

35TH ANNUAL ISCEBS
Symposium

Rebranding Your EAP

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PARTNERS IN EDUCATIONAL EXCELLENCE



About Your Presenter

- Director of a Behavioral Health Center
- Business Person in a Mental Health World
- What I've Learned
 - How employees think and feel about everything determines everything!

Today's Session

- The Problem You're Facing
- How Your EAP is Currently Branded
- A Picture of your Employees
- What makes a Successful EAP Brand
- Rebranding your EAP
- Branding that Works

The Problem You're Facing

- Low Utilization
- Brand Confusion
 - Thinking about EAP differently than what it is
- “Brand-less-ness”
 - Not thinking about it at all

The Problem You're Facing

What is a Brand?

- An idea, an image
- What remains after all the things it does have been done
- Why something matters
- Emotions

The Problem You're Facing

Goal:

- Increase Utilization

Solution:

- Make the EAP more relevant
- Overcome the obstacles to using the EAP

Your Current EAP Brand



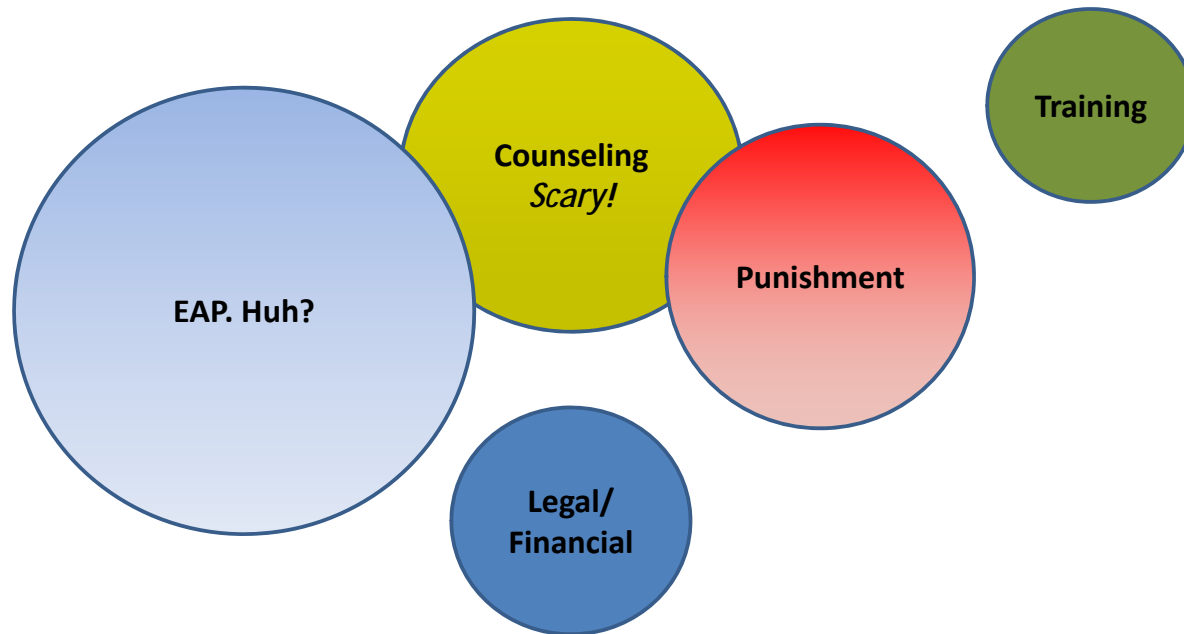
Your Current EAP Brand

In the minds of your Employees:

- No Awareness
- Legal and Financial Assistance
- Counseling for Mental Illness and Substance Abuse
- Punitive Tool of the Organization/HR
- Something to Avoid
(Stigma, Embarrassment, Privacy Concerns)
- Training?

