



GETTING STARTED WITH PREVENTION

A guide to a proactive mental health strategy in your organization

WHY PREVENTION?

MENTAL HEALTH CHALLENGES ARE
NOW A NORM FOR EMPLOYEES ACROSS
ALL ORGANIZATIONAL LEVELS.

76%

of employees in a major industry study reported at least one symptom of a mental health condition in the past year.



TAKING THE BURDEN OFF HR & LEADERSHIP

Designing an agile solution that's fit for your organization



"I feel like I'm a counsellor."

"I don't know where to start."

"Resources in the past haven't been used."

SOUND LIKE YOU?

We know that mental health often falls on the shoulders of leaders, and that these conversations have intensified the past 3 years. We also know that building a prevention-based mental health strategy from the ground up can be a little intimidating and even confusing to sort through all of the options.

WE'RE HERE TO HELP

We've prepared this guide to help you design a prevention strategy that works for you, helps you make the case to internal stakeholders, and shows results. Prevention-based training is born out of frustrations for the lack of accessibility, impact, and timeliness of current workforce mental health solutions. Following steps in this guide can help you reach more employees and proactively address mental illness issues that are negatively impacting the workforce.

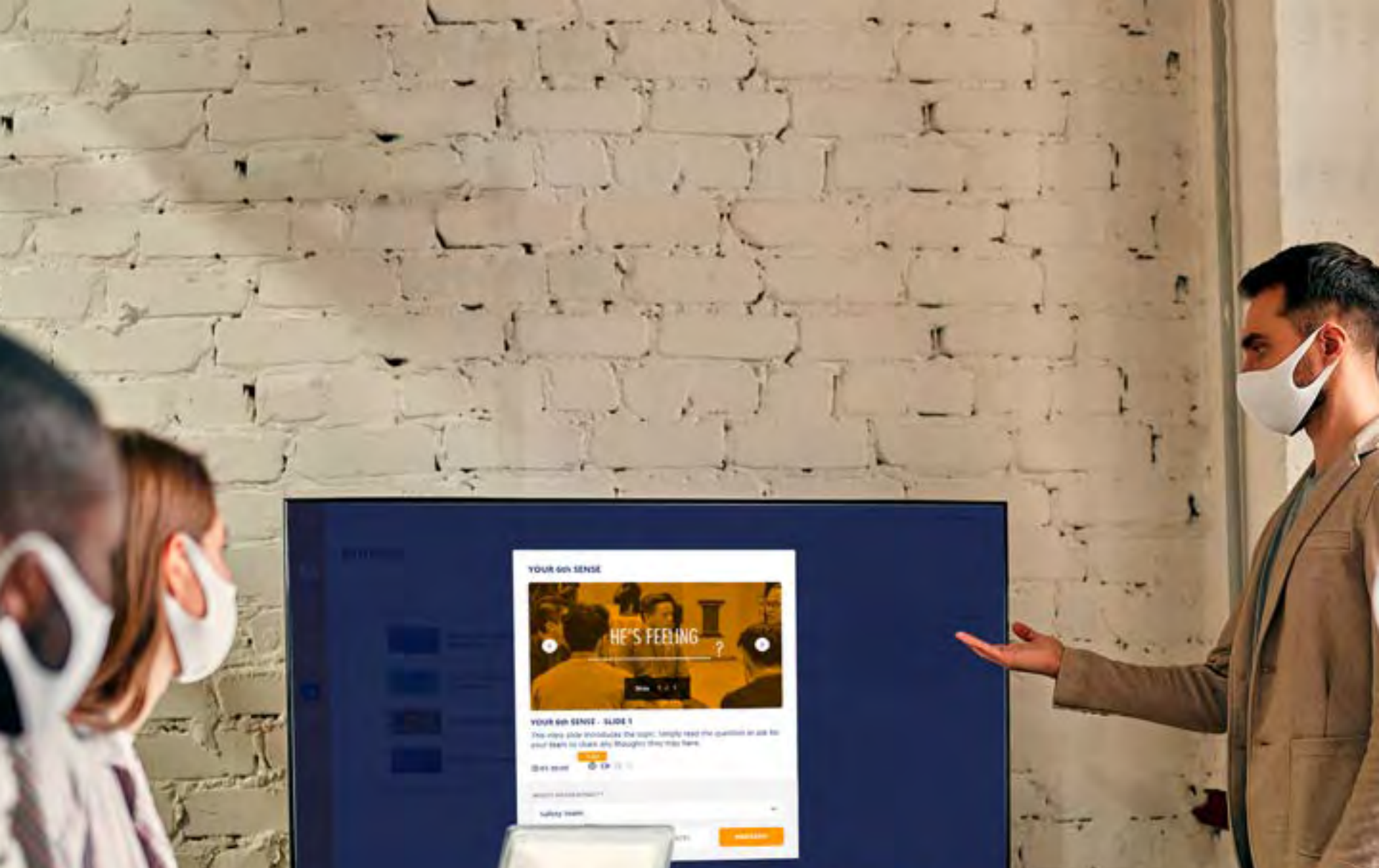


NEED FOR MENTAL WELLBEING HAS INTENSIFIED

"Since the pandemic, we have definitely seen wellbeing have a whole new priority for employers that we expected to emerge pre-pandemic - but the pandemic really **accelerated the need for more at a quicker pace."**

- Regina Ihrke, Senior Director of Health and Benefits for WTW





Setting the Stage FOR PREVENTION

A NEW APPROACH TO WORKFORCE MENTAL HEALTH

Despite growing mental health concerns across the workforce, employers are struggling with finding solutions that work for their business. This is because solutions today are reactive to when employees are in distress and are not set up to service growing demands in mental health.

