



# Field Guide

*Addressing Depression in the Workplace*



[RightDirectionForMe.com/ForEmployers](http://RightDirectionForMe.com/ForEmployers)



# Don't Bear the Unnecessary Costs of Depression.



When one of your employees is depressed, he or she can feel lost in the woods alone. Right Direction can help employees take the first step on the path to health.

This field guide helps you implement the Right Direction depression awareness initiative to call attention to stress and depression in the workplace, demystifying the symptoms and treatments, and giving individuals the information they need to seek help. Review the enclosed information and begin promoting the employee-focused site, ***RightDirectionForMe.com***. There, employees will find information about depression in the workplace, screening tools and where to go for help.

The majority of individuals with depression or another mental illness will improve with appropriate diagnosis, treatment and ongoing monitoring. By investing in a mentally healthy workforce, you'll gain:

- ☀️ Healthier, more productive employees
- ☀️ Decreased medical costs
- ☀️ Decreased disability costs
- ☀️ Less turnover
- ☀️ Retention of valued employees

*Are you ready to take a step in the right direction?*



Let's talk about it.



**1 in 10**

people struggle with  
depression, costing employers  
**\$44 billion in lost  
productivity.**



# Depression's Financial and Human Cost

Depression impacts your business more than you may realize. Mental illnesses like depression cause more days of work loss and impairment than other chronic health conditions including arthritis, asthma, back pain, diabetes, hypertension and heart disease.

## Let's recognize it.

Would you know how to spot depression in your workplace? It may look like this:

- ⊗ Difficulty making decisions
- ⊗ Lack of interest in activities and work
- ⊗ Lower quality and/or quantity of work
- ⊗ Tardiness and missing deadlines
- ⊗ Distraction or lack of focus
- ⊗ Frequent sick days

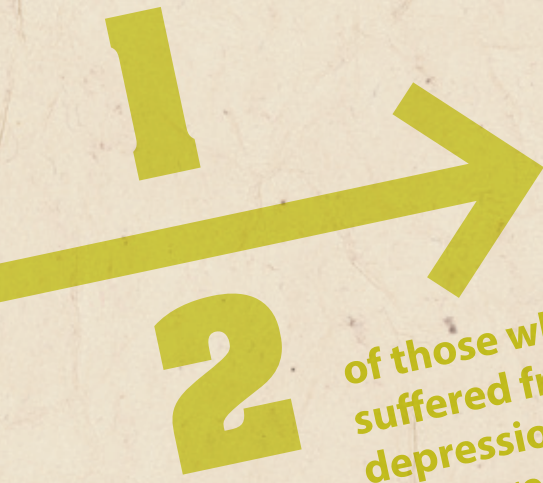
**Only 15 percent**

**of employers train managers to recognize mental health problems and help employees get treatment.**

**Mental illness short-term disability claims are growing by 10 percent annually.**



Let's do something about it.



**2** of those who've suffered from depression will have a recurrent episode.



**Top 5** depressive disorders rank in the top 5 among disability claims globally.

**2 to 4 X more**

health care resources will be consumed by depressed employees who aren't receiving treatment.

