

Mental Health Matters



Let's Prioritize It Together

May is Mental Health Awareness Month, and we're launching a **4-week "Mental Health Matters" campaign** to highlight the importance of mental wellbeing. Each week, we'll focus on a key theme. Join us as we learn, engage, and support each other in fostering a healthier workplace and community.



[LEARN MORE](#)



Administrator's Guide & Toolkit

Overview

Welcome to HUB International's **Mental Health Matters Campaign!** Thank you for taking this important step toward fostering a workplace culture that prioritizes mental wellbeing. This toolkit provides a customizable set of resources to help raise awareness, reduce stigma, offer support, and encourage proactive engagement with mental health resources.

How This Guide Helps:



Awareness: Equip employees with knowledge about mental health and its impact.



Reducing Stigma: Foster open conversations and normalize seeking help.



Support: Provide clear access to available mental health resources and programs.



Encouraging Action: Empower employees to take proactive steps for their wellbeing.

The Administrator's Guide & Toolkit includes:

1. Campaign Communications Calendar to organize your strategy for each week
2. Four (4) 8.5 x 11 printable PDF flyers, each highlighting an area of mental health support (in both English & Spanish)
3. Email Communications
 - Announcement email to managers
 - Launch email from leadership
 - Four (4) weekly emails
4. Social, Intranet & Newsletter content for each area of support

Campaign Communications Calendar

How to Use the Mental Health Matters Campaign

Kick off the campaign with a *Launch Email from Leadership* to introduce the initiative. This 4-week campaign follows a structured approach:

- **Week 1: Awareness** – Start by sharing general mental health facts and why it matters.
- **Week 2: Reducing Stigma** – Provide content that fosters open conversations and understanding.
- **Week 3: Support** – Highlight available mental health resources and ways to seek help.
- **Week 4: Encouraging Action** – Share practical strategies for maintaining mental wellbeing.

To stay on track, set weekly calendar reminders or schedule recurring invitations for team members assisting with communication and materials distribution.

May 5



Awareness

- ☐ Poster/Flyer
- ☐ Email
- ☐ Newsletter/Social

May 12



Reducing Stigma

- ☐ Poster/Flyer
- ☐ Email
- ☐ Newsletter/Social

May 19



Support

- ☐ Poster/Flyer
- ☐ Email
- ☐ Newsletter/Social

May 26



Encouraging Action

- ☐ Poster/Flyer
- ☐ Email
- ☐ Newsletter/Social

Let's Get Started!

1. Identify your current mental health resources. Here are a few suggestions:

- Employee Assistance Program (EAP)
- Stand-alone mental health resources you have partnered with
- Health plan carrier-based mental health offerings
- Local non-profit mental health providers

If your organization doesn't have mental health resources, ask your HUB representative to assist you in sourcing. You could also use the National Alliance on Mental Health (NAMI) Helpline at 800-950-NAMI, or in a crisis, text "NAMI" to 741741.

2. Notify your managers and supervisors that the program is being implemented.

Send out the *Announcement Email to Managers* and discuss in management meetings. Encourage all levels of management to incorporate/discuss the weekly topics in staff meetings.

2. Notify your employees.

Customize and disseminate the *Launch Email from Leadership* to all employees.

3. Customize your materials.

Open the flyer, email, and social/newsletter/intranet files and customize your messaging:

- **Logo:** Each flyer has a place to include your logo at the bottom left of the page.
- **Include your current mental health resources:** At the bottom right of each page, there is a section that calls out where employees can go for help.

4. Launch your weekly campaigns.

1. The four-week campaign follows a structured progression, starting with Awareness, then moving to Reducing Stigma, followed by Support, and concluding with Encouraging Action. Each week builds on the previous one to create a comprehensive approach. Use the calendar template to help organize and enhance your campaign with additional events or promotions.
2. Print and post the flyers in visible locations.
3. Send emails out at the beginning of each week.
4. Include newsletter content in your current monthly publications or company intranet.

Flyers (English)

Mental Health Matters

Is it more than just feeling down?

Mental health struggles can show up as mood swings, feelings of emptiness, trouble sleeping, or difficulty focusing. They may also manifest as fatigue, changes in appetite, headaches, or physical discomfort. These are common signs of depression. If you've experienced any of these or wondered, "*What's wrong with me?*"—you're not alone.



1 in 5 adults

experience mental illness each year.



50% of people

with a mental health condition don't seek help due to stigma or lack of resources.