Your Current EAP Brand

In the minds of your Employees:



A Picture of Your Employees



Annually:

- Would be diagnosed with a mental illness 18%
- Work is currently, negatively affected by stress 45%
- Work is affected by physical and/or mental health demands of either themselves or family 75%
- Employees that report that personal relationships, finances, work-life, kids, school, etc. affect work quality and productivity 90%
- Percent of population in "Optimal mental health" (no functional impairment) 17%

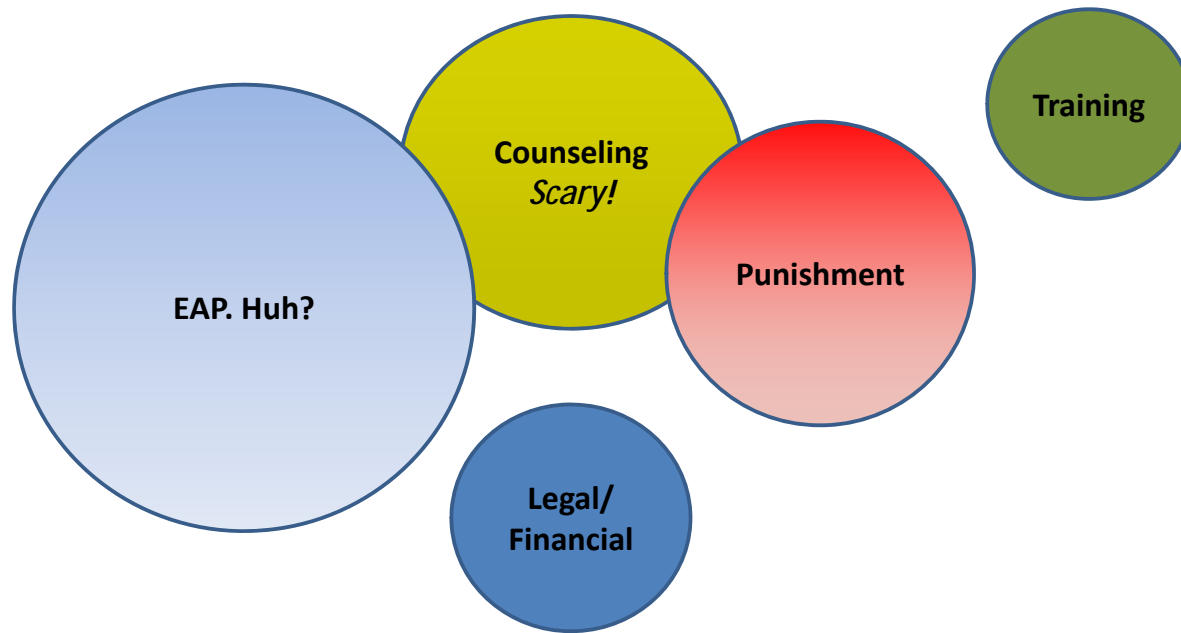
A Picture of Your Employees

The Mental Health Spectrum

- Like it or not, EAP is about Mental Health
- Trying to *disguise* the Brand won't help
- The problem with EAP Branding:
 - Confusing
 - Inconsistent

Your Current EAP Brand

In the minds of your Employees:



A Picture of Your Employees

Stress

- 3 out of 4 people (77%) regularly experience physical symptoms caused by stress
- 1 out of 2 people (48%) reported lying awake at night due to stress (Lack of sleep is also at epidemic levels in the U.S.)
- 1 out of 3 people (33%) feel they are living with extreme stress

A Picture of Your Employees

Stress

- According to the American Psychological Association
 - 76% Money issues
 - 74% Work-related issues
 - 69% Social/Societal issues
 - 60% Family Issues
 - 59% Partner Relationships
 - 55% Worry over physical health
 - 38% Personal safety
- When stress occurs, only 29% say they are doing a good job at managing or reducing it.

