

BEHAVIORAL HEALTH

# Employee Communications Initiative Playbook

2022 Toolkit Expansion Includes Manager Communication

THIS IS  
HOW<sup>SM</sup>

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# INITIATIVE OVERVIEW

## Introduction

**With the already rising impact of behavioral health challenges amplified by the pandemic, our employer customers are in need of programs and strategies to help address behavioral health challenges within their workforce.**

### How we can help

We can meet this rising impact and need for support by helping employers promote dialogue about behavioral health with their workforce, and drive employee awareness and usage of available resources.

### What we're offering

A ready-to-use, multi-touch toolkit of 70+ customizable communications created to engage employees both online and in-person. The toolkit is free to employers and covers important behavioral health topics.

### How it works

Employers can implement this comprehensive initiative in its entirety or more piecemeal. Introductory presentations let them kick things off with leadership and employees. Following that, a host of ongoing communications offer their employees actionable steps to focus on their behavioral health and help support a culture of full health at their organization.

# INITIATIVE OVERVIEW

## Approach

This is a new, employee-focused offering designed to be driven by BCBS Plans. You will determine launch timing, promotion and activation with your customers. Here's how you can think about your approach:

1

### Pick a launch date.

There is no ramp-up to align with national promotion, so you can determine your schedule based on the lead time you need.

2

### Select internal resources to support employers if needed.

These materials offer many chances for customization, so your customers may ask for assistance. And, there are parts of the toolkit, particularly the up-front presentations, where customers may want to partner with you to execute, or have you take the lead.

3

### Decide how and to whom you will distribute the toolkit.

The toolkit is turnkey, but you will need to do some planning to ensure delivery goes smoothly.

4

### Promote with key customers.

There are promotional assets included to help you introduce this toolkit to your customers – current and prospective. These assets also make it easy for customers to either download the full toolkit or just the new 2022 content.

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# INITIATIVE OVERVIEW

## Activation

We've made it easy for employers to implement this initiative. They can follow the suggested schedule and steps below to promote more open dialogue about behavioral health with their workforce.



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# TOPICS AND KEY MESSAGES

## Behavioral Health Employee Communications

Your employees are facing many behavioral health challenges right now. And, with the pandemic having impacted work and life in unprecedented ways, there are some key areas where support is most vital. We're here to help you foster open dialogue and support your employees in focusing on their behavioral health as part of a full-health approach.

November 2020—Ongoing

### Key Messaging Pillars

#### New in 2022

#### Manager Communication Preventive Care

Behavioral health support begins in the workplace: 41% of workers want their manager to proactively ask them about their mental health.<sup>1</sup> This initiative equips managers with the tools they need to have supportive and genuine conversations with employees about these challenges.

*Coming later this year*

#### Released in 2021

#### Burnout

The "always-on" mindset, amplified by the pandemic, is causing a rise in employee burnout, which can impair productivity and pose health risks. To address the organizational roots of burnout, employees need to call out unhealthy workplace dynamics and set more work boundaries to get quality time away from work.

#### Caregiving

More than 1 in 5 Americans are caregivers, helping others (usually family members) with activities of daily living and medical tasks.<sup>2</sup> This initiative outlines supportive roles coworkers can play to ease their coworkers' burden and suggests ways caregivers can take better care of themselves.

<sup>1</sup> *Employee Experience* (blog); "The Other COVID-19 Crisis: Mental Health," by Qualtrics XM, posted Apr. 14, 2020.

<sup>2</sup> AARP and National Alliance for Caregiving, *Caregiving in the U.S. 2020*, May 2020.

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# TOPICS AND KEY MESSAGES

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November 2020—Ongoing

### Key Messaging Pillars

Released in 2020

#### Stigma

The growing effect of stigma is real. Experts often say the first step to reducing stigma is talking about behavioral health more, and the words we use are powerful. This initiative will help us all see the language of stigma. It will begin to give us better ways of talking about what we're facing.