REACH OUT FOR SUPPORT

If you or someone you know is struggling with mental health, help is available.

Call or text the free Mental Health Crisis Line at 988.

Play your part in reducing stigma.

Let's change the conversation. Although there is more understanding and acceptance today about mental health conditions, there is still more work to be done. Everyone can continue to take steps to reduce stigma. Whether it's through education and awareness, using non-stigmatizing language, or sharing your personal experience, we can all play a part in decreasing stigma.



80%

of those with a mental health condition report that shame and stigma prevent them from seeking treatment. (NAMI)



8-10 years

is the average years between onset of symptoms and treatment. (NAMI)

REACH OUT FOR SUPPORT

If you or someone you know is struggling with mental health, help is available.

Call or text the free Mental Health Crisis Line at 988.

Support when you need it.

Your mental health is important! Whether you're going through a tough time or simply navigating daily stress, there are resources available to support you. Your medical plan, Employee Assistance Program, or wellness program may provide support in times of need as well as self-care resources and mindfulness apps.



Get help early

It's never too soon to seek treatment for your mental health. Getting help early saves lives.



988 Lifeline

The 988 Suicide & Crisis Lifeline is available 24/7/365. Conversations are free and confidential.

REACH OUT FOR SUPPORT

If you or someone you know is struggling with mental health, help is available.

Call or text the free Mental Health Crisis Line at 988.

Your mental health is worth investing in.

Acting on your mental health means prioritizing your wellbeing just as you would your physical health. Whether it's reaching out for support, setting boundaries, practicing self-care, or seeking professional help, every step matters. Small changes—like regular exercise, mindfulness, or open conversations—can have a big impact. Don't wait for a crisis; take proactive steps today to build resilience and maintain balance.



30% decrease

in risk of depression by engaging in regular physical activity.



75% of people

who engage in therapy see improvements in their mental health.

REACH OUT FOR SUPPORT

If you or someone you know is struggling with mental health, help is available.

Call or text the free Mental Health Crisis Line at 988.

Flyers (Spanish)

¿Es más que estar triste?

Los problemas de salud mental pueden manifestarse como cambios de ánimo, sensación de vacío, dificultad para dormir o incapacidad para concentrarse. También pueden presentarse como fatiga, cambios de apetito, dolor de cabeza o malestar físico. Son signos comunes de depresión. Si alguna vez los ha experimentado o se ha preguntado “¿Qué me pasa?”, no está solo.



1 de cada 5 adultos

padece una enfermedad mental cada año.



El 50 % de las personas

con una afección de salud mental no busca ayuda debido al estigma o a la falta de recursos.

COMUNÍQUESE PARA OBTENER AYUDA

Si usted o alguien que conoce tiene problemas de salud mental, sepa que hay ayuda disponible.

Llame o envíe un mensaje de texto a la Línea para Crisis de Salud Mental, al 988.

Involúcrese para reducir el estigma

Cambiamos la conversación. Si bien hoy en día se comprenden y aceptan más las afecciones de salud mental, todavía hay mucho por hacer. Todos podemos seguir tomando medidas para reducir el estigma. Ya sea brindando educación y concienciación, usando lenguaje no estigmatizante o compartiendo experiencias personales, entre todos podemos colaborar para disminuir el estigma.



El 80 %

de las personas que padecen una afección de salud mental informan que la vergüenza y el estigma les impide buscar tratamiento. (NAMI)



De 8 a 10 años

es el tiempo promedio entre la aparición de los síntomas y la búsqueda de tratamiento. (NAMI)

COMUNÍQUESE PARA OBTENER AYUDA

Si usted o alguien que conoce tiene problemas de salud mental, sepa que hay ayuda disponible.

Llame o envíe un mensaje de texto a la Línea para Crisis de Salud Mental, al 988.

Apoyo cuando lo necesite

¡Su salud mental es importante! Ya sea que atraviese un momento difícil o simplemente necesite sobrellevar el estrés diario, existen recursos disponibles para respaldarlo. El plan médico, el Programa de Asistencia al Empleado o el programa de bienestar pueden brindarle apoyo cuando lo necesite, así como recursos sobre cuidado personal y aplicaciones de conciencia plena.



Obtenga ayuda a tiempo

Nunca es demasiado pronto para buscar tratamiento de salud mental. Obtener ayuda a tiempo salva vidas.