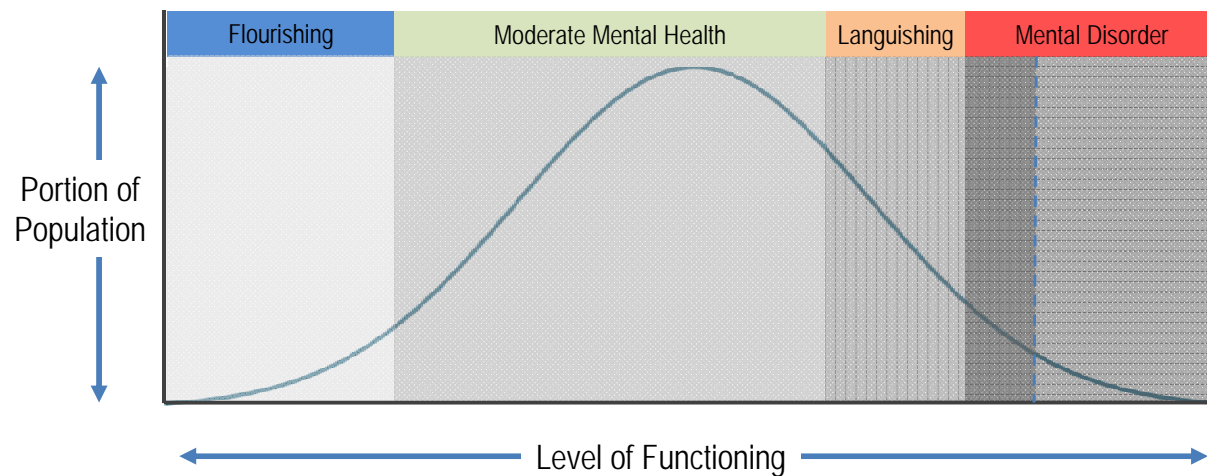
A Picture of Your Employees

Stress

- Lost productivity
- Increase in error rates
- Increased number of accidents
- Greater Interpersonal Conflict in the Workplace
- More absenteeism
- Increased physical illness and use of health benefits
- Key driver behind presenteeism

A Picture of Your Employees

The Mental Health Spectrum



A Successful EAP Brand

Recognizes

- Employee improvement—Thought-based behaviors—
Is the goal of an EAP
- Different segments of your employee population can benefit from your EAP in different ways
- Branding must align to those needs and benefits
- The Mental Health Spectrum can be a guide to maximizing your brand

A Successful EAP Brand

Flourishing (High Resilience) Employees

- Looking to acquire new skills—Personal and business
- Interested in improving physical health
- Changing spiritual attitudes and beliefs
- Look to improve diet
- Changing lifestyles
- Interested in volunteering

A Successful EAP Brand

Flourishing (High Resilience) Employees

EAP Positioning:

- Personal Coaching
- Health, Wellness and Alternate Medicine Programs
- Work and Personal Effectiveness Topics

A Successful EAP Brand

Moderate Mental Health: Distracted Employees

“Regular life stressors that could be managed better”

- Affected by financial stressors
- Experiencing trouble communicating
- Family problems
- Relationship problems
- Physical health issues
- Struggling to maintain positive interpersonal contacts
- Over use of personal devices
- Increasing “presenteeism”

A Successful EAP Brand

Moderate Mental Health: Distracted Employees

EAP Positioning:

- Advocacy
- Access to community resources
- “Mindfulness” and Stress Reduction Techniques
- Communication strategies
- Mental health assessments
- Weight Loss Programs/Smoking cessation
- Help caring for aging parents

A Successful EAP Brand

Languishing Employees

Demonstrating Functional Impairment

- Changes in “usual” behavioral patterns
- Extreme Stress
- Depressed mood
- Overly emotional, outbursts, oppositional behaviors
- Self-medicating (drinking/drugs)
- Increasing absenteeism
- Serious mistakes, errors

A Successful EAP Brand

Languishing Employees

EAP Positioning:

- In-person counseling
- Tele-therapy
- Online mental health screenings
- Remove the pain and get back to a better place

