



CORPORATE MENTAL HEALTH INITIATIVE

STARTER KIT



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START

So you want to plan a mental health initiative at your company?
You're in the right place! Use the spaces below to brainstorm and take notes.

Define Approach

How will you define your company's approach to mental health?

For example, will you focus mainly on education, support resources, or both?

Will your organization be celebrating a specific month or week?

Check out a full list of mental health related observances in the Templates & Additional Resources section [here](#).

Identify Advocates

Name 3-5 employees who can help champion this initiative in your organization.

You can add to this list over time.

SUPPORT

Once you've solidified your company's approach and identified key employees who will carry it out, it's time to find resources to support the initiative and begin executing.

Use Your Network

List any groups within your company that can help support the initiative, including the Human Resources department.

List any mental health related nonprofits in your community. We recommend Mental Health America (MHA) or the National Alliance on Mental Illness (NAMI).

List any personal connections (e.g., physicians, professors, etc.) who may be able to help. Don't forget to include connections from your employee advocate group.

Be Interactive

What types of events and/or activities would you like to include in your mental health initiative? We recommend keeping them interactive and engaging to capture your employees' attention.

SUSTAIN

Even after your first mental health initiative is complete, you'll want to keep the momentum going by establishing open communication and anchoring mental wellness into your company culture.

Talk About It

Do managers feel comfortable discussing mental health with employees? Why or why not?

Which mental health topics could you incorporate into management training?

At what point should the manager involve Human Resources in mental health discussions?

Anchor in the Culture

What are some ways that you can keep your employee advocate group involved in the future?

TEMPLATES & ADDITIONAL RESOURCES

Below are templates and additional resources that we used when planning our mental health initiative to help you get started.

Mental Health Observances

National Eating Disorder Awareness Week: End of February

Stress Awareness Month: Month of April

Mental Health Awareness Month: Month of May

National PTSD Awareness Month: Month of June

National PTSD Awareness Day: June 27th every year

National Minority Mental Health Awareness Month: Month of July

National Suicide Prevention Awareness Month: Month of September

National Suicide Prevention Week: Monday – Sunday surrounding September 10th

World Suicide Prevention Day: September 10th every year

World Mental Health Day: October 10th of every year

Mental Illness Awareness Week: First week of October

Movember: Month of November

National Survivors of Suicide Day: Saturday before Thanksgiving

Email Tips

Include the following details when reaching out to connections or organizations for help.

- **The Purpose** – Explain why you are launching a mental health initiative at your company.
- **The Plan** – What are you planning? Think: events, activities, etc. Include dates and times if possible.
- **The Proposal** – What specifically are you asking from this individual or organization?

Panel Questions

Thinking of hosting a mental health panel? Here are some sample questions:

General Education

- How have you seen conversations around mental health evolve recently?
- How do issues like anxiety and depression interfere with work? What about specifically for young professionals?
- How do you think culture influences mental health? What are some of the ways that culture and mental health intersect?
- Do you think men and women cope with mental health issues differently? If so, why do you think that is?
- What are the most common barriers to seeking treatment? Where should someone start if they want to seek treatment?
- What is your best advice for destigmatizing mental illness amongst employees?

Supporting Others

- How would you describe a psychologically safe workplace?
- What kinds of processes and programs would you put in place to provide a psychologically safe workplace?
- How would you advise employees to support their peers and watch out for signs of mental health issues? What about managers with their team members?
- How have you seen eating concerns playing a role in the workplace and how we can be mindful of individuals when planning food-related activities and events?
- What advice would you have for someone who is supporting another person through mental illness?

Self-Care

- What are common stress triggers that you most often see young professionals encounter?
- What are your thoughts on positive stressors and how employees can cope with them?
- What are your favorite self-care tips?
- How would you advise employees to incorporate mindfulness in their day-to-day life?
- What advice would you have for young professionals working in challenging work environments, such as clients with different cultures than our own?

Support Resource Guide

At Sendero, we published a Mental Health Support Resource Guide that employees can reference and contribute to over time.