Línea 988

La Línea 988 de Prevención del Suicidio y Crisis está disponible todos los días y a toda hora. Las conversaciones son gratuitas y confidenciales.

COMUNÍQUESE PARA OBTENER AYUDA

Si usted o alguien que conoce tiene problemas de salud mental, sepa que hay ayuda disponible.

Llame o envíe un mensaje de texto a la Línea para Crisis de Salud Mental, al 988.

Vale la pena ocuparse de su salud mental

Tomar medidas para la salud mental significa priorizar el bienestar tal como lo haría con la salud física. Ya sea buscar apoyo, establecer límites, practicar el cuidado personal o buscar ayuda profesional, cada acción es importante. Los pequeños cambios pueden tener un gran impacto. Por ejemplo, hacer ejercicio con regularidad, practicar conciencia plena o tener conversaciones abiertas. No espere a que surja una crisis; tome medidas proactivas hoy para construir resiliencia y mantener un equilibrio.



Un 30 % menos

de riesgo de padecer depresión cuando se hace actividad física regular.



El 75% de las personas

que participan en terapia ven mejoras en su salud mental.

COMUNÍQUESE PARA OBTENER AYUDA

Si usted o alguien que conoce tiene problemas de salud mental, sepa que hay ayuda disponible.

Llame o envíe un mensaje de texto a la Línea para Crisis de Salud Mental, al 988.

Email Communications

Announcement Email

To Managers

Subject: New Mental Health Awareness Campaign – Let's Support Our Team!

I hope this message finds you well. I'm excited to share that we are launching a new **Mental Health Awareness Campaign, Mental Health Matters**, aimed at fostering a healthier, more supportive work environment for all of our employees.

This initiative focuses on four key areas:

- **Raising Awareness:** Educating everyone about mental health and its impact.
- **Encouraging Conversations:** Creating a safe space where employees feel comfortable discussing mental health.
- **Providing Support:** Offering resources for those who need help.
- **Encouraging Action:** Promoting steps employees can take to manage their mental health proactively.

To support this effort, we've developed materials such as flyers and key statistics that will help raise awareness across the organization. Additionally, we'll be hosting activities and discussions that encourage open conversations.

As a manager, your involvement will be instrumental in ensuring that our employees feel supported and encouraged to participate. Please be on the lookout for further information on how you can engage your teams and contribute to the campaign's success.

Thank you for your continued support in making our organization a place where everyone's wellbeing matters. Together, we can make a real impact on mental health awareness in our workplace.

If you have any questions or would like more information, feel free to reach out.

Launch Email

From Leadership

Subject: New Mental Health Awareness Campaign – Let's Support Our Team!

Dear Employee/Associate:

Your mental health matters! While we often focus on physical wellbeing, mental health is just as important. That's why we're launching a 4-week "Mental Health Matters" campaign to promote awareness, break down stigma, and provide support.

Each week, we'll focus on a key topic:

- ◆ Week 1: Awareness – Understanding mental health and common challenges
- ◆ Week 2: Reducing Stigma – Encouraging open conversations and breaking barriers
- ◆ Week 3: Support – Highlighting resources and ways to help yourself and others
- ◆ Week 4: Encouraging Action – Practical steps for long-term mental wellbeing

We all need support sometimes, and **it's okay to ask for help**. Call xxx-xxx-xxxx or visit website.com to access available resources.

Stay tuned for weekly insights and tips—because mental health matters!

Sincerely,

[Name]

[Title]

**Mental
Health
Matters**

Week 1 Email

From Leadership

Subject: How are you, really?

Dear Employee/Associate:

Have you been feeling off lately? Mood swings, trouble sleeping, difficulty focusing, or even physical discomfort can all be signs of mental health struggles. If you've ever caught yourself wondering, “*What’s wrong with me?*”—you’re not alone.

Mental health challenges can affect anyone, regardless of age, background, or profession. The good news? Help is available, and even small steps—like talking to someone, getting fresh air, or prioritizing sleep—can make a difference.

Did you know?

- **1 in 5 adults** experience a mental health condition each year (*National Institute of Mental Health*)
- Depression is one of the **leading causes of disability** worldwide (*World Health Organization*)
- Lack of sleep can increase anxiety by **30%** (*University of California, Berkeley*)
- People who feel socially connected have a **50% lower risk** of early death (*Harvard T.H. Chan School of Public Health*)

You don’t have to go through this alone. If you need support, resources are available to help you navigate your mental wellbeing.

