

Research-backed methods to drive engagement in Mental Health in the Workplace



Mental Health as a Priority for Employers

Indicators of Anxiety or Depression Based on Reported Frequency of Symptoms

Indicator

Symptoms of Anxiety Disorder or Depressive Disorder

Phase Time Period Group	Phase 3.4 Mar 2 - Mar 14, 2022	
	Percent	95% CI
National Estimate		
United States	31.5	30.8 - 32.1
By Age		
18 - 29 years	48.4	45.9 - 50.8
30 - 39 years	39.4	37.6 - 41.3
40 - 49 years	33.3	32.1 - 34.5
50 - 59 years	28.5	27.2 - 29.7
60 - 69 years	22.5	21.5 - 23.6
70 - 79 years	16.1	14.6 - 17.6
80 years and above	17.8	13.7 - 22.4
By Sex		
Female	34.4	33.5 - 35.3
Male	28.4	27.4 - 29.3

- Lost productivity costs over a billion annually
- Higher overall health care costs
- Impacts employee satisfaction and job performance
- Affects employee acquisition and retention

Setting the Stage

- 41,000 students
- 5,600+ employees
- 8 different campuses
- High risk of depression in HRA
- More than \$3M spent on depression-related medical costs for KSU employees and/or their family members



Challenges, Goals and Objectives

- Learn about employee needs related to mental health and well-being
- Raise depression awareness
- Communicate the awareness of resources for care and connecting to care
- Cultivate an environment that facilitates and encourages help-seeking behaviors
- Create a culture that shows the organization's commitment to mental health as an aspect of being well



Programming and Resources

- Educational sessions (mindfulness and resiliency training workshops, financial wellness, Take a Tour of Your EAP, Rec & Play days, etc.)
- Employee events (enrollment fairs, appreciation events, health fairs)
- Customized materials (posters, flyers, newsletters, coasters, wallet cards)
- Ongoing Communication (monthly management updates, wellness newsletter articles, emails)

**All programming and resources utilized co-branding with medical/EAP vendors to communicate existing resources



Right Direction: A Partnership

AMERICAN
PSYCHIATRIC
ASSOCIATION

FOUNDATION



CENTER FOR
WORKPLACE
MENTAL HEALTH

A strategic partnership leveraging the expertise of innovative leaders in business and health care delivery.



rightdirectionforme.com

RIGHT →
DIRECTION

Customizable Posters



Customizing is as easy as filling in the blanks, just add your logo and organization's HR or EAP contact!

<https://www.rightdirectionforme.com/for-employers/resources/>



**Just
Launched!**



www.rightdirectionforme.com/build-your-bear/



To promote awareness and show support of mental health in the workplace, we designed an easy-to-use and fully customizable tool to build your Right Direction bear!

#BearBecauseICare

Measuring Success

- Surveying employees
- Attendance at mental health events
- LOA and disability data
- Collecting aggregated EAP data
- Medical and pharmacy utilization
- Health Risk Assessment (HRA) data



Implementation Plan

- **Partnered With Stakeholders (e.g. EAP, EH):** Create custom messaging, identify all vehicles and channels for dissemination of information, and plan frequency of communications.
- **Roles & Responsibilities:** Assign responsibilities to those involved in planning.
- **Resources:** Identify current resources and gaps for resource development.
- **Leverage Influence:** Notify influential team members and leaders and secure their support.
- **Timeframe:** Develop timeline of initiative milestones, launch date, measurements of success.