#### Everyday Stressors

The number of employees saying their work was extremely stressful was rising even before COVID-19. Our days were getting busier, we were juggling a lot and finding time for our health was getting harder. This initiative will help us think small with big impact, through healthy micro-habits we can implement daily.

#### COVID-19

This global pandemic comes with unique pressures that challenge almost all of us. The impact these pressures have on our lives can have a dramatic effect on behavioral health. This initiative will give us ways to strengthen our resilience so we can better cope with COVID-19.

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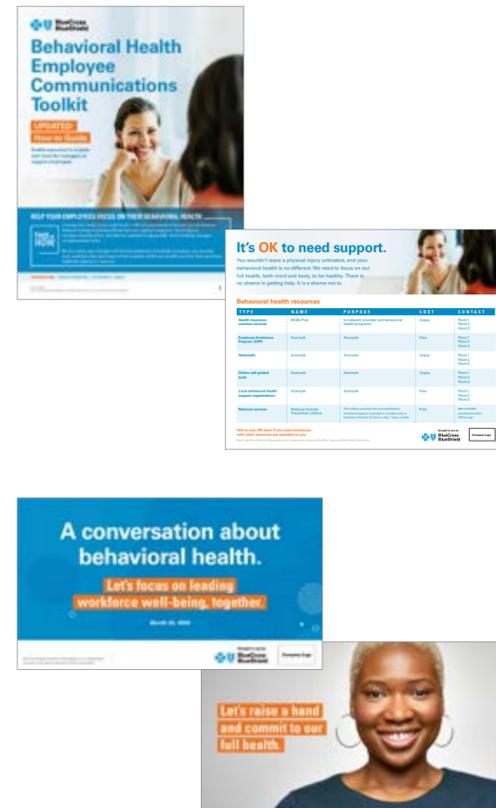
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# EMPLOYEE COMMUNICATIONS TOOLKIT

## Toolkit Overview

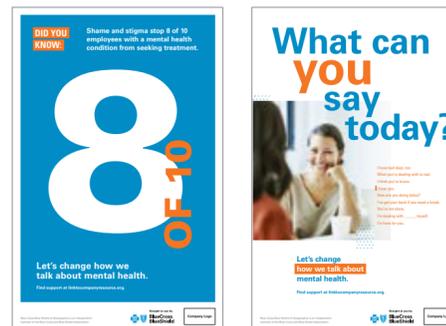
This is a high-level look at the whole initiative, complete with everything from the Employer How-to Guide and kickoff presentations to posters, emails, table tents, social media posts and more. The following pages walk through these assets in more detail.



## NEW MANAGER COMMUNICATION



## STIGMA



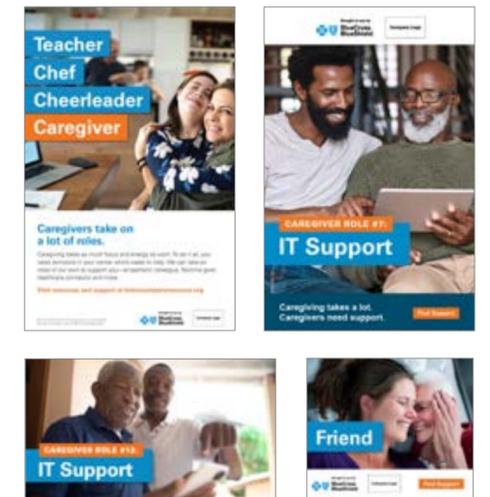
## BURNOUT



## EVERYDAY STRESSORS



## CAREGIVING



## COVID-19



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# EMPLOYEE COMMUNICATIONS TOOLKIT