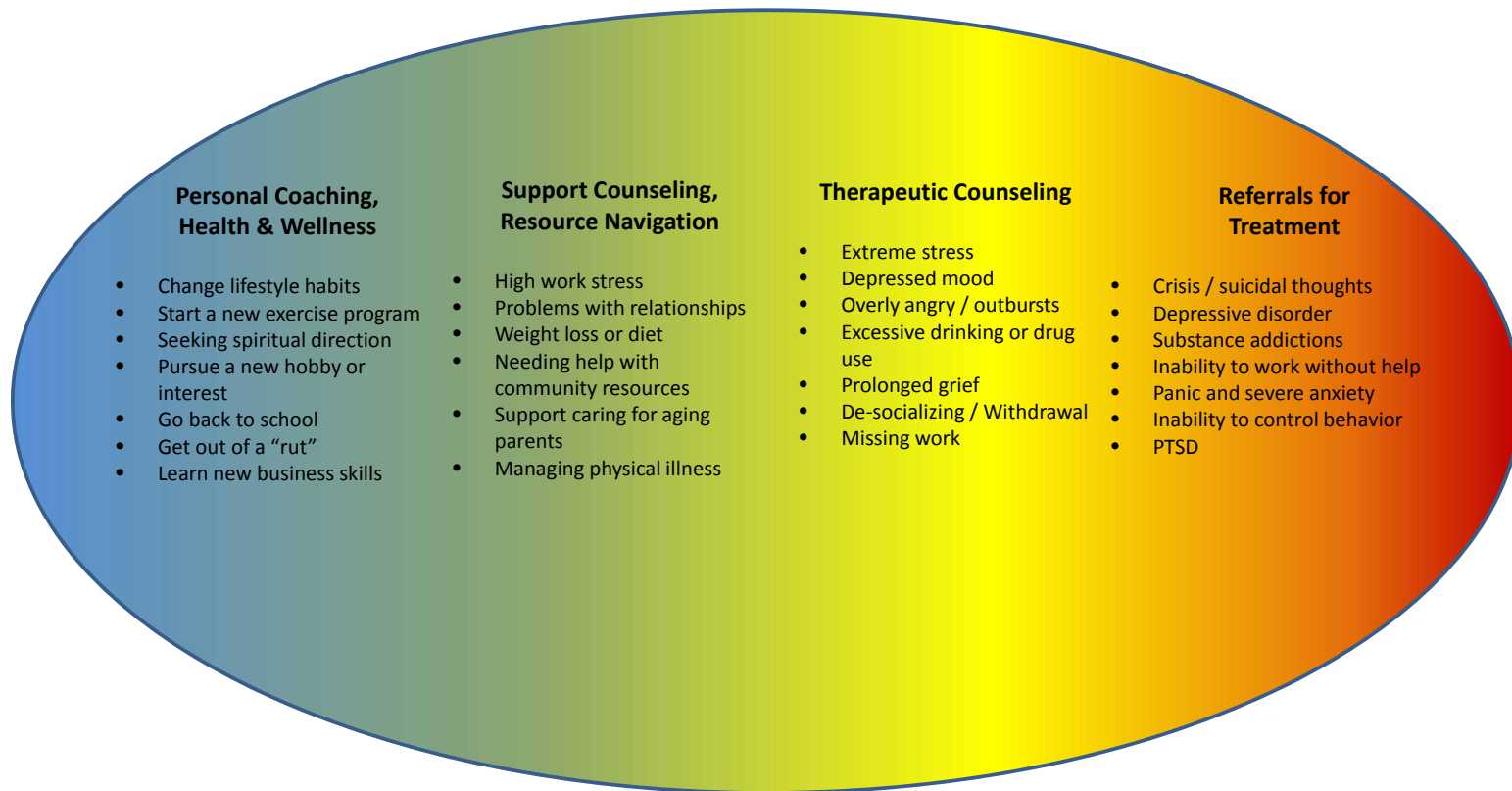
A Successful EAP Brand

Employees with Mental Disorders

Uncontrolled behaviors

- Crisis intervention/De-escalation
- Referrals to Treatment programs/Facilities

New EAP Brand



Rebranding Your EAP

Define your product

Not in terms of “Counseling” but rather . . .

- Mind Health (Would you like to get angry less?)
- Stress reduction (Could you feel happier than you do?)
- Communication improvements
(Argue less with spouse, kids, workers)
- Better sleep, more energy
- Greater happiness (Look forward to the day)
- Mindfulness (Want to learn new ways to enjoy your life right now?)

Rebranding Your EAP

Know your audience

- Where are they on the mental health spectrum?
- What changes are desired?
- What's important to them?
- What are their personal motivations?
- How does your EAP relate to those individuals?
- What are their fears
 - Stigma

