

Getting Started: A Guide to Promoting the Beacon Health Options Employee Assistance Program



beacon
health options

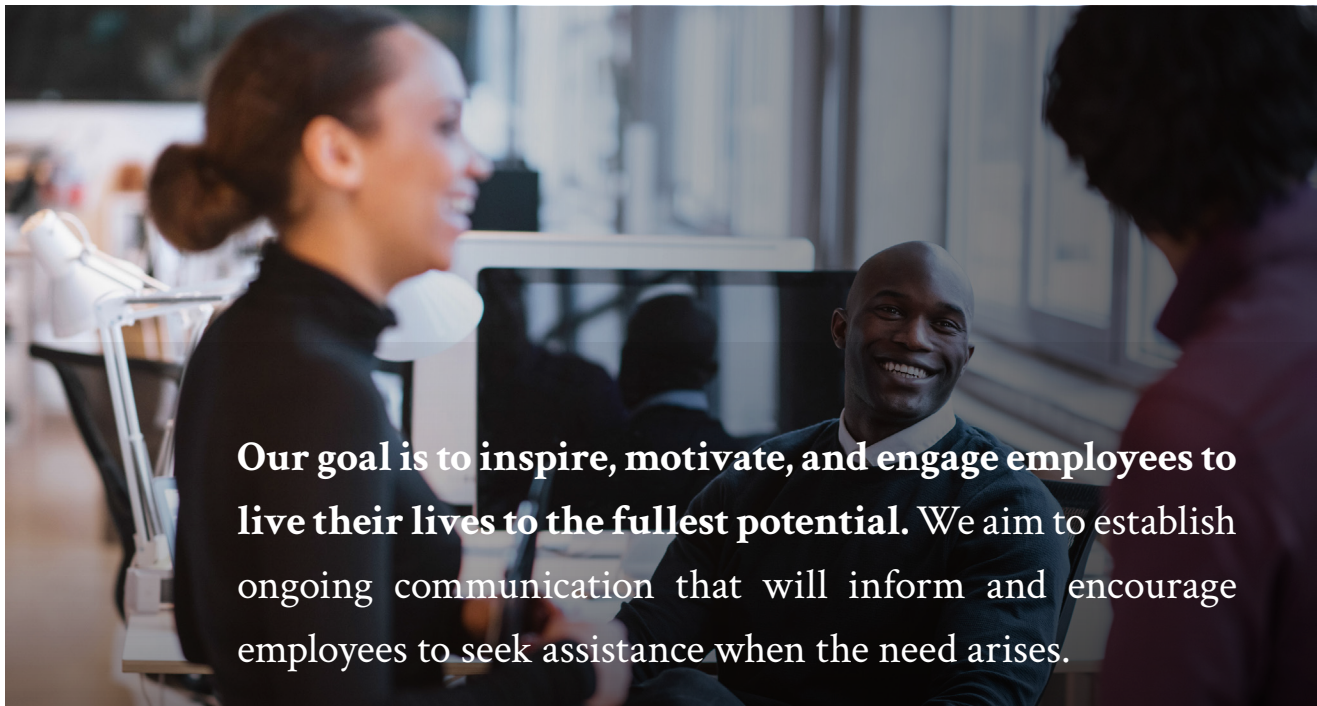
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Congratulations!

You've completed the first step in creating a healthier workforce by implementing an employee assistance program. The EAP has the potential to be one of your most valuable resources, as it supports all employees and their family members and provides expert consultation to your organization.

Beacon is committed to helping your organization promote program services to ensure employees, managers, and their families are familiar with and understand available services and educational programs. Our communication materials and tools drive people to take action and access services.



This guide describes Beacon's recommendations for communicating and promoting program services. We have taken promotional best practices, our own experience, and our clients' needs into consideration to develop the following recommendations.

Best Practices

When it comes to motivating employees to become engaged in wellness programs, research indicates:

- Greater personalization and awareness is needed to drive employee engagement.
- Rewards are a key driver for program participation.
- Employees rank their colleagues and direct managers as top motivators.
- Employees want help getting cost effective care and emotional/personal support from their employers.
- Age, gender, and income impact perceptions and participation in financial health programs.
- Programs that involve the family are likely to drive greater participation.
- Employers should think differently about how and when to engage millennials.

Source: The National Business Group on Health/Welltok Whispers from the Watercooler Employee Survey—What Motivates Employees to Improve Their Health and Well-being; July 2016.