## UPDATED: How-to Guide (Employer-facing)

### Overview:

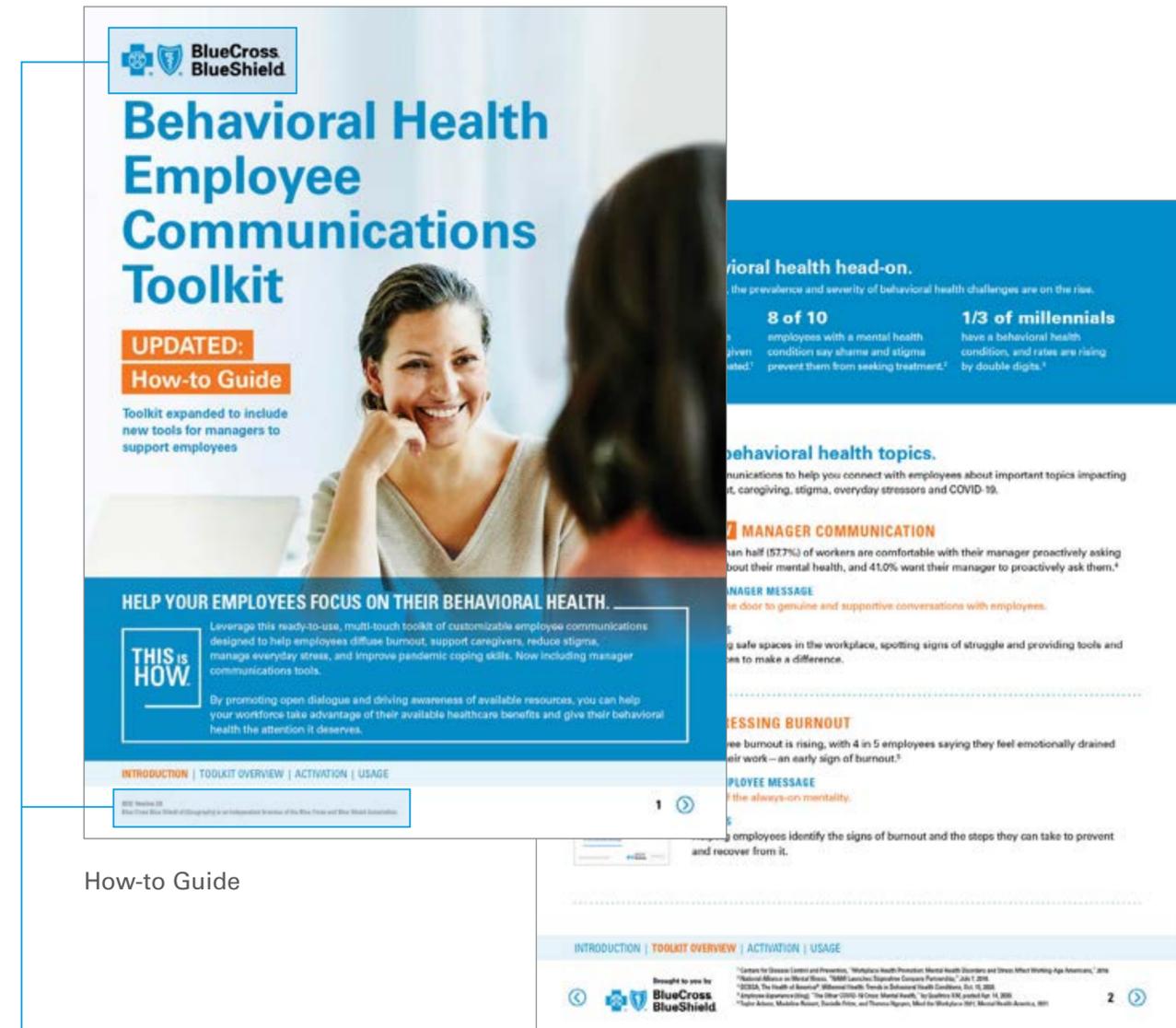
Guidelines that show employers how to activate toolkit assets and help employees access behavioral health services.

### Plan-Level Customization:

- Update with Plan branding on each page
- Update with Plan legal disclosure statement (p. 1)
- Add the individual asset download links (pp. 4-5)
- Update “your BCBS Plan” under Need Further Activation Support with your Plan name (p. 6)
- Update “local BCBS Plan” with Plan name where applicable in the usage guidelines (p. 7)
- Add a closing message (p. 8)

### Brand Customization:

See these editable areas to add your BCBS Plan branding and legal disclosure statement.