Reach out for support.

If you or someone you know is struggling with mental health, help is available.

Call or text the free Mental Health Crisis Line at 988.

Sincerely,

[Name]

[Title]

Week 2 Email

From Leadership

Subject: Let's talk about it

Dear Employee/Associate:

Mental health awareness has come a long way, but the journey isn't over. Despite increased understanding and openness, stigma continues to prevent too many people from seeking the help they need. Together, we can change that.

Each of us has the power to normalize mental health conversations—whether by learning more, speaking openly, or simply showing empathy. Just one honest conversation can break down barriers.

Did you know?

- **1 in 5 U.S. adults** experience mental illness each year, yet over half don't receive treatment (*NAMI*)
- **75% of employees** say stigma in the workplace prevents them from seeking help (*Mind Share Partners*)
- But when employees feel supported, they're **2.5x more likely to thrive at work** (*APA*)

Let's create space for support, not silence. It starts with us.

Reach out for support.

If you or someone you know is struggling with mental health, help is available.

Call or text the free Mental Health Crisis Line at 988.

Sincerely,

[Name]

[Title]

Week 3 Email

From Leadership

Subject: It's ok to ask

Dear Employee/Associate:

Life can be challenging—whether you're dealing with a major life event or just the everyday stress of balancing work and home. But here's the good news: you don't have to go it alone.

Your mental wellbeing matters every single day. And support is within reach.

There are a variety of resources designed to help you take care of your mental health—ranging from professional support to tools that help you manage stress and build healthy habits. Take a moment to explore what's available through your organization or in your community.

Did you know?

- Nearly 60% of employees say mental health benefits are important when choosing a job. *(APA)*
- Mindfulness practices can reduce anxiety by up to 58%. *(Journal of Consulting and Clinical Psychology)*
- Just 10 minutes a day of focused breathing or meditation can improve concentration and emotional resilience. *(Harvard)*

Whether you're feeling overwhelmed or simply want to build healthier habits, there's support waiting for you.

Reach out for support.

If you or someone you know is struggling with mental health, help is available.

Call or text the free Mental Health Crisis Line at 988.

Sincerely,

[Name]

[Title]

Week 4 Email

From Leadership

Subject: Check in with yourself

Dear Employee/Associate:

Caring for your mental health is just as essential as looking after your physical health.

When you take steps to prioritize your well-being—whether it's setting boundaries, asking for help, or simply pausing to reset—you're investing in a stronger, more balanced version of yourself.

Even small daily habits can make a meaningful difference.

Try things like:

- ✓ Regular movement
- ✓ Mindful breathing or meditation
- ✓ Talking openly with someone you trust
- ✓ Seeking professional guidance when you need it

Did you know?

- **1 in 5 adults** experience mental illness each year—but many delay getting help. *(NAMI)*
- People who proactively manage stress report **higher job satisfaction and better sleep**. *(MHA)*
- Small, consistent changes in behavior can increase resilience by **up to 70%** over time. *(American Psychological Association)*

Don't wait for burnout to act. Your mental health matters every day—and there are steps you can take right now to support it.

Reach out for support.

If you or someone you know is struggling with mental health, help is available.

Call or text the free Mental Health Crisis Line at 988.

Sincerely,

[Name]

[Title]

Social, Intranet & Newsletter Copy

Social, Intranet & Newsletter Copy

Directions for Use: Simply copy and paste the monthly messaging into your current newsletter, intranet site, or social platform. We provided a few options based on your communication channels. Start with the Awareness message and follow each week, ending with Encouraging Action.

Be sure to customize the yellow highlighted portions to include the mental health resources available to your employees (e.g., Employee Assistance Program (EAP), stand-alone behavioral health services, national hotlines, etc.). Once you've updated the content with your company's specific resources and contact information, remove the yellow highlight to match the rest of the paragraph.

The Mental Health Matters campaign highlights the importance of mental wellbeing. Each week focuses on a key theme.

May 5



Awareness

May 12



**Reducing
Stigma**

May 19



Support

May 26



**Encouraging
Action**

Week 1 Social, Intranet & Newsletter Copy



Post #1: Mental health is just as important as physical health! Did you know that 1 in 5 adults experience a mental health condition each year? Early awareness and support make all the difference. Let's start the conversation.

