MAKE AN IMPACT ON WORLD MENTAL HEALTH DAY

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Putting a Spotlight on Employer Action

World Mental Health Day serves as an important reminder each October that mental health should be valued, promoted and protected in all aspects of our life. Given that the average person will spend 90,000 hours at work over a lifetime – nearly ⅓ of our life – employers play an important role in supporting the mental health of all employees.

The World Federation for Mental Health launched World Mental Health Day three decades ago to improve knowledge, raise awareness and drive actions to advance mental health. Employers can leverage this day of action to launch innovative programs and make tangible commitments to protect and promote mental health at work.

Get inspired by these leading employers who used World Mental Health Day as an opportunity to support their workforce and the community at large.

**Jacobs, the global engineering and construction firm, launched the World’s Biggest Mental Health Check-In — a campaign open to all companies to help combat stigma and make it easier for workers and their families to talk about mental health.**

By offering tools to help employees “check-in” on themselves and loved ones, Jacobs is working to combat stigma and create a culture that celebrates wellbeing.

**Public relations powerhouse Edelman closed every office across the globe on World Mental Health Day, 2022 and encouraged employees to share how they planned to use the time for their well-being. Throughout the year, they sustained the commitment to employee mental health by co-hosting virtual events with keynote speeches and panels that included broadcasters, authors and mental health advocates to discuss innovative approaches to improving mental health at work and beyond.**

**A leader in beauty and make-up, Maybelline launched its “My First Better Day” campaign through a video series telling stories of real people facing mental health struggles, such as depression and anxiety. Tied to that campaign, they promoted the #bravetogather hashtag to encourage those with mental conditions to share their stories. They also launched the Began its Brave Talk initiative, a free training program to give students the tools to support those around them experiencing anxiety or depression.**

**Spotify, one of the most popular streaming services in the world, hosted virtual talks, workshops and panels related to their employees’ mental well-being. Also, their employees were given an extra week of paid leave in early November. They donated directly to organizations and non-profits such as Backline, the Music Health Alliance, the MINDS Foundation and SEARCH.**
Join the Call to Action

World Mental Health Day’s 2023 call to action, “Mental Health is a Universal Human Right,” is an excellent prompt to re-evaluate how your company is centering Diversity, Equity, Inclusion and Belonging (DEIB) in your efforts to promote mental well-being. Get started using this checklist:

- **Include DEIB language in all mental health communications**
  For example, companies can use language such as “mental health for all” or “mental health for everyone, regardless of race, ethnicity, gender, sexual orientation, or other identity.”

- **Make mental health resources accessible to everyone**
  This means providing resources in multiple languages, as well as resources that are culturally appropriate for different groups of employees.

- **Empower employees to be allies and advocates**
  This could involve creating employee resource groups (ERGs) focused on mental health, as well as providing training on how to support colleagues who are struggling.

  - For more information, download Health Action Alliance’s “A Guide to Building a Mental Health Employee Resource Group”

- **Promote mental health resources in an inclusive way**
  For example, companies can use images and videos that represent a diverse range of employees in their mental health awareness campaigns.

- **Provide training on DEIB and mental health to all leaders**
  This will help leaders create a more inclusive and supportive workplace for all employees.

- **Establish a mental health committee that includes representatives from different employee groups**
  This committee can help to develop and implement DEIB-focused mental health initiatives.

- **Advocate for equitable mental health policies and investments**
  Joining with other companies or business associations can help call state and federal attention to the obstacles that stand in the way of mental health for the broader community—obstacles that can be mitigated through tax incentives, public investment or changes in government policy.

By taking these simple actions, companies can show their commitment to creating a more inclusive and supportive workplace for all employees, regardless of their background or identity.
Partner with Campaigns Aligned with World Mental Health Day on October 10th, 2023

There are a wide range of resources available to employers interested in taking action on Mental Health Day. Companies should first tap into their existing employee assistance programs (EAPs) or healthcare benefits programs that employees may not be aware of, using World Mental Health Day as a call to action highlighting these benefits. In addition, employers can partner with a number of national and global campaigns already mobilizing on World Mental Health Day.

Major Campaigns Aligned with Mental Health Action Day:

- **The World Health Organization** offers key messages emphasizing the importance of equitable mental health access and a culture free from stigma in support of this year’s theme, “Mental Health is a Universal Human Right.”

- **The World Federation for Mental Health** offers recommendations and prompts on The Right to Express, aligned with the official theme. Employers can use these prompts to foster creative expression with their workforce on how mental health affects them and their friends and families.

- **MTV, in partnership with Active Minds,** launched a new, simple and memorable tool to “help friends, colleagues, classmates, teammates, family members, and really, anybody in our life when they need us.” Employers can tune in with their workforce for the launch of A.S.K. – Acknowledge, Support, Keep-in-Touch on Tuesday, October 10th.

- **Mental Health First Aid** will be launching 10 daily tips leading up to World Mental Health Day on October 10th, preparing participants to take action on mental health challenges for themselves and their loved ones.

A MESSAGE FROM HEADSPACE

Your guide to mental health

We're here to help you care for your team. Headspace is changing mental healthcare by providing support with our comprehensive platform – from behavioral health coaching and clinical care to self-care content and EAP services.

Help for your teams

Get started: headspace.com/enterprise
Leverage Employer Resources to Support Workplace Action on Mental Health

Our Workplace Mental Health Playbook 2.0 offers additional ways your company can continue to create a psychologically healthy workplace culture and strengthen access to the mental health support your employees need.

You can also check out these free resources and tools to help you build sustained momentum for mental health at your company.

- **Health Action Alliance**
  Workplace Mental Health Resources

- **Ad Council**
  Belonging Begins with Us
  Stay tuned for a new campaign coming Fall 2023!

- **American Foundation for Suicide Prevention**
  AFSP-OSHA Alliance

- **American Psychiatric Association**
  Foundation
  Center for Workplace Mental Health

- **American Psychological Association**
  Healthy Workplaces

- **National Safety Council**
  Prioritizing Employee Mental Health

- **CDC | NIOSH**
  Total Worker Health ®

- **U.S. Department of Health and Human Services**
  The U.S. Surgeon General’s Framework for Workplace Mental Health & Well-Being

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**A MESSAGE FROM TWILL**

Twill supports better emotional well-being and increased resiliency for workforces.

**ACTIVATE**
employees earlier

**ENGAGE**
and **GUIDE**

**IMPROVE OUTCOMES**
and **VALUE**

**DRIVE**
impactful behaviors

Twill’s integrated solution not only reduces stress but also enhances well-being and resilience for your employees while delivering cost savings for your organization.

Scan to learn more, or visit twill.health/employer

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**EDITORIAL NOTE:** The Health Action Alliance is solely responsible for the content of this toolkit and maintains full editorial control of its resources.