How-to Guide

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# EMPLOYEE COMMUNICATIONS TOOLKIT

## Resource Guide (Employee-facing)

### Overview:

One-pager summarizing available behavioral health resources for employees.

### Plan-Level Customization:

Update with BCBS Plan branding (all pages) and legal disclosure statement.

### Employer Customization Support:

Through the Resource Guide's editable layout, you can also assist your customers to further customize and localize with relevant resources.

### Editable Content

### Brand Customization:

Look for these editable areas to add your BCBS Plan branding and for companies to add theirs.

**It's OK to need support.**  
You wouldn't leave a physical injury untreated, and your behavioral health is no different. We need to focus on our full health, both mind and body, to be healthy. There is no shame in getting help. It is a shame not to.

**Behavioral health resources**

TYPE	NAME	PURPOSE	COST	CONTACT
Health insurance member services	BCBS Plan	In-network provider and behavioral health programs	Copay	Point 1 Point 2 Point 3
Employee Assistance Program (EAP)	Example	Example	Free	Point 1 Point 2 Point 3
Telehealth	Example	Example	Copay	Point 1 Point 2 Point 3
Online self-guided tools	Example	Example	Copay	Point 1 Point 2 Point 3
Local behavioral health support organizations	Example	Example	Free	Point 1 Point 2 Point 3
National services	National Suicide Prevention Lifeline	The Lifeline provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.	Free	800-273-8255 suicideprevention lifeline.org/

Talk to your HR team if you need assistance with what resources are available to you.

Brought to you by **BlueCross BlueShield** Company Logo

Resource Guide

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# EMPLOYEE COMMUNICATIONS TOOLKIT

## Leadership & Employee Presentations

**Overview:**

PowerPoint presentations with talking points, for employers to speak with leadership and to employees company-wide about behavioral health to introduce this initiative. Each presentation covers all three initiative topics.

**Plan-Level Customization:**

Update with BCBS Plan branding (all pages) and legal disclosure statement.

**Brand Customization:**

Look for these editable areas to add your BCBS Plan branding and for companies to add theirs.



Employee Presentation



Leadership Presentation

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# EMPLOYEE COMMUNICATIONS TOOLKIT

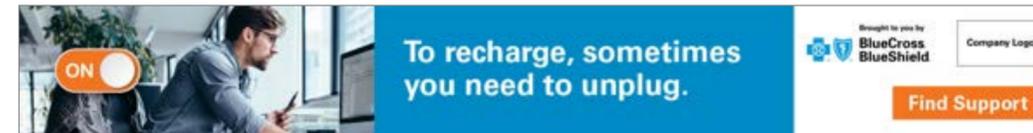
## Online Communications

### Overview:

A suite of materials employers can use to communicate with employees across digital and social platforms.

### Plan-Level Customization:

Assets are provided in multiple formats. Update with BCBS Plan branding on each asset.



Digital Banners



Digital Banners



Social Posts



Digital Screensavers

### Brand Customization:

Look for these editable areas to add your BCBS Plan branding and for companies to add theirs.

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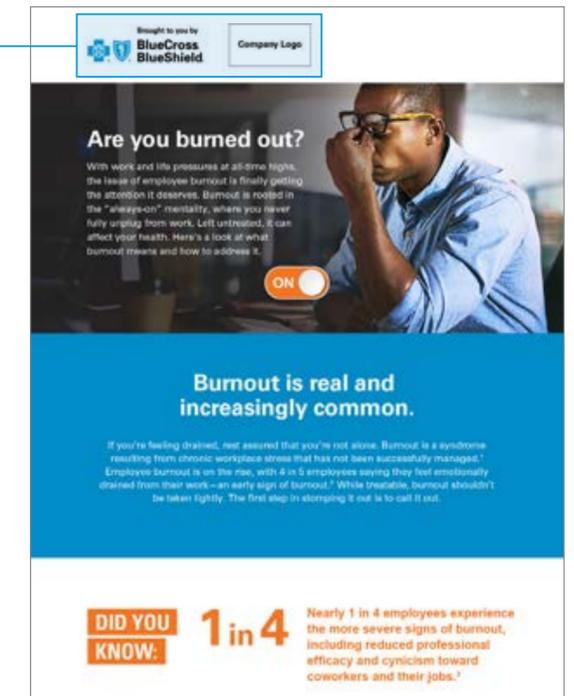
Look for these editable areas to add your BCBS Plan branding and for companies to add theirs.



