



# Mental Health Month

## Communications Guide

The events of the last year have magnified the importance of paying attention to one's mental health. Help your employees understand why mental health is important and what common symptoms or mental health concerns may look like, so they can identify their own reasons why their mental health matters.

**There's a range of reasons one may need mental health support.** To take full advantage of your Behavioral Health benefits, Optum has developed a robust communications toolkit for Mental Health Month designed to help employees start on their journey to better health — and less stress. This guide provides an overview of available communication options and how to use these tools to drive awareness and promote the use of mental health resources, including our 24/7 digital experience.

### What's included:

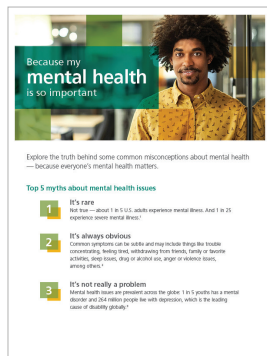
Materials that are available for download include:

- Flyer
- Poster
- Emails — announcement and reminder
- Fact sheet
- Terminology guide
- Suggested uses and tips for engaging employees
- Link to Mental Health Month resource landing page

**Questions?** Talk to your Client Service Manager or Account Manager for assistance.

## How to maximize use of this kit

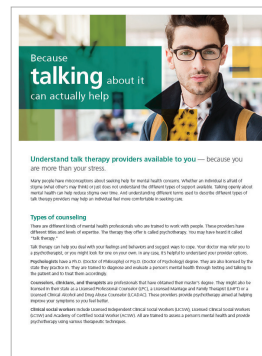
- Plan an event to get everyone interested in Mental Health Month. Or create themed days to drive awareness. Events can be as simple as a short 15-minute team breaks either virtually or in an area that allows appropriate social distancing space.
- To keep things fresh, use a few different options and swap them out from one week to the next.
- Consider deploying emails twice to get the buzz going and keep the momentum.
- Use the hashtag #BigReasonWhy on your social media platforms to encourage staff to share their own reasons why their own mental health is important to them.
- Print several materials and place in high-traffic areas.
- Consider sending flyers as an e-mail attachment.
- Keep stacks of flyers in offices.
- Post support materials to employee intranet site.
- Direct employees to the Mental Health Month landing page: [cx.optum.com/mentalhealthmonth](https://cx.optum.com/mentalhealthmonth) for mental health resources.
- Important: Frequency of messaging drives behavior change — you are not over-communicating.



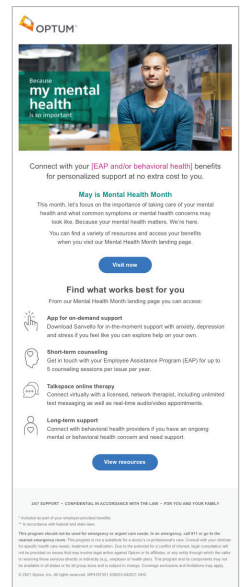
Fact sheet



Poster



Terminology guide



Emails

## More tips for engaging employees:

- Make the biggest impact by using all the materials available to you. People respond differently to different types of communication.
- Be known as an expert. Take time to learn about Mental Health Awareness Month and events within your company. Be able and available to answer employee questions.
- Run campaigns more than once. People need to hear a message several times before they decide to act.

For more information about mental health, visit: [cx.optum.com/mentalhealthmonth](https://cx.optum.com/mentalhealthmonth)



24/7 support • Confidential in accordance with the law • No extra cost\*

\*BH benefits may be subject to deductible or coinsurance.

**This program should not be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room.** This program is not a substitute for a doctor's or professional's care. Consult with your clinician for specific health care needs, treatment or medication. Due to the potential for a conflict of interest, legal consultation will not be provided on issues that may involve legal action against Optum or its affiliates, or any entity through which the caller is receiving these services directly or indirectly (e.g., employer or health plan). This program and its components may not be available in all states or for all group sizes and is subject to change. Coverage exclusions and limitations may apply.

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