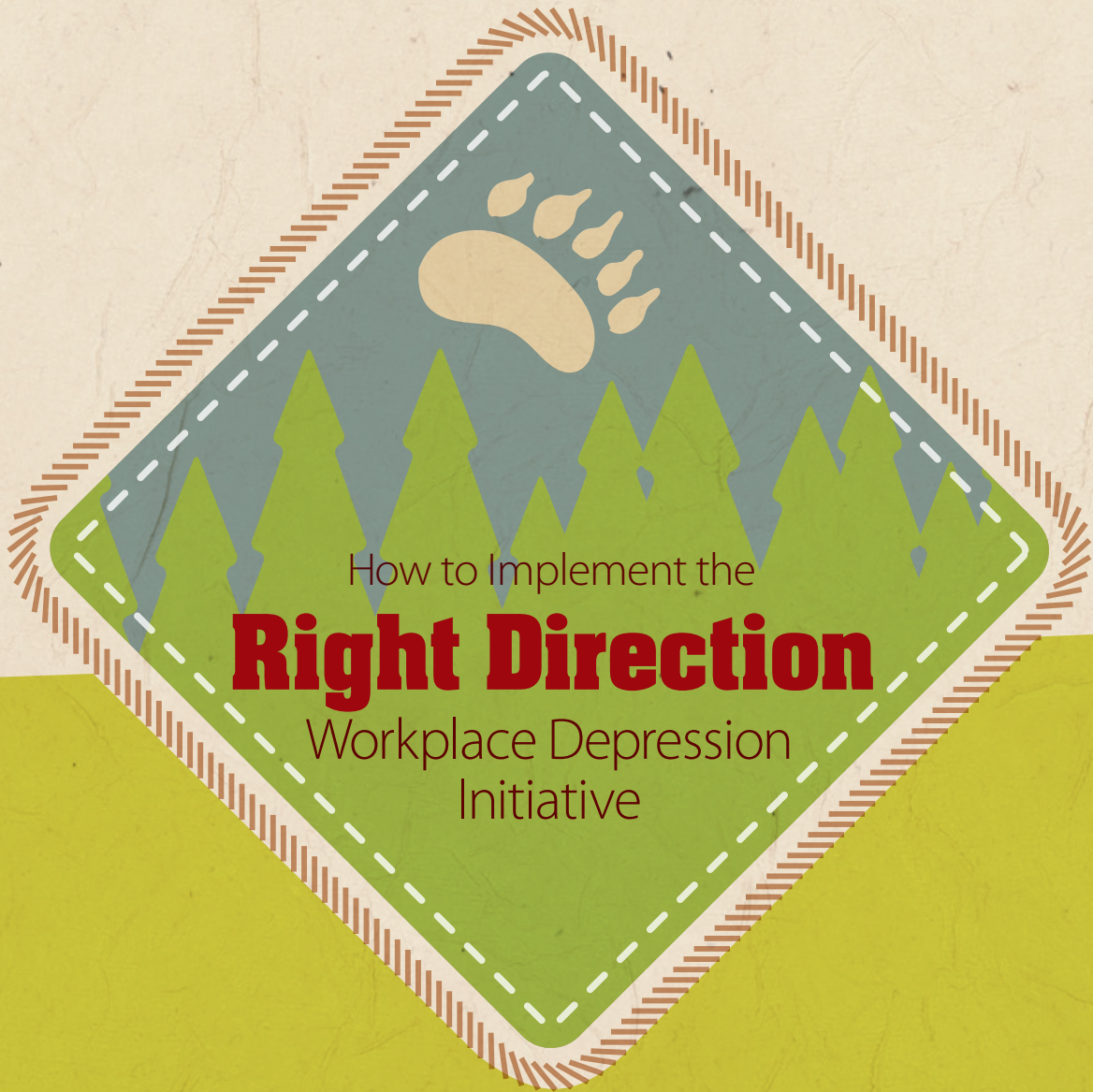
Only 1/3 of those with mental health conditions seek care.



## Let's talk about it.

It's time to talk openly about depression in the workplace. People suffering from depression will be less impaired at work if they seek help. This requires a clear path to treatment. By sharing information and resources, we can help employees access the care they need. This reduces the strain on employees and on company resources.





How to Implement the

# **Right Direction**

Workplace Depression  
Initiative



Before starting  
your journey,  
make sure you're  
equipped for the trip.

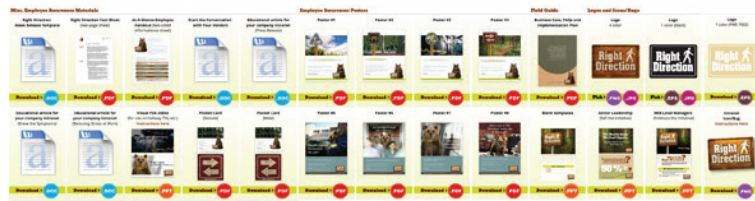


**Note:** It is important to keep in mind that Right Direction does not replace an EAP or other health and wellness programs. It is designed to encourage people that need help to explore available services and seek help. The programs and vendors that you make available can play a large role. To achieve ultimate success, work in tandem with your EAP and other vendors, and include them when and where it makes sense.

Access the Materials Library at

**[RightDirectionForMe.com/ForEmployers](https://RightDirectionForMe.com/ForEmployers)**

for valuable tools and information you'll use.



**Access the Materials Library**



***Then follow these steps...***



## Step 1

# ⓐ Getting Started

### **Get company leadership and managers on board**

Determine that it's time to take action and address depression in your workplace, reduce stigma that exist and encourage people who need it to seek help.

- ▶ Engage company leaders and managers using the [PowerPoint templates in the Materials Library](#) that describe long-term benefits for both the organization and employees.
- ▶ Inform them of the initiative's objectives: increasing awareness of depression and encouraging employees to seek help when they need it.
- ▶ Explain how this initiative will be positioned to drive increased participation into existing company health and wellness programs.
- ▶ Review those health and wellness programs with them.
- ▶ Define their role in making the initiative successful, including actively showing their support among staff.

### **Talk with your vendors about the initiative**

The document [Start the Conversation with Your Vendors](#), available in the [Materials Library](#), contains a list of questions to discuss with your EAP provider, as well as advice for working with other vendors. This will explain how easy it is for your company to customize the Right Direction message to fit your own corporate culture and promote your unique employee services and plans. Most EAP vendors are eager to partner and help make the rollout of Right Direction successful.

### **Create a calendar**

Keep the initiative top-of-mind at your workplace by developing an ongoing calendar that reminds you to promote it. Develop your calendar to promote Right Direction in conjunction with events such as Mental Health Month (May), National Suicide Prevention Week (September), Mental Illness Awareness Week (October), etc.