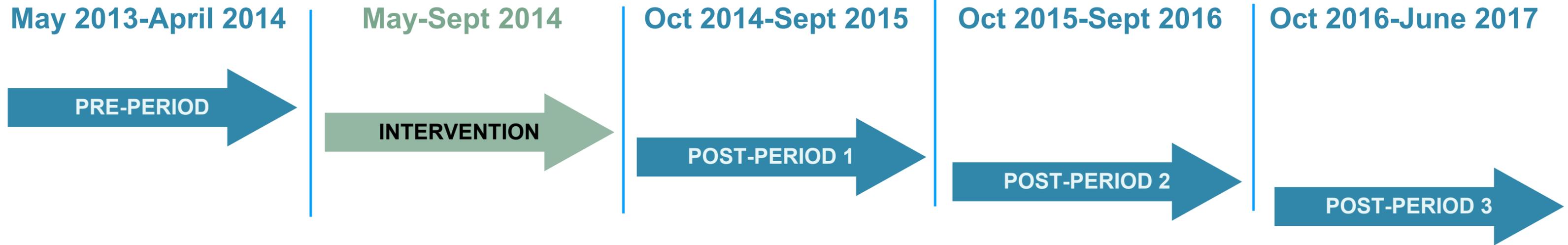


Research Methods

- Retrospective study
- Collection of claims and pharmacy data
 - Focus on outpatient treatment claims for any psychiatric diagnosis
 - Treatment for depression or anxiety
 - Pharmacy claims for antidepressants or anxiolytics
- Statistics
 - Regression models adjusted for age and sex
 - Comparisons made between post-intervention periods and pre-intervention period



Research Timeline



Medical

&

EAP

IMPACT

- Initial increase in outpatient treatment claims
- Initial increase depression and anxiety claims
- Gradual and sustained increase in antidepressant prescriptions

- 60% increase in EAP referrals for behavioral health concerns
- 130% increase in overall EAP utilization
- Reduction in supervisor/HR/co-worker referrals. Increase in self-referrals

Research published in *Frontiers in Psychiatry*, a peer-reviewed scientific journal

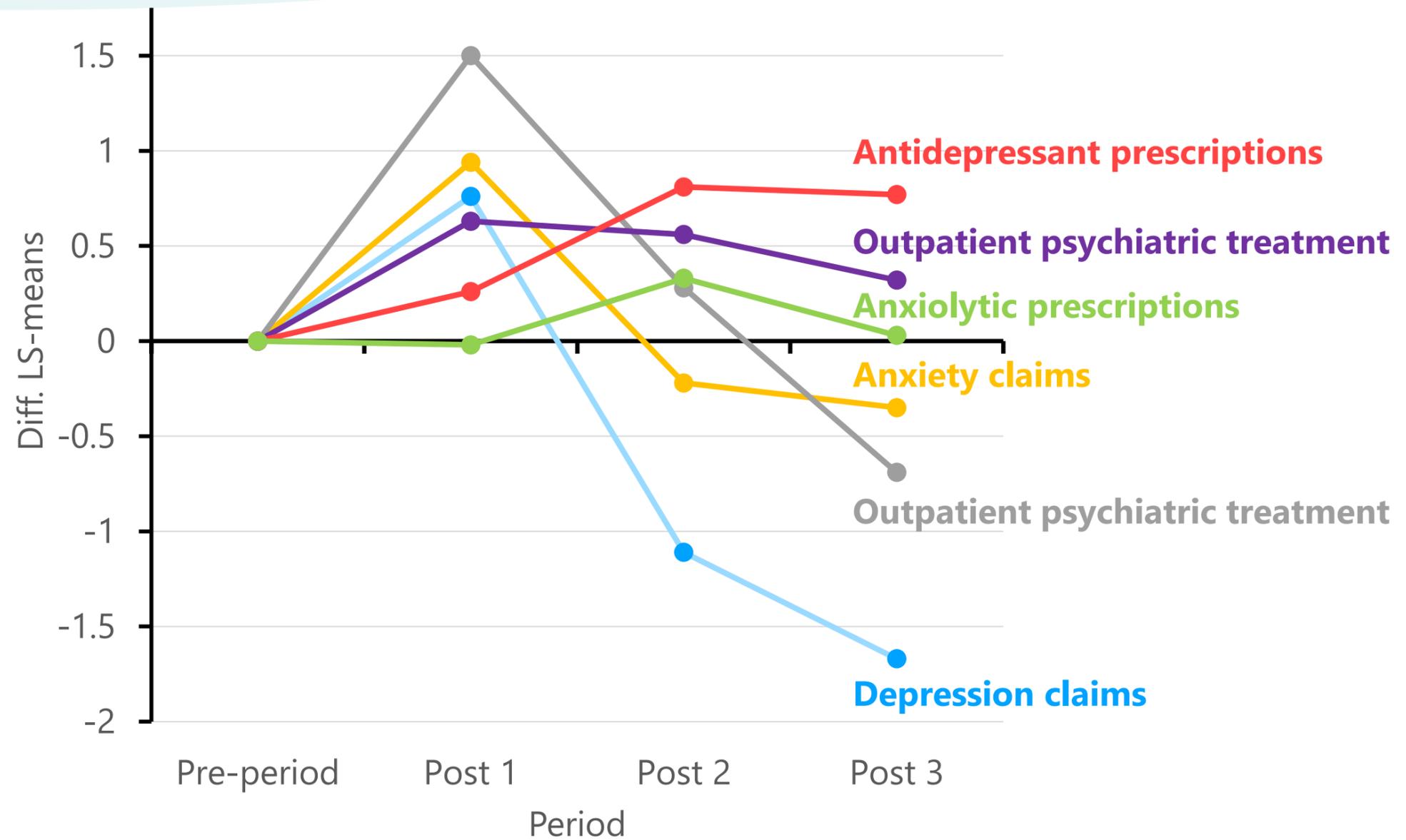
Doty B, et al. (2021) An Ecological Study of a Universal Employee Depression Awareness and Stigma Reduction Intervention. *Frontiers in Psychiatry*.