Rebranding Your EAP

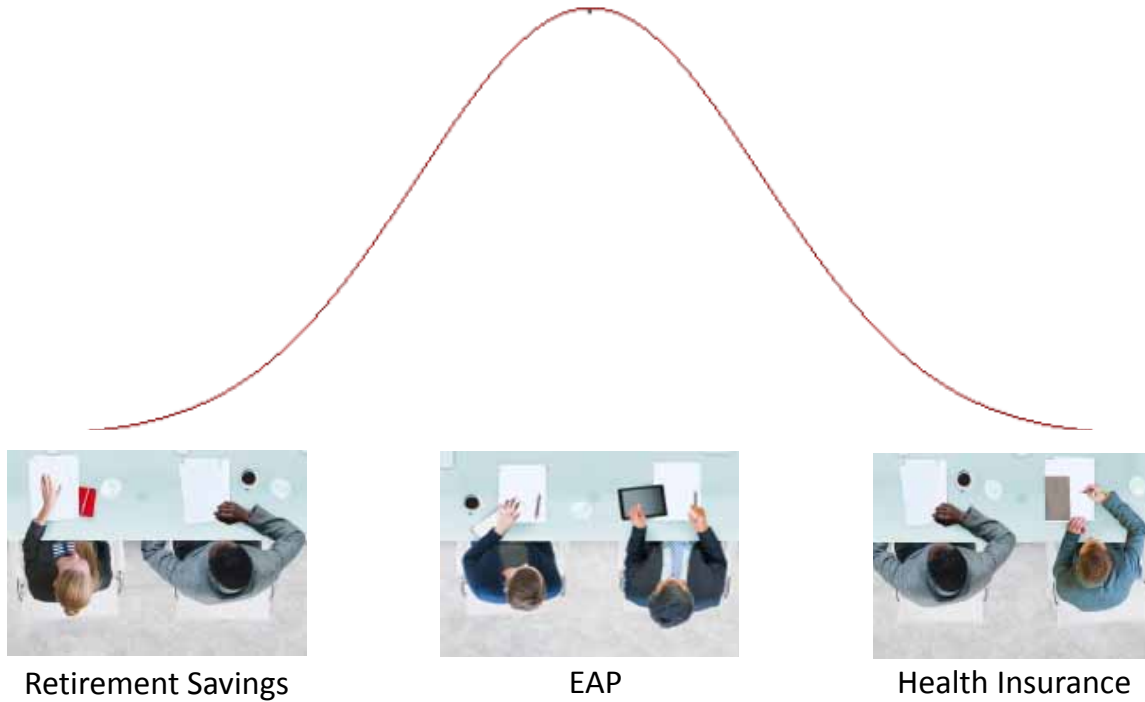
- **Develop Targeted Messages**
- What kinds of issues are they facing at work and at home
- Leverage other vehicles that support the message
 - Wellness Programs
 - Work-life balance Initiatives
 - Personal and professional development
- Gear messages to outcomes rather than services

Rebranding Your EAP

Use every channel possible to reach that audience

- Are they reading paper? If not, don't waste the paper
- Email
- Intranets
- Mobile devices
- Video! A required video! A required video with a test!
- Ask your EAP to talk about the problems they solve, not the list of services they offer
- Get a captive audience
 - What doesn't work: Benefits Fairs

Employee walking trajectory at Benefits Fair



Rebranding Your EAP

Message consistency, frequently and holistically

- Make employee “Mental Health” a focus of the organization
- Incorporate your EAP into all healthy lifestyle initiatives
 - Body-Spirit-Mind
- **The most effective EAPs come from the efforts of the HR and management team, not the EAP itself**
- Your organizational leadership should be carrying the banner for positive mental health—Not just you! (HR)

Rebranding Your EAP

Provide access how and when needed

- Live services
- On-site services
- Tele-therapy and phone-based support
 - Scheduled
 - As needed 24/7
- Web tools:
 - Is EAP web-branding consistent with your EAP Branding?
If not, build your own!
 - Mobile access and EAP mobile apps

Branding That Works

What I say about my EAP

- I feel better because I've learned how to improve myself – Mind – Body – Spirit
- I can solve problems better because I learned how to communicate better
- I understand how I think and how to communicate more effectively
- I have less stress because I've learned how to manage stress and enjoy the moment I'm in (Mindfulness)

Branding That Works

Concepts

- Clearer mind
- Greater happiness
- Positive change
- More energy
- Peace

Branding That Works

*“If I could, what would I change about how I think about things,
how I feel about things,
and how I act and respond
to what’s happening in my life?”*

When your employees consider your EAP
as the vehicle to attain those changes—You did it!

Questions and Discussion