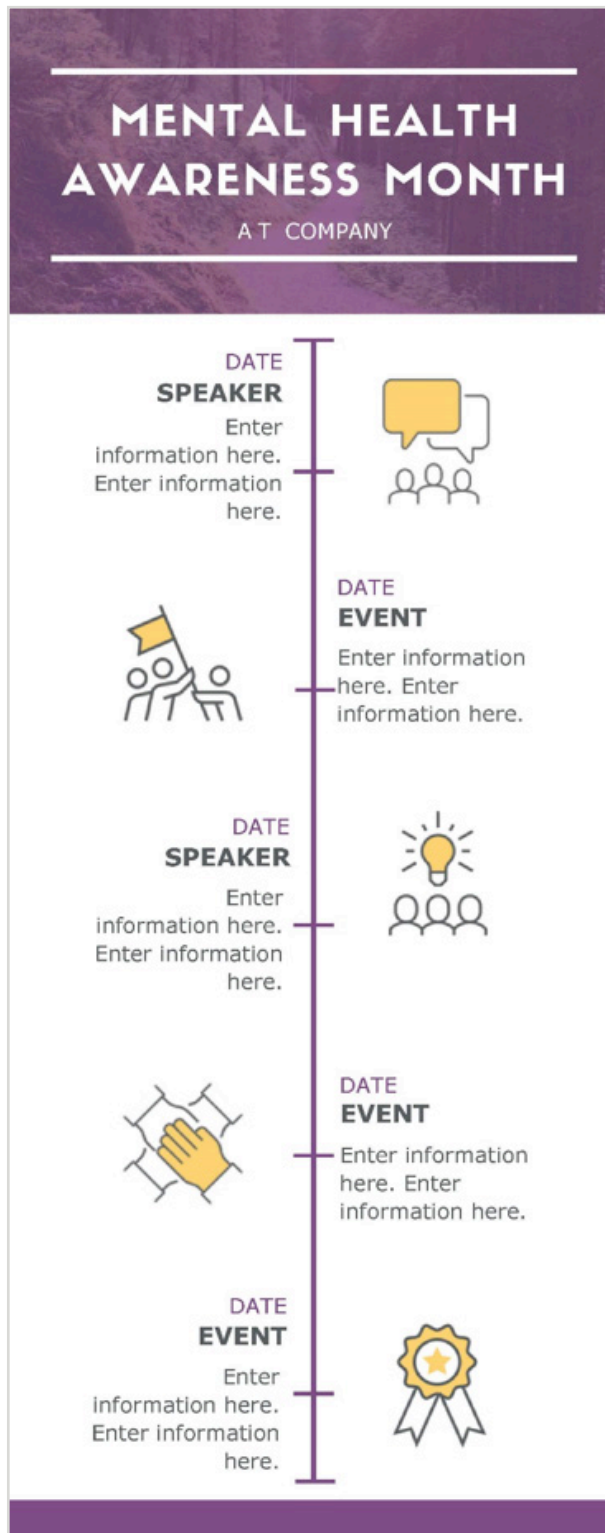
The main sections of the guide are:

- Purpose and guidelines
- How to locate an in-network mental health provider
- Information about our Employee Assistance Program (EAP)
- Local support groups
- Local wellness classes
- Helpful books, articles, apps, and other media
- Mental-health related charitable organizations

Feel free to use our [template](#) or create your own from scratch!

Event Infographic Example

We used www.canva.com to create the infographic below.



Self-Care Bingo Card Example

We used www.canva.com to create the bingo card below.



BE KIND TO YOUR MIND.

A variety of self-care activities that could improve your mental health are included on the bingo card below. Complete any row, column, or diagonal for your chance to win a \$25 Amazon gift card!

B I N G O

Add company event/item	Curl up and read a book	Plan out your week beforehand	Set a small goal	Take a walk with a friend
Get 8+ hours of sleep	Set aside time for activities you enjoy	Write a thank you letter	Add company event/item	Do 10 minutes of meditation
Take an alternate route to work	Complete Stress 101 Degreeed Pathway	FREE	Journal about your day	Switch up your workout routine
De-clutter your work space or house	Exercise for 30 minutes	Create an achievements folder	Do an activity in nature	Add company event/item
Add company event/item	Treat yourself! Think: coffee, snack, etc.	Spend time volunteering	Turn your phone on airplane mode	Cook dinner instead of eating out

The deadline to complete your bingo card is **DATE**. Scan your card to the **DEPARTMENT** by **DATE!**