



BENCHMARK #1:
COMMITTED & ALIGNED LEADERSHIP

“IT STARTS WITH US” MENTAL HEALTH AWARENESS MONTH LEADERSHIP CAMPAIGN COMMUNICATIONS PACK

Instructions: Leadership and management role modeling of wellness behaviors are a crucial element of impacting an overall culture of wellness. Although you can utilize this campaign for just about any timely push for leadership role modeling, below is a communication pack specifically to raise awareness for May’s Mental Health Awareness Month:

MESSAGE #1: Leadership Community

SUBJECT: May is Mental Health Awareness Month: It Starts with Us

Hello Leadership Community!

While 1 in 5 people will experience a mental illness during their lifetime, everyone faces challenges in life that can impact their mental health. During the past year, America has witnessed an unprecedented increase in the numbers of people experiencing mental health challenges. In November 2020, the CDC reported that 44 percent of us were dealing with either depression or anxiety.

While we continue to focus on the whole human and wellness experience at <<name of your company>>, we recognize the impact that work and career can have on your human experience, work experience and overall well-being.

Throughout the month of May (and beyond) we will be sharing resources, activities, and ways that you can engage in living a healthy lifestyle, practicing mindfulness, and managing stress from anywhere. A mass email will be going out to all team members on <<date>>.

Let’s share and help someone today! Use the hashtag #bekindtoyourmind to share with your <<name of company>> community how you are role modeling healthy mind practices: big and small! Your actions will inspire others and can help make strides in improving the mental health and well-being of our colleagues.

As leaders, simply talking about mental health and role modeling well-being starts with us, so I’d ask that everyone participate and use an upcoming team meeting to encourage their teams to participate. We will be collecting photos and examples and sharing a re-cap at the end of the month.

Thank you,
<<Name>>

TAKE ACTION!

1. *Identify a wellness theme to campaign around. The theme should align to your overall program goals and company values.*
2. *Utilize the template to create your own communications plan that starts with leadership role modeling.*
3. *Follow-up with messages to your broader team. Highlight and celebrate examples of impact and participation.*



Consider using www.canva.com to design an image to capture attention to your campaign (like the one here).