Interactive PDFs



Interactive PDFs



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# EMPLOYEE COMMUNICATIONS TOOLKIT

## Onsite Communications

### Overview:

A suite of materials that lets employers communicate and engage with employees in digital and direct ways at the workplace.

### Plan-Level Customization:

Update with BCBS Plan branding and legal disclosure statement.



Tent Cards



Posters



Lobby Display Animations

### Brand Customization:

Look for these editable areas to add your BCBS Plan branding and for companies to add theirs.

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# EMPLOYEE COMMUNICATIONS TOOLKIT

## Direct Communications

### Overview:

A suite of materials that lets employers communicate and engage with employees directly, such as through email or newsletter content. Each topic in the initiative is supported with all these assets.

### Plan-Level Customization:

Update with BCBS Plan branding and legal disclosure statement.

### Brand Customization:

Look for these editable areas to add your BCBS Plan branding and for companies to add theirs.

**NEW**



Talk Paths



Managers' Handbook



Emails



Newsletters

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# EMPLOYEE COMMUNICATIONS TOOLKIT

## Videos

### Overview:

Slice-of-life, educational videos aimed at helping employees understand the realities of burnout and the support caregivers need, and learn how they can actively address it.

### Plan-Level Customization:

Available to use with BCBS branding. Remember to adjust the legal disclaimer to fit your Plan, if customizing.



Videos

**BURNOUT:**

Chronic workplace stress that hasn't been successfully managed.

Caregivers play a lot of roles.

Videos



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# SUPPORTING YOUR EMPLOYER CUSTOMERS

**Within the How-to Guide, employers are directed to contact their BCBS Plan representative for additional support in understanding, planning and implementing this initiative with their workforce. There are four types of support you can provide.**

## Answering questions

Consider selecting someone at your Plan who will take ownership of understanding the toolkit and being accountable for responding to employer customers who express interest.

## Facilitating presentations

Both the leadership and employee presentations are recommended to be held live (most likely virtually). An employer may ask if you can host or cohost with them. Alternatively, if they can't conduct the meeting live, they may ask you to prerecord it for them to send out.

## Customizing assets

The assets are co-branded, with space for the company logo next to your BCBS Plan logo. An employer may ask for support from your design resources to do this. Other customizable areas are the "Find Support" URLs (the "call to action") across assets and the Resource Guide. **Note:** If your company offers caregiver support resources, consider including them in the Resource Guide.

## Simplifying implementation

In addition to offering employers the co-branded toolkit, some Plans have also offered the toolkit with just BCBS branding as a more turnkey/off-the-shelf option for employers.

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# PLAN PROMOTIONAL ASSETS

## UPDATED: Email

This toolkit is available only to customers of Plans participating in the B2B Marketing Collaborative. You can use these marketing assets to promote the initiative.

### Email Overview:

HTML email and/or email copy, used to drive awareness of the initiative. The email links directly to the dedicated initiative landing page or area of your site where customers can download the toolkit. You can offer employers the option to download the full toolkit if they're new to ECI, or just the new content if they've already launched ECI.

Gives employers the option to download the full toolkit or just the new content.



Email Header



Email

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# PLAN PROMOTIONAL ASSETS

## UPDATED: Toolkit Landing Page

This toolkit is available only to customers of Plans participating in the B2B Marketing Collaborative. You can use these marketing assets to promote the initiative.

### Landing Page Overview:

Working files of landing page template content can be used to build a dedicated initiative landing page, or integrated into a resource area of your site, for toolkit information and download.