## Step 2

# ⓐ Rollout

### **Engage front-line managers**

Managers have the most contact with employees and help to foster the day-to-day environment and culture. It's important that these staff members understand the importance of taking steps to address the sensitive topic of depression.

- ▶ There are [resources in the Materials Library](#) specifically designed for this audience.
- ▶ Help your managers to understand that they play a crucial role in the success of Right Direction.
- ▶ Include information in regularly scheduled manager training or communications about creating a culture that encourages help-seeking and reduces stigma.
- ▶ Encourage managers to provide feedback to ensure that the initiative has a positive impact.

### **Spread the word**

Use the many provided communication materials that help make rollout easy. Visibility is important for success.

- ▶ You'll find customizable [poster design files and articles](#) for your company intranet. They discuss symptoms of depression and tips for stress reduction in the workplace. They also direct employees to the [RightDirectionForMe.com](http://RightDirectionForMe.com) website. Prominently feature the posters in your workplace. Post the [Intranet articles](#).
- ▶ Tailor messages to staff to explain how employees can access existing company health benefit and programs. Position Right Direction as part of your company's commitment to the health of its employees and leverage existing communication channels used for health and wellness messaging.
- ▶ Host general health fairs or one specifically about mental health.
- ▶ Co-brand and utilize resources provided by your EAP or other vendors.
- ▶ Proactively ask for, and listen for, feedback from employees.



## Step 3

# Ⓐ Measuring Success

### Now

Refer to the document [Planning and Evaluation](#) for specific considerations that will make the initiative a success.

- ▶ Determine specific metrics you will use to measure success and identify the key milestones you will use to track progress.
- ▶ Over time, this information will help you assess whether Right Direction is working, inform the initiative strategy, and prove your efforts worthwhile.

### Ongoing

Based on the plan you developed using the [Planning and Evaluation](#) document, track the specific metrics that assess the initiative's impact.

- ▶ Work with your health and wellness partners to include aggregate data about EAP utilization and other help-seeking metrics.
- ▶ Don't forget about data from disability claims, and pharmacy and medical benefit activity.
- ▶ Be sure to gather informal feedback from managers and key company stakeholders.





## Step 4

# ⓐ Sustaining Success

### Plan for long-term integration

- ▶ **Update your calendar** – Don't lose momentum. Start planning for key dates and events in the coming year to ensure the initiative stays top-of-mind at your workplace.
- ▶ Frequent, consistent efforts and activities will continue to help reduce the stigma, increase awareness and encourage people to seek help.
- ▶ When mental health topics are in the news, use the opportunity as a springboard for communication with employees about Right Direction.
- ▶ **Tell us your story** – We want to hear your success story. Have you noticed a difference around the water cooler or in utilization of your EAP? What about the specific metrics your company is using to measure the initiative's impact? Tell us at [RightDirectionForMe.com/ForEmployers](http://RightDirectionForMe.com/ForEmployers). The steps your organization takes could help others!





# Pick your path.

## Posters

Multiple versions of the poster artwork are provided on the Materials Library at [RightDirectionForMe.com/ForEmployers](http://RightDirectionForMe.com/ForEmployers). You can print the finished PDF and JPEG files on demand or you can add your company branding and messaging to the design files (INDDs).

## TV screens

Perhaps digital display or TV screen ads are better suited for your work environment. Use our logos and imagery to create slides with "Right Direction" messages and calls to action. These slides can contain the same headlines and images as the posters, or you can create company-specific content.

## PowerPoint templates

Start with these when presenting the initiative to company leaders and mid-level managers. We also included graphic-only slides if you want to create your own presentation for the full employee audience or allow mid-level managers to use in smaller team meetings.

## Individual recognition

Consider rewarding employees who visit the website and take a survey or review certain content. This helps build awareness and reduce the stigma.

## Employee engagement

The surest way to engage employees in the initiative is to get buy-in from senior leadership. Also, reinforce the confidentiality of Right Direction. If employee engagement is not where you want it to be, try asking why they aren't taking advantage; the answers might surprise you.

## Suggested questions:

- *Have you seen the Right Direction materials?*
- *Have you visited the Right Direction website or read materials about Right Direction?*
- *Do you think you would recognize symptoms of depression if you or someone else was experiencing them?*
- *Would you know where to go for help?*
- *Do you know where to go to access the services and programs available at our company?*

## Initiative kickoff event

Consider hosting a mental health awareness event in your workplace. Much like flu shot clinics or blood drives, you can invite mental health professionals to your facility to provide Q&A sessions, activity stations and more. Contact your EAP or other mental health vendor about partnering with you. This valuable event reminds employees that you are invested in their well-being and gives them the opportunity to seek help or learn more.

*Are you ready to take a step in the right direction?*

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