Supporting Mental Health

A toolkit for supporting mental health during COVID-19

MetLife | 360Health™

Navigating life together

Supporting Your Employees' Mental Health During COVID-19

It is clear that we are all living in unprecedented times. We also know that the impact on our communities goes deeper than just the virus. The impacts on our social, physical, financial and mental health could be profound.

Isolation means taking different actions and ensuring that we consider the best options for ourselves, our families and our colleagues.

Fortunately, there are some relatively simple ways to combat this pandemic and support all of us during this time.

By providing simple, evidence based practical information we believe that we can enable the best possible outcome. Our Mental Health toolkit enables information to be shared in bite sized pieces to enable learning and understanding of what can be done.

What's in the toolkit?

This toolkit provides all of the materials needed to deliver a successful awareness campaign:

- Campaign Objectives
- Suggested Timeline and Devliery Schedule
- Marketing Materials
- Campaign Ideas for Engaging Employees
- Campaign Evaluation

Campaign Objectives

- Raise awareness of mental health and the importance of managing it particularly in this time
- Understand the signs and symptoms in self and those around
- Better understand how to cope, maintain resilience and support others
- Motivate people to make some changes in their habits, lifestyle and actions to support better mental health
- Bring people together to support each other and enable better awareness and reduced stigma

Suggested Timeline

The campaign is aimed to provide bite sized pieces of information across a short period of time. Given the current situation, it is suggested that a daily release of information will enable the best approach to get the information to all individuals over a relatively short period of time. This can then be followed up with weekly emails and tips as well as feedback gathered from those that are engaged in the program.

The following suggested dates are based on a campaign that runs for two weeks.

Pre-launch Email: Suggested email/communication to come from a CEO, senior manager or influencer from the organisation or entity.

Day 1 Email: Kick off email – "Tips to help manage during the COVID-19 outbreak" flyer.

Day 2 Email: Getting the facts straight – provide information on what the current situation is in Australia/locally and send the "Getting the facts straight" flyer.

Day 3 Email: Introduce Mental Health as a key factor via email and send "Understanding the signs of mental ill health" flyer. If available, provide a reminder of any internal EAP service that may be available.

Day 4 Email: Demonstrate an understanding of the challenges for a workplace, send the flyer "12 ways to stay productive while working from home" flyer.

Day 5 Email: Reminder of the information on understanding mental ill health and then reinforce activity as a key factor in maintaining mental health – send the flyer "Staying active while isolated".

Day 6 Email: Reminder of the impact of isolation on diet and the link of mental health and diet. Send the flyer "A healthy diet helps a healthy mind".

Day 7 Email: Information and email on the importance of sleep and routine. Provide the flyer – "Improving your sleep".

Day 8 Email: A) Reminder that we need to look after each other and support each other – family, friends and colleagues. Send the flyer "Looking out for others when isolated during COVID-19".

B) For people leaders a reminder to look out for their team(s) and provide the flyer "Managing your teams remotely".

Day 9 Email: Providing a positive message that is current on COVID-19 and the importance of remaining positive. Send the flyer "Resilience during COVID-19".

Day 10 Email: Reminder of the content provided – if it is saved on the organisation's website, point people to it or if not perhaps resend the content or remind people to look back on it. Provide the feedback form and ask them to complete it. A competition at the beginning may promote better engagement where there is a prize available for the best entry or a random draw.

Marketing Materials

1. Flyers

- Tips to help manage during the COVID-19 outbreak
- COVID-19: Getting the facts straight
- Understanding the signs of mental ill health
- 12 ways to stay productive while working from home
- Staying active while isolated
- A healthy diet helps a healthy mind
- Improving your sleep
- Looking out for others when isolated during COVID-19
- Managing your team remotely (for people managers)
- Resilience during COVID-19
- What did you learn and change - a feedback and learning loop for those engaged

Campaign Ideas for Engaging Employees

- Consider asking managers to send a personal note to promote the Supporting Mental Health during COVID-19 campaign
- Plan a kick off with an online web meeting to share these insights. Invite an expert to talk about the importance of mental health in the workplace
- Load all the documents onto the intranet or web and send a business wide email to highlight where the content is located
- Encourage and reward employees to share personal experiences in practicing positive mental health actions
- Follow the daily email planner below with a few lines and the appropriate flyer attached/embedded
- Consider offering a prize to increase employee engagement in the campaign. Ideas include giveaways for employees who share their best mental health tips or a prize draw for completing the campaign evaluation

Campaign Evaluation

The campaign evaluation is a very important part of the campaign. It's not a survey – it's designed to capture ideas and information from participating employees that you can share with all employees. It's a great way to recognise employees who have taken steps to consider their mental health, and to continue the momentum of the campaign. Here's an example of feedback that could help motivate other employees to make healthier lifestyle choices, long after the campaign has ended.

> "I was using my device a lot more and made a conscious effort to put it down in the evening so that I gave my brain time to rest.
>
> I was eating terribly and because the kitchen was so close, I would get unhealthy snacks all the time. I am now trying to have fruit or a healthy snack – most of the time!
>
> I was always pretty active, but isolation certainly slowed me down. I was using it as an excuse not to exercise so set my self a routine to get up and outside at least once a day even if it was for a short walk."

What is MetLife 360Health?

MetLife 360Health defends you against serious illness, so you can live healthier for longer. MetLife recognises that we all need support, not just when faced with an accident or illness, but at all stages of our life.

A holistic, integrated suite of solutions covering tools, services and resources, MetLife 360Health complements our insurance products. It focuses on customers as both individuals and employees, taking into account mind, body, environmental and work factors.

It also aims to facilitate better health literacy, improve health support and deliver on improving health outcomes.

MetLife 360Health, your health partner.

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