EAP research published in the *Journal of Employee Assistance*, a business journal

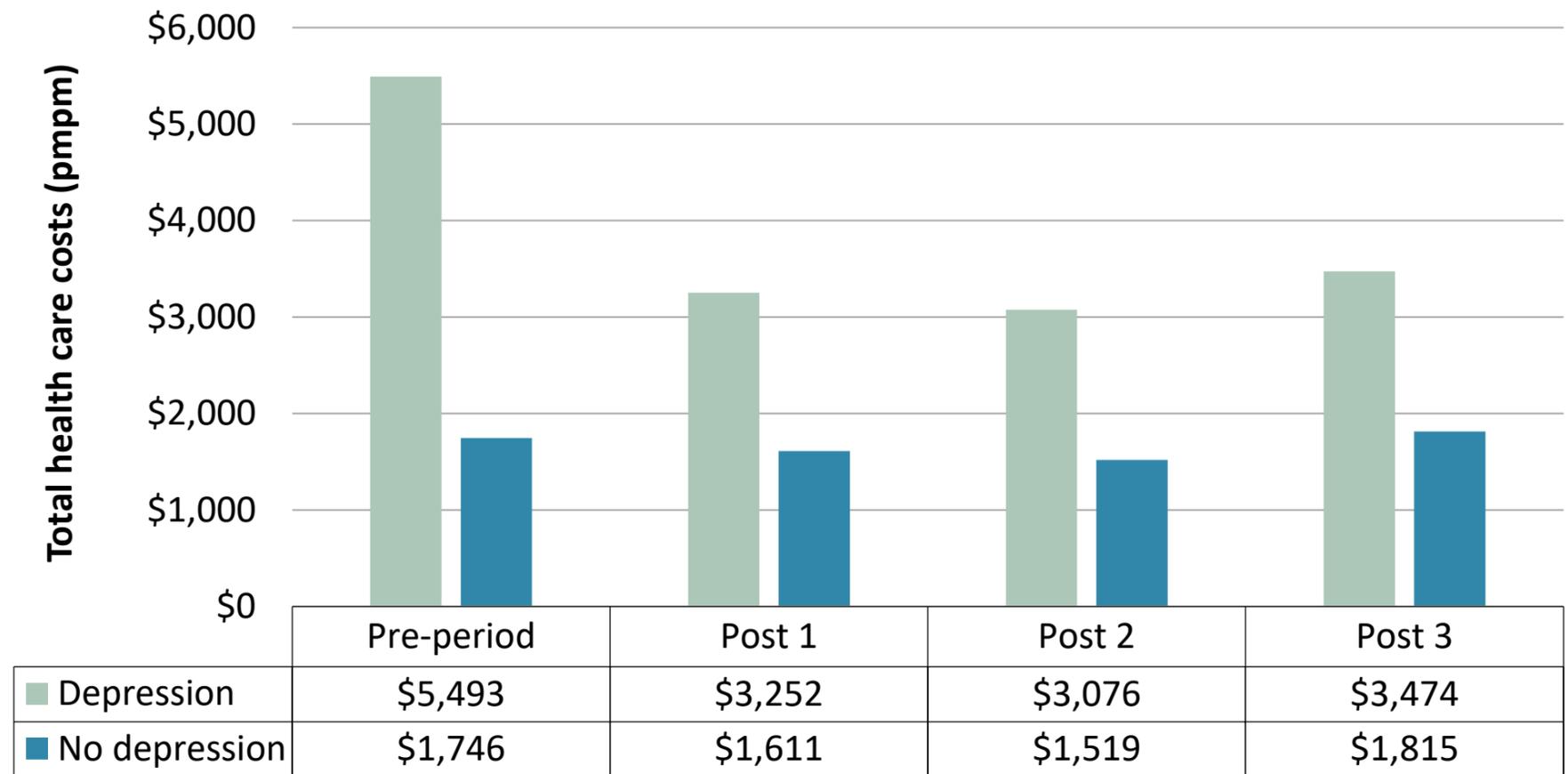
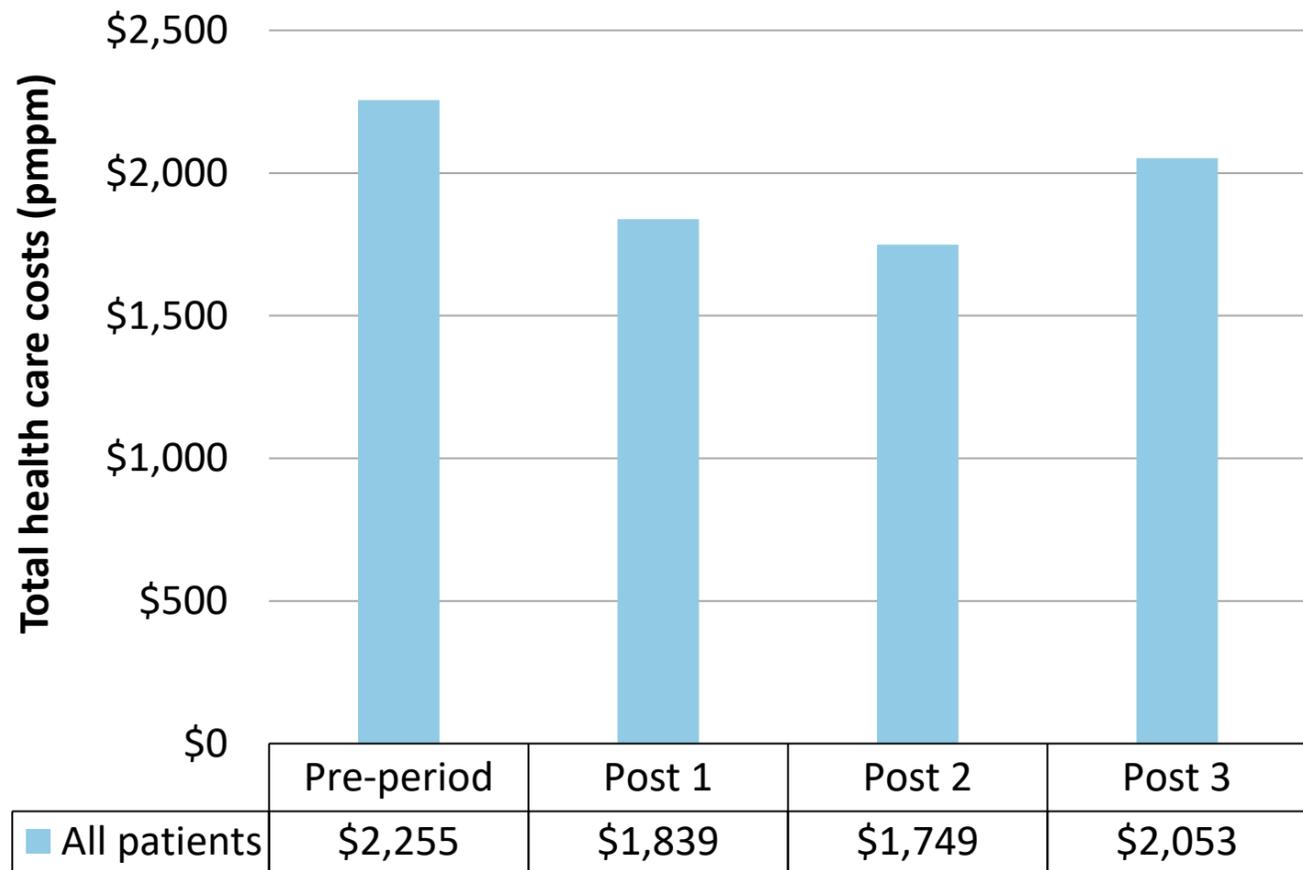
Sherman B and Hauge K, et al (2021). EAP and University Collaboration to Address Employee Depression – A Case Study. *Journal of Employee Assistance*.