#MentalHealthAwareness

Post #2: Your mental well-being matters. Stress, anxiety, and burnout are common, but help is available. Know the signs, take care of yourself, and reach out if you need support. #MindMatters #MentalHealthAtWork

Newsletter Snippet:

Prioritize Your Mental Health

Mental health plays a crucial role in our overall wellbeing—just like physical health. With 1 in 5 adults experiencing a mental health condition each year, it's more important than ever to raise awareness, recognize the signs, and support one another.

Stress, anxiety, and burnout can affect anyone, but you're not alone—and help is always available. Small steps can lead to big changes, whether talking to someone, taking a break, or accessing available resources.

Let's keep the conversation going and make mental health a priority for everyone.

#MentalHealthAwareness #MindMatters #MentalHealthAtWork

If you or someone you know is struggling with mental health, help is available. Call or text the free Mental Health Crisis Line at 988.

(Company name) offers an Employee Assistance Program through XXX. Contact **(company program)** at _____ or call xxx-xxx-xxxx.

Week 2 Social, Intranet & Newsletter Copy



Post #1: Talking about mental health shouldn't be taboo. Just like we seek help for a cold or an injury, it's okay to ask for support when struggling mentally. Let's break the stigma together. #EndTheStigma

Post #2: Would you judge someone for having a chronic medical condition? Mental health conditions are just as real. Support and understanding can make a world of difference. If you or someone you know is struggling, help is available.
#SupportNotStigma

Newsletter Snippet:

Let's Break the Stigma Around Mental Health

Talking about mental health shouldn't be taboo. Just like we wouldn't hesitate to get care for a cold or injury, it's okay—and encouraged—to seek support when struggling mentally.

Mental health conditions are just as real and valid as physical ones. We don't judge people for having chronic illnesses, so let's extend that same empathy and understanding to mental health.

Support, openness, and compassion go a long way. Together, we can build a culture where no one feels ashamed to speak up or seek help.

#EndTheStigma #SupportNotStigma

If you or someone you know is struggling with mental health, help is available. Call or text the free Mental Health Crisis Line at 988.

(**Company name**) offers an Employee Assistance Program through XXX. Contact (**company program**) at _____ or call xxx-xxx-xxxx.



Week 3 Social, Intranet & Newsletter Copy

Post #1: You are not alone. Whether you need to talk to someone, find resources, or support a friend—help is here. Reach out, check in on others, and remember that small acts of kindness can have a big impact. #HereForYou #MentalHealthSupport

Post #2: Being there for someone can be as simple as listening without judgment. A simple “How are you, really?” can open the door to a meaningful conversation. Let’s be there for each other. #YouMatter

Newsletter Snippet:

We’re In This Together

You are not alone. Whether you're navigating a tough time or supporting someone else, help is available—and it starts with connection.

A check-in, a kind word, or simply listening without judgment can make a powerful difference. Asking “How are you, really?” can open the door to meaningful support and healing.

Let’s look out for each other. Speak up, show up, and reach out—because even the smallest gesture can mean the world.

#HereForYou #YouMatter #MentalHealthSupport

If you or someone you know is struggling with mental health, help is available. Call or text the free Mental Health Crisis Line at 988.

(Company name) offers an Employee Assistance Program through XXX. Contact **(company program)** at _____ or call xxx-xxx-xxxx.

Week 4 Social, Intranet & Newsletter Copy



Post #1: Prioritize your mental wellbeing! Set boundaries, take breaks, practice mindfulness, and don't hesitate to seek support. Small steps lead to big changes. What's one small thing you can do for your mental health today? #SelfCare #TakeAction

Post #2: If you or someone you know is struggling, help is available. Take action today—talk to a trusted friend, reach out to a professional, or utilize our support resources. #YouAreNotAlone #ReachOut

Newsletter Snippet:

Take Action for Your Mental Health

Your mental well-being deserves just as much care and attention as your physical health. Setting boundaries, taking breaks, practicing mindfulness, and reaching out for support are all essential to supporting a healthy mind.

Small, intentional actions can make a big difference over time. Checking in with yourself, talking to someone you trust, or accessing available resources—every step counts.

If you or someone you know is struggling, don't wait—support is available, and you are not alone.

#SelfCare #TakeAction #YouAreNotAlone #ReachOut

If you or someone you know is struggling with mental health, help is available. Call or text the free Mental Health Crisis Line at 988.

(**Company name**) offers an Employee Assistance Program through XXX. Contact (**company program**) at _____ or call xxx-xxx-xxxx.