### Notes:

*Toolkit files must be hosted locally and linked to the landing page. Consider file size limitations.*

*The toolkit now has two CTA options:*

- *Download the full toolkit*
- *Download just the new content*



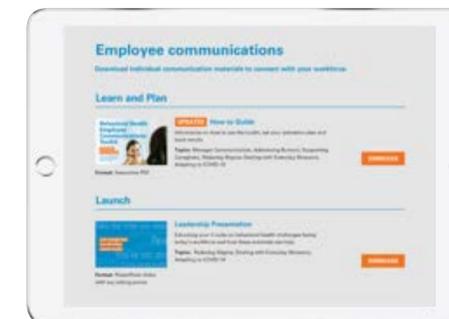
Introduction



Statistics and Toolkit Download



Getting Started



Communication Materials



Communication Materials



Support Contact



Toolkit Landing Page

# FINAL ASSETS

The initiative provides a full suite of assets across each topic area. Please note the following:

- The files are large due to design, quality and interactivity, so please allow time for downloading
- You have the option to download the full toolkit or just the new content
- The content on the original 6 topics has not changed

## 1. PLAN PROMOTIONAL ASSETS

- Toolkit Landing Page – **UPDATED!**
- Email – **UPDATED!**

## 2. KICKOFF AND SUPPORT

- Employer How-To Guide – **UPDATED!**
- Employee Resource Guide
- Leadership Presentation
- Employee Presentation

## 3. ONLINE COMMUNICATIONS

- Instagram/LinkedIn Posts (Stigma, Everyday Stressors, COVID-19)
- Banner Ads (Burnout, Caregiving, Stigma, Everyday Stressors, COVID-19)

- Screen Savers (Stigma, Everyday Stressors, COVID-19)
- Interactive PDFs (Burnout, Caregiving)

## 4. ONSITE COMMUNICATIONS

- Display Screens (Stigma, Everyday Stressors, COVID-19)
- Tent Cards (Stigma, Everyday Stressors, COVID-19)
- Posters (Burnout, Caregiving, Stigma, Everyday Stressors, COVID-19)

## 5. DIRECT COMMUNICATIONS

- Managers' Handbook (Manager Communication) – **NEW!**
- Employee Talk Paths (Manager Communication) – **NEW!**
- Talking Points (Manager Communication) – **NEW!**
- Emails (Burnout, Caregiving, Stigma, Everyday Stressors, COVID-19)
- Newsletters (Burnout, Caregiving, Stigma, Everyday Stressors, COVID-19)

## 6. VIDEOS

- Videos (Burnout, Caregiving)

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# MEASUREMENT

Tracking the impact of this effort is important but employers might need some help in determining how to measure. Here are some indicators that you can discuss with your customers and check in with them on to assess performance.

Awareness and engagement with material	Utilization of behavioral health support	Impact on company culture and practices	Employee well-being and engagement
<ul style="list-style-type: none"> <li>• Attendance at employee presentation</li> <li>• Post-meeting survey; quarterly (or regular) survey follow-up</li> <li>• Email open rates, clicks, etc.</li> <li>• Downloads of resources template</li> <li>• Employee sharing of content</li> </ul>	<ul style="list-style-type: none"> <li>• EAP usage</li> <li>• Self-guided behavioral health tool usage (e.g., apps, online programs)</li> <li>• Behavioral health visits (in-person and telehealth)</li> <li>• Engagement in company-sponsored programs</li> <li>• Behavioral health fair attendance</li> </ul>	<ul style="list-style-type: none"> <li>• Increased leadership involvement</li> <li>• Communicated company values</li> <li>• Established behavioral health-related policies</li> <li>• Regular educational/social programs on behavioral health-related topics</li> <li>• Rewards and recognition supporting full health</li> </ul>	<ul style="list-style-type: none"> <li>• Improved behavioral health perceptions (of work-related stress, work environment-related stress, life satisfaction)</li> <li>• Improved morale</li> <li>• Increased employee work engagement</li> <li>• Increased job satisfaction</li> </ul>

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