Multiple modalities will likely have the best results. Commitment to reaching employees and their family members in a variety of ways is critical. Beacon’s communications plan includes a variety of media to meet the needs of a mobile population as well as those who prefer more traditional communication channels, such as:

- Welcome letter and brochure in print and electronic format
- Email messages to inform employees about the services available and reflect wellness themes
- Brief orientation videos for employees and managers
- Pre-written text for social media messages that can be used to reach and educate employees
- Full-color posters to reflect behavioral and mental health themes
- Infographics to support wellness topics
- Tip sheets to support wellness topics
- TV slides to display on closed circuit televisions in common areas
- Web banners to post on your intranet

We offer you a multi-pronged toolkit. When assembling a promotion plan, consider:

- Which communication channels tend to be most effective for your workforce?
- Could program information be woven into other benefit communications?
- Could other benefit vendors promote the program when they deliver services?

The success of any outreach program requires strong support from senior leadership as well as Corporate Communications or Human Resources to ensure employee awareness. Be sure to engage them early in the promotional planning process.

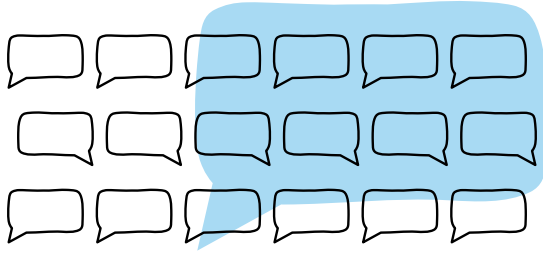
Beacon’s Message

Beacon’s communications seek to create a positive connection with employees by empowering them with educational information and guidance for every aspect of their lives—from starting a new job to dealing with depression following the death of a loved one. The program benefits everyone, at any age or stage of life.

We promote program services as “life services” instead of “problem services.” Focusing on work/life, well-being, and legal/financial issues can help encourage program utilization. We take an employee-first approach, using Web tools, social media and email messages, tip sheets, infographics, and posters to fully embed the behavioral health program into your organization’s culture and highlight its support of mental, emotional, physical, and relational health. We also continually promote the program’s confidential nature and its availability whenever a need arises.



Frequency



People need to hear messages several times in order to process them, and eventually adopt them. Beacon recommends embedding messages that relate to the program in other communication campaigns that support prevention and early identification of concerns.

Consistency



Beacon's communication materials focus on supporting the key messages rather than introducing new concepts. Our language is consistent.

Commitment



Repeat interventions will reinforce the commitment of the organization and the original prevention goals.

Introducing the Program to Employees, Managers, and Family Members

Clear, concise, and straightforward welcome materials will be developed to introduce program services to employees and their family members. In addition to orientation materials for all employees, we offer materials that are specific to addressing the needs of managers. Beacon recommends taking the following steps to familiarize employees and managers with the program:

- Include information about the program at a health fair or wellness event.

- Ask the CEO to send a memo to all employees that describes the program and how to access it.

- Add the program information to company benefit communications, including on the organization's intranet, in any benefit apps, and in print material. Make sure to include it in the new employee onboarding material.

- Schedule program orientations for employees and managers, either in person or via webinar. Our experience has shown that onsite events such as orientations and topical trainings are especially helpful to increase the visibility of services and encourage utilization. These events give Beacon face time with employees and allows us to make personal connections with employees and remind them about the many ways our services can help them.

- Send an email, letter, and brochure to each employee and their family members introducing the service components, including the program phone contact information and the Achieve Solutions website address.

- Carve out a space on the front page or navigation menu of the company's intranet.

- Leverage all modalities of employee communications to promote the importance of reducing stigma.

Beacon can provide the following welcome materials, all of which can be customized to meet your organization's specific needs:

Program transition letter. This letter to employees explains the change in provider. An electronic copy will be provided.

Program welcome letter. This letter describes the program and how employees can access it. An electronic copy will be provided for leadership to distribute.

Brochure. Available electronically and in print, the brochure describes program services and how to access them.

Customized website. Add your organization's or program's logo and toll-free program phone number on the home page of the Achieve Solutions employee website.



PULLING IT ALL TOGETHER

Here are a few tips on how your organization can tie the material together each month:

- Send an email that highlights the importance of the theme and attach the tools.
- Post the theme title on your company's intranet site with links to the supporting tools.
- Plug the message during meetings.
- Place the material in break rooms or high visibility areas.
- Post the electronic Solutions newsletter and the monthly promotional tools with links to the Achieve Solutions website on your organization's intranet.

REBRANDING THE PROGRAM

If you are re-introducing the program to your workforce, Beacon can work with your organization to rebrand with a new program name. We have successfully re-launched and rebranded our programs for clients; here are some examples of rebranding names:

- ASK-Work/Life Solutions
- AccessSolutions
- Employee Solutions
- CARE/Solutions for Life
- Caregiver Assistance Program
- Employee Life Services
- Employee and Family Resources
- Everyone Assistance Program
- CompanyRewards
- Life Directions
- Life Options
- Live It
- Company Work-Life Solutions
- Making Life Easier Program
- My Work Life Solutions
- MyCompany Benefits
- CompanyConnect—Life & Wellness Resource Center
- Solutions
- Healthy Minds EAP
- Talk to About It
- Assist
- RU OK?

Ongoing Program Promotion

Now that you have introduced the program, it's equally, if not more important, to promote the program throughout the span of its lifetime.

Incorporating ongoing program promotion into your overall benefit communication strategy will strengthen both awareness and usage of the program.

We develop a communications plan with supporting tools each year. Prior to the start of a new year, you will receive a promotional calendar, which identifies each month's theme and tools. Each month, the tools are posted to and can be downloaded from Beacon's Client Resources site. The themes tie to popular topics such as stress, depression, and relationships. We target different topics throughout the year, which keeps the message fresh.

The following promotional materials are available through your Beacon Account Executive. These items may also be accessed through our Client Resources website, <http://clientresources.beaconhealthoptions.com>.

Infographics. These printable documents contain graphics with limited text. They can also be emailed or posted on your organization's intranet.

Digital messages. Mobile connectivity allows for quick and convenient access to benefit information. Beacon's promotional package includes messages that can be used to reach and educate employees and easily connect them to program tools and resources.

Web banner. Download this graphic promoting the monthly theme, and post on your website to link to the monthly promotional tools.

TV slides. Customize and display on closed circuit televisions in common areas.

Monthly live webinars. Each month Beacon offers two new live webinar events—one for employees and one for managers. The webinars offer timely, relevant, and reliable information for everyday living, and provide participants the opportunity to submit questions using a chat tool. You will receive invitations that you can forward to your employees. A full suite of in-person workshops is also available.

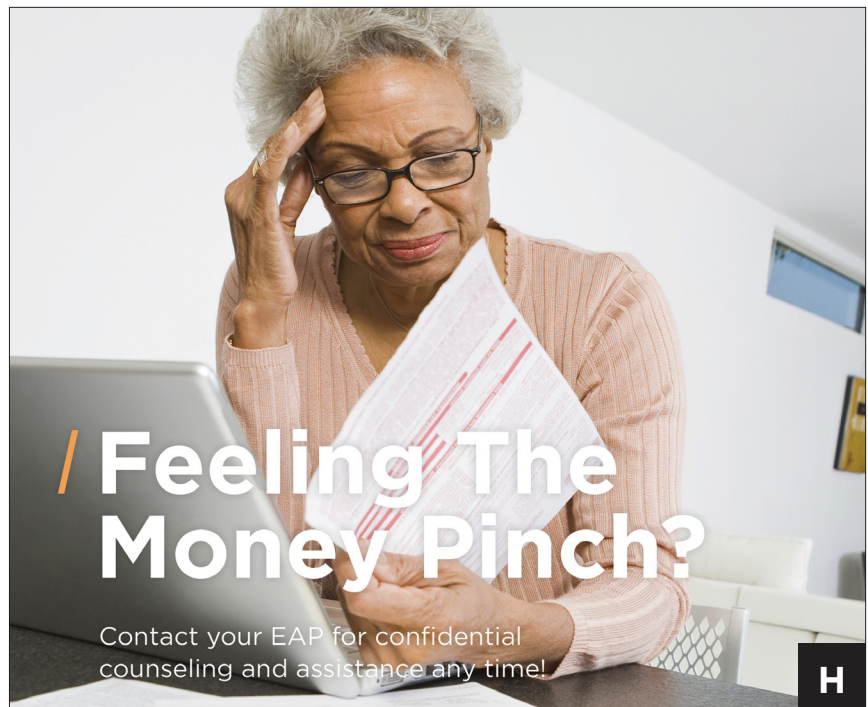
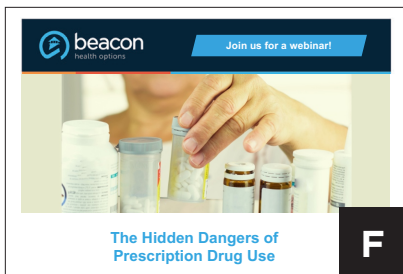
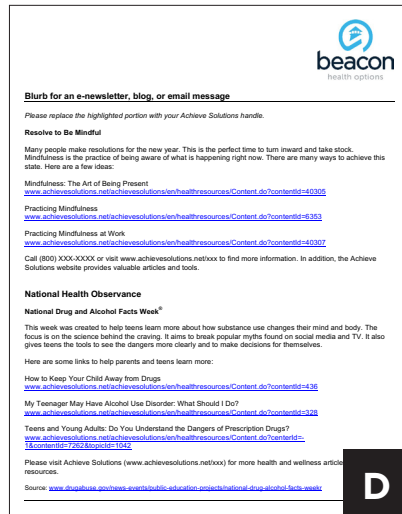
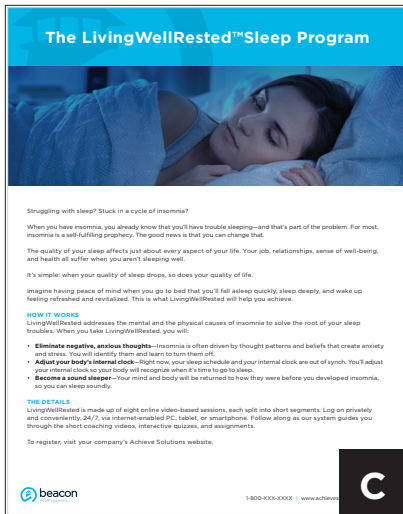
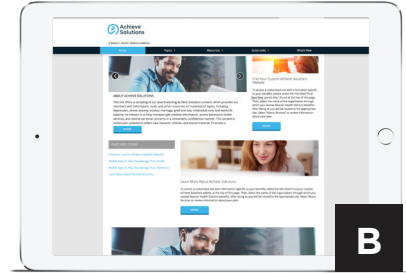
Solutions e-newsletter offers employees helpful articles that address one behavioral health topic each month such as stress, relationships, or motivation at work. This electronic communication includes your program's toll-free telephone number and Achieve Solutions website address prominently displayed for employees. You can forward this newsletter to your employee distribution list.

Posters assist in making the program visible. Posters are available in two sizes and reflect various aspects and themes of the program.

Tip sheets on topics that support a monthly promotional theme can be customized with your program's toll-free number and Achieve Solutions website address.

Achieve Solutions website. Our award-winning Achieve Solutions website offers employees useful tools and resources and timely content to engage them now and interest them long-term, while advertising the toll-free number for assistance. We recommend linking to Achieve Solutions from your organization's intranet. Monthly editorial calendars listing home page content are available. Managers have access to a special toolkit section on the site.

Sample Promotional Materials



A) Web banner B) Achieve Solutions website
 C) Tip sheet D) Digital Message E) Infographic
 F) Webinar Invite G) TV slide H) Poster

Rolling Out the Program: A Timeline

Your Beacon Account Executive will provide proofs of brochures and letters for review and approval according to the proposed timeline below.

Communication Materials	Proof provided for review	Rollout of materials
WELCOME AND PROMOTIONAL MATERIALS		
Program Welcome Letter		
Achieve Solutions Website		
Program Brochure with wallet card		
TRAINING MATERIALS		
Program Orientation for Employees		
Program Orientation for Managers and Supervisors		



Evaluating Success

It's important to evaluate your promotional efforts to determine the impact. You will receive quarterly utilization reports from your Account Executive. Key questions to ask are:

- Do employees know how to access the service?
- Do they understand the service components?
- Are you doing enough to promote it?
- How are they hearing about the program?
- What are the most common reasons for calls or visits to the website?

Even if your promotion efforts are working, it's never a bad idea to adjust your strategy to keep the message fresh.

Resources

At Beacon, our people are our competitive advantage. Nothing is more important to our service delivery than the Beacon staff who supply exceptional service. It is their knowledge, expertise, sincerity, and compassion that express our values and support our company's mission to help people live their lives to the fullest potential.

Beacon Client Resources Website. Visit this site to download infographics, tip sheets, digital messages, web banners, and posters on monthly promotional themes. Monthly webinar invitations, disruptive event resources, and Achieve Solutions editorial calendars are also available.

Creating a Culture of Well-being booklet for more in-depth program planning and strategies for developing a well-being initiative for your organization.

2019 Promotional Toolkits

2019 EAP Webinar Calendar

