



Checklist for Planning the Implementation of Right Direction as Part of Your Workplace Mental Health Initiative

✓ When Completed	Activity	Description	Rationale	Individual(s) Responsible
	Form the project team	Engage a diverse team of stakeholders	Broad representation creates ownership, customization, and consensus	Leadership, EAP, HR, marketing & communications, organizational development
	Set success measures	Establish project objectives & how you will measure results	Gain project team consensus on what will be measured & desired results to sustain team engagement	Leader (C-suite level, Director, team leader, business owner)
	Develop communication's plan	Create project name, branding, graphics & customized messages	Sustained & consistent promotion communicates commitment	Marketing, Communications
	Share roll-out plan	Engage key trusted leaders from the project team before launch on expectations of their roles	Employees will ask key trusted leaders about the project. Responses will greatly influence employee receptivity and engagement	Organizational development and/or EAP
	Launch	Hold 'town hall' meetings, conference calls, electronic messages to promote, educate & train employees	Reinforce that leadership is fully supportive, a diverse team developed the initiative & career opportunities will not be jeopardized by seeking help	All project team members
	Measure results	Collect data on a quarterly basis & share with the project team, including leaders	Data and positive results provide the basis for increased investment in growing the initiative, tools, resources & more. Don't forget to celebrate success!	HR or another designated project team member