Building a **preventative mental health strategy** helps organizations get on their toes and proactively manage these issues, rather than waiting on lagging indicators like disability claims and absenteeism. Above all, a prevention-centered strategy helps organizations predict and prevent costly outcomes around safety and performance.

86%

MENTAL HEALTH & STRESS A TOP PRIORITY

86% of U.S. employers indicated that mental health, stress and burnout are a top priority according to Willis Towers Watson's 2021 Wellbeing Diagnostic Survey.

49%

COMPANY WELLBEING IS LAGGING

Despite the near unanimous feeling that mental health is a top priority, less than half of organizations have an articulated employee wellbeing strategy in place. Nearly three quarters of employers see this as a huge differentiator to attract and retain employees in the next three years.

76%

EMPLOYEES WANT TO SEE MORE

A study from ORACLE suggested 76% of workers believe their company should be doing more to support the mental health of their workforce.

PREVENTION IS THE FUTURE

Workforce mental health is in the middle of a major shift, brought on by accelerated needs and demand for more resources from the workforce. In the past two years: anxiety and depression symptoms have tripled and quadrupled, respectively. Where the needs have intensified, innovation in the workforce in this area has been stagnant. That is, until recently.

A big reason for this change? Employees are *demanding* it. A recent study reported that **80% of workers** said they would consider quitting their current position for a job that focuses more on **employee mental health**.

Now, employers understand that investing proactively in employee wellbeing not only gives them purpose, improves their happiness and loyalty, and fosters a meaningful workplace culture that engages them, but it creates long-term business impact, too.

OLD/CURRENT



NEW

CONCEPTUAL

- AWARENESS RAISING
- COMPLICATED
- FEAR

ILL

- CLINICAL
- GENERALIZED
- LESS THAN 5%

DOWNSTREAM

- LEADERSHIP DOWN
- UNSCALABLE
- REACTIVE

ACTIONABLE

- PERSONAL PRACTICE
- TURNKEY
- GUIDED & UPLIFTING

ALL

- SKILL-BASED
- PERSONALIZED
- ENTIRE WORKFORCE

UPSTREAM

- EMPLOYEE-CENTRIC
- HSC & HCM APIs
- PREDICTIVE

SUCCESS STORY

PREVENTION AND BUSINESS OUTCOMES

At headversity, we believe the best way to retain employees, keep them happy and motivated, as well as safe on the job is through creating a culture of mental wellbeing. To win the war for talent, mental health is now part of the equation.

Investing in proactive supports for mental health drives results in all aspects of business, from attracting and retaining talent to boosting your corporate reputation. Above all, employee loyalty stems from an organization's commitment to managing the wellbeing of its people.



A large financial institution **tested headversity** vs a control group over the course of 10 months. The overwhelmingly positive results led to company-wide rollout across their workforce of 5k+ employees

+11%

INCREASED HAPPINESS

Employee happiness has been linked with stronger productivity, reduced absenteeism, and better retention.

-50%

ABSENTEEISM DAYS

The *headversity* trained group experienced 50% less absenteeism days vs the control group.

-5%

MOOD VOLATILITY

Seasonal stress affected the *headversity* trained group very minimally, and on average experienced 5% less mood volatility and higher overall resilience than the control group.

WINNING THE WAR FOR TALENT

Preventative mental health supports all levels of an organization.



MANAGEMENT

- Training and tutorials for use
- Access to a content library of resources to execute in meetings
- Ability to log and automate CARE conversations



HUMAN RESOURCES & SAFETY

- Dashboard and reporting across departments
- Analytics and custom insights
- Resources to launch engagement campaigns and build awareness



EMPLOYEES

- Resilience AI to measure and track skill progression
- Personalized lesson journey
- Micro-tools to upskill within their workday
- Personal dashboard

PREVENTION AT THE HEART OF COMPANY CULTURE

At headversity, we understand that starting a prevention-centered mental health strategy is no easy feat. It takes leadership and HR buy-in from the onset, and with that in place, companies can create a culture of mental wellbeing. We've seen our partners successfully leverage our services to help with this culture building piece.

“

GRAHAM

Graham recognizes the importance of mental health and, through this partnership, is providing preventative training to help its employees (and their family members) to respond to adversity in a constructive way.

- Mike Donnelly, Corporate Director of Health, Safety and Environment at Graham

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ATB Financial[™]

It (headversity) has been a game changer for our organization as our teams have digital solutions they can access 24/7.

- Curtis Stange CEO of ATB Financial

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BUILDING PREVENTION INTO YOUR CULTURE

1

BUILD A PLAN TO REACH YOUