

# Mental Health Employee Engagement Toolkit

Downloadable resources to promote  
behavioral health resources at your workplace.



**As your partner in health,** we put together the following pieces to help your workforce learn about their behavioral health benefits, seek proper care and, where applicable, get the help they need.

## What's inside

- BROCHURE
- DIGITAL DISPLAY LIBRARY
- POSTER
- FLYERS
- GENERAL MESSAGING/IMAGERY

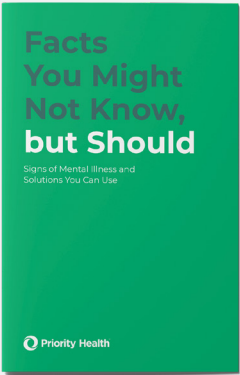


# Brochure

A digital guide explaining the magnitude of mental health.

From mild to severe, this brochure walks employees through the possible conditions and care associated with common behavioral health conditions and helps them understand their benefits, resources and support available to them.

DOWNLOAD



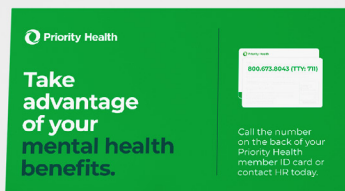


# Digital Display Library

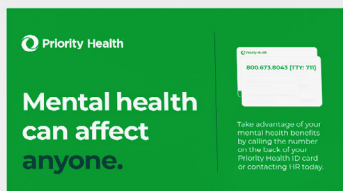
General displays, ready for an array of places.

A three-piece set of ready-to-use digital displays to use both on your company intranet or on in-person display monitors – this library is a great way to demonstrate mental health awareness both online and in your varied workplace environments like the lobby or cafe.

DOWNLOAD



DOWNLOAD



DOWNLOAD



## Poster

A poster that puts information front and center.

Designed for digital distribution but also set up to print, this poster contains a bigger message. Designed to draw attention, we recommend this piece gets hung in high-traffic areas, where plan and contact information can be distributed publicly.

DOWNLOAD

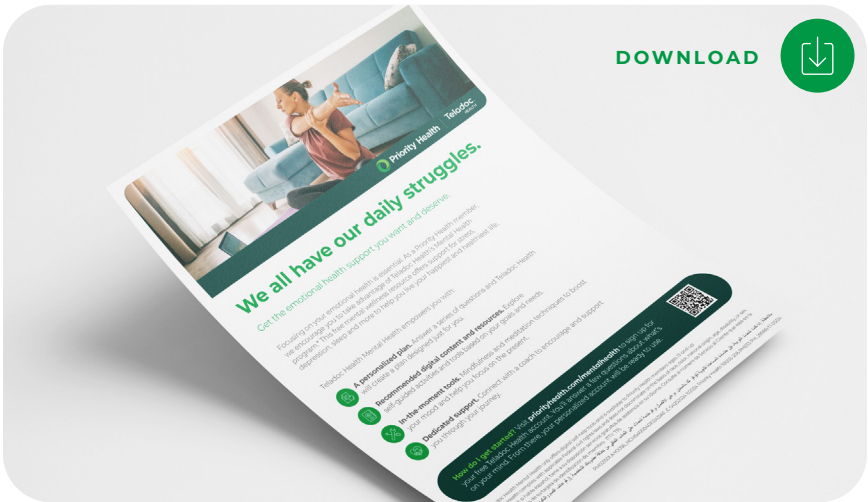




# Flyers

An informative addition to your current HR offering.

Designed for digital distribution, our one-page informative flyers can also be printed to help your HR team educate employees on their mental health benefits. Consider it additional support in the pursuit to promote overall all employee well-being.





## General messaging/imagery

### Reach employees on a variety of digital channels

Ready to go customizable content available to post to your internal social media channels or share via communications tools (e.g. Teams, Slack, etc.). Have an internal e-newsletter? These posts are also designed to easily insert into emails to help inform employees of the mental health benefits available to them with their Priority Health plan.

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*Copy and paste the below headline, copy and call to action into your preferred employee communication channel(s).*

#### OPTION ONE

##### HEADLINE:

**Sometimes “powering through” can leave you feeling powerless.**

##### COPY:

When something seems off, seeking help is the best course of action.

**You have behavioral health benefits** as part of your Priority Health plan.

##### CALL TO ACTION:

Call the number on the back of your member ID card for more information.



## OPTION TWO

### HEADLINE:

**Mental health issues affects 1 in 5 adults each year.<sup>1</sup>**

*<sup>1</sup>nami.org: 1 in 5 adults will experience mental illness this year.*

### COPY:

Whether you're seeking treatment for yourself or a family member, or you simply want more info—**there's a number to call.**

### CALL TO ACTION:

Call the number on the back of your member ID card for more information.

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## OPTION THREE

### HEADLINE:

**Focusing on your emotional health is essential.**

### COPY:

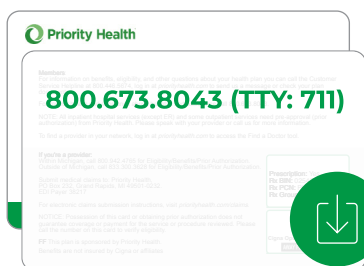
Teladoc Health Mental Health (formerly myStrength) is a free, self-directed digital solution to bolster mental health and wellness for Priority Health members age 13 and up.

### CALL TO ACTION:

Visit [priorityhealth.com/mentalhealth](https://priorityhealth.com/mentalhealth) to get started.



## IMAGE COMPANIONS



*Click to download these images to accompany your posts.*



# We make member engagement a priority.

Thank you for helping us keep your employees engaged in their health plan. We hope you find great value in every tactic of this tool kit. Contact us for more opportunities to keep your workforce healthy and engaged.