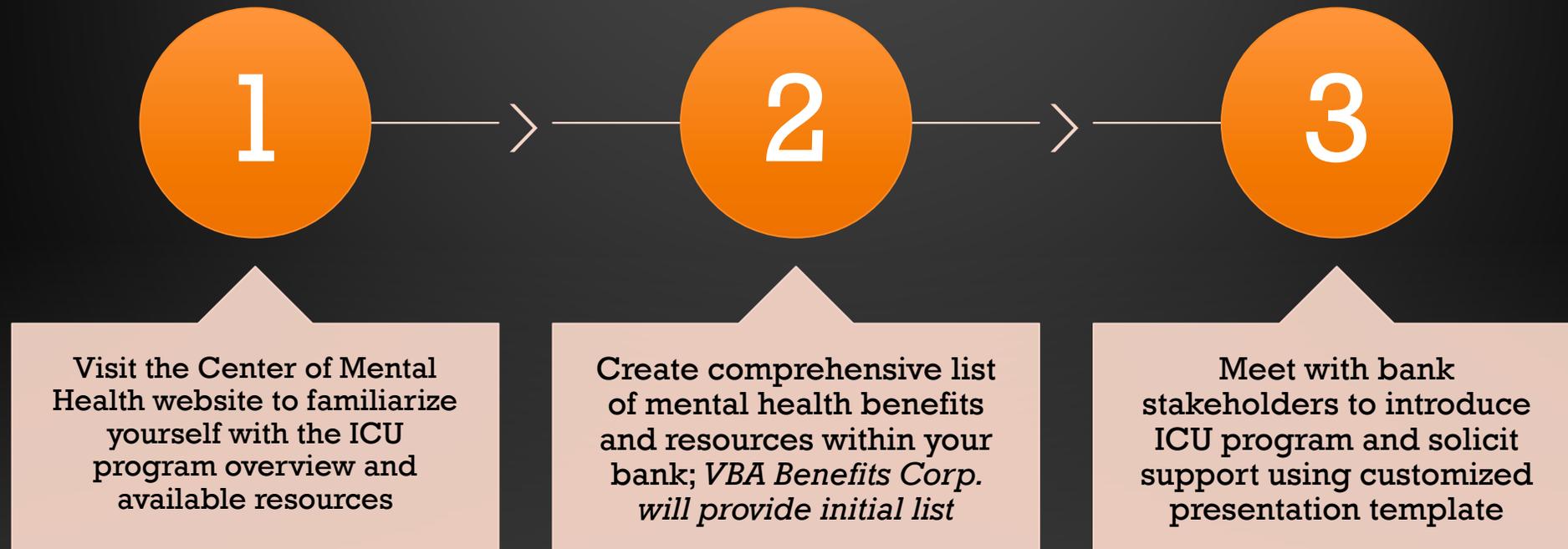
# 2021 ACTION PLAN



# PLANNING PRIOR TO LAUNCH

Debrief

# Q1 INITIATIVES: FEEDBACK, QUESTIONS



<http://workplacementalhealth.org/Employer-Resources/ICU>

# Q2: LAUNCHING THE PROGRAM

## Action Steps

# PROGRAM LAUNCH ACTION STEPS

1

Create a buzz

2

Conduct employee  
survey and/or  
focus groups

3

Reveal ICU video  
and deliver  
support materials  
and message

# 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

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## 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

<b>Show</b>	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
<b>Embed</b>	Embed video and information on where to get help on intranet site
<b>Provide</b>	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

Q&A



# APPENDIX



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