Sustained Impact

- Increased help-seeking behavior
- Increased and sustained treatment
- Effect significant for depression



Unpublished Anecdotal Results



LESSONS LEARNED

Consistency in communication and programming

Leadership involvement is critical

The need for education around MH is real

Moving Forward

- Use partners that share your vision, hold them accountable, value and use the depth and breadth of resources that they bring to the table.
- Keep a constant and consistent cadence to messaging around mental health tying it into much of what you do for and with your workforce. This is how conversation around mental health becomes “normalized” vs. “stigmatized.”
- Committing to mental health in the workplace is for the long haul. There is no quick fix
- My appreciation for the interconnectedness of the **Ecological Model** has helped me to understand the interactive effects of personal and environmental factors that determine behaviors. Recognizing this is empowering in identifying behavioral and organizational leverage points and actions we can take on a *small scale* or *large scale* within any size organization



Thank you
for your generous
support

Lundbeck



rightdirectionforme.com

RIGHT →
DIRECTION

Working on a Workplace Mental Health Initiative?

Let Right Direction help you!

Build a mental health initiative that

- ✓ Increases depression awareness
- ✓ Reduces stigma!
- ✓ Encourages employees to get help when needed

Email us at

RightDirection@psych.org

- Your name & name of organization
- Industry
- Size of your organization
- Goals for your mental health initiative



Stay Tuned...

Website: RightDirectionforMe.com

Twitter: @RDBearatWork

LinkedIn: Right Direction for Me

2022 Town Halls

MAY: Beating Burnout
: Family & Caregivers

JULY: Ready, Set, Resilient!

SEPTEMBER: A Traumatic 2 Years: The Pandemic & PTSD



RIGHT →
DIRECTION

Poll Question:

Which topic is the biggest priority for your organization?

- **Strategies to reduce or eliminate burnout**
- **Tips on working remotely**
- **Navigating mental health disability resources and benefits**
- **Getting the mental health conversation started at work**
- **Setting up a mental health employee resource group (ERG)**
- **Recognizing the difference between depression and an unhappy work environment**

Q&A

RightDirectionForMe.com

RIGHT →
DIRECTION