



## Communicating the Message Town Hall Workplace Webinar

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Alida Fallavollita, CRHA	Bell Canada
Samantha Kolapak, MPP	Mental Health Commission of Canada

August 28, 2013, 12:00pm -1:00pm ET



## Presenters

		
<b>Samantha Kolapak</b>	<b>Chris MacDonald</b>	<b>Alida Fallavollita</b>
Mental Health Commission of Canada	Manulife Financial	Bell Canada

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## Agenda

1. Samantha Kolapak, Mental Health Commission of Canada
  - Background
2. Chris MacDonald, Manulife Financial
  - Business Case
3. Alida Fallavollita, Bell Canada
  - Communications
4. Questions

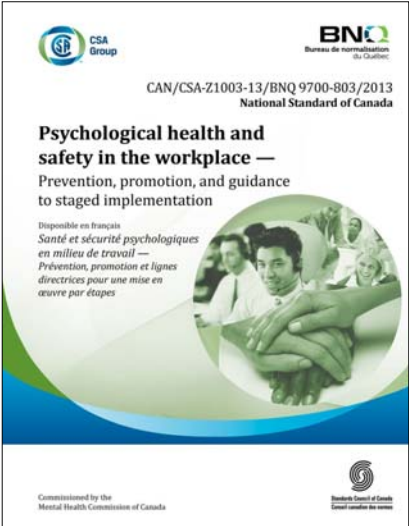
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**CSA Group** **BNQ** Bureau de normalisation du Québec

CAN/CSA-Z1003-13/BNQ 9700-803/2013  
National Standard of Canada

**Psychological health and safety in the workplace —**  
Prevention, promotion, and guidance to staged implementation

Disponible en français  
*Santé et sécurité psychologiques en milieu de travail — Prévention, promotion et lignes directrices pour une mise en œuvre par étapes*

Commissioned by the Mental Health Commission of Canada



“It’s time to start thinking about mental well-being in the same way as we consider physical well-being, and the Standard offers the framework needed to help make this happen in the workplace.”

- Louise Bradley,  
MHCC’s CEO

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## Workplace

Last week, half a **million Canadians missed work** because of a mental health problem or illness. Just as many Canadians will miss work next week.

- Workplace is one of our five priorities of the Commission
- Adoption of The Standard
  - monthly town hall webinars – FREE!
  - video testimonials
  - our case study project


For more information: [skolopak@mentalhealthcommission.ca](mailto:skolopak@mentalhealthcommission.ca)

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## Making the Business Case

- Approximately 7.5 M Canadians a year suffer a mental disorder
- Mental health impacts most individuals during prime working years (24 – 44)
- Mental health disability claims for Canadian employers predicted to rise to 50% over next few years
- Likelihood of recurrence for physical illness 2x, 7x for mental health
- Mental health disorders and substance abuse becoming more prevalent in young adults (15 – 24)



Mood Disorders Canada, CAMH, Mental Health Commission of Canada - Guarding Minds@ Work, WHO

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### Question for you?

What percentage of employees felt that senior leaders openly discussed the importance of mental health?\*

- A. 12%
- B. 36%
- C. 61%

\*Conference Board of Canada: Building Mentally Healthy Workplaces 2011 report

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### Value in creating a targeted Wellness Strategy

```
graph TD; A["Corporate Business Strategy"] --> B["Wellness Strategy"]; B --> C["Profile Elements"]
```

**Corporate Business Strategy**

Financial Outcomes    Customer Service    Employee Retention

**Wellness Strategy**

Physical Work Environment    Psychological Environment

**Profile Elements**

Employee    People Leader    Occupational Health & Safety

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**Question for you?**

Managers are key in supporting a mentally healthy workplace. Based on recent study\*, what percentage of employees felt that managers encourage a respectful workplace ?

- A. 15%
- B. 78%
- C. 52%

\*Conference Board of Canada: Building Mentally Healthy Workplaces 2011 report

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**Value of recognizing the efforts of managers**


Resource tools available for managers to easily access

- Orientation for new managers
- ‘Refresher’ training for managers
- Online courses
- Mental Health First Aid training
- Links to articles and tools

**Recognition and Rewards**

- Positive feedback from senior leaders
- Certification for courses completed
- Opportunities to discuss/share experiences in meetings

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## Case Study Example

### Mental Health and Illness

- Mental Illness costs increased 15% per year during past 3 years
- EAP utilization decreased during past 3 years
- Low utilization of psych spending account

### Key Actions Taken:

- Added Psych Health Strategy to Wellness Strategy
- Implemented Manager training program
- Promoted mental health resources available for employees
- EAP usage doubled
- Success metrics in place to monitor incidence and disability durations – mental illness related costs are reducing

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**Keeping people engaged - Variety is the spice of life**



**Missing out on some zzzzzzz's?**



**Love your health.**



**Which way do you think you should head?**



**Regretting the time you didn't spend in the shade?**



**Focus on the FIRST TWO**



**Take a Health Risk Assessment**

Campaign Materials, Manulife Financial

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### Canada's largest telecommunications company

**A leading employer**

- **49 000:** Employees from coast to coast to coast
- **21 000:** Employees represented by labor unions

**Multiples lines of business**

- Wireless and wireline
- TV
- Internet
- Media



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### Bell Let's Talk mental health initiatives' four action pillars

1	2	3	4
<b>Anti-Stigma</b>	<b>Workplace</b>	<b>Care &amp; Access</b>	<b>Research</b>
			

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## Anti-stigma

On February 12,  
the more you text,  
the more you help.



On February 12, for every text message sent or long distance call made by a subscriber\*, Bell will donate \$6 more for initiatives helping the millions of Canadians affected by mental illness.

bell.co/letsstalk



### Bell Let's Talk Day

- National awareness campaign
- 88 % of people believe that talking about mental health helps to reduce the stigma
- 2013, best Bell Let's Talk Day ever. **\$4.8** was raised with more than 96M text messages, long distances calls, tweets and Facebook shares

**Increasing awareness to reduce the stigma**

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## Access, care and research



**\$25M invested in innovative & community-based programs**

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## The importance of consulting - understanding current perceptions

Key findings from **focus groups** with team members

**Misconception of “abusing the system”**

**Taboo subject: fear to intervene in employee’s private/ personal life**

**Need to clarify manager role**

**Need to “walk the talk”**

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## Awareness and education

- Dedicated mental health employee website and email address
- Promotion of EAP - Employee Assistance Program
- More than 300 mental health related events across Bell locations
- Mental health week
- Mental illness awareness week
- Mental health training program



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### Mental health in the workplace training

**Breaking down stigma at work** – Understanding the impact of mental health in the workplace and how to deal with it

**Face-to-face**  
Over 4,000 managers trained

**Online**  
Among top 10 courses at Bell

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### Enhanced return to work program

Improved processes to support mental health related absences

**Early intervention**

**More information and tools for team members and leaders**

**Rigorous return to work planning**

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## Leverage sources of info to understand employee needs

### Additional sources

- Annual employee surveys (i.e. engagement...)
- Process / program-specific surveys
- Feedback forms (i.e. trainings, events)
- Team member complaints / thank-you notes
- Regular exchanges with HR team
- Corporate or Local Health and Safety committees

### Other workplace initiatives

- Practical **leader guides** for team leaders to manage difficult situations
- Evolution of **mental health training** to include union and Health and Safety representatives
- Team member **engagement** strategy and plan

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## Building strong internal communications and engagement strategies



### Key success factors

- Stakeholder buy-in
  - Communications
  - Business leader champion
- Regular touchpoints
- Consistent communication channel
- Quarterly calendar of events
- Metrics and evaluation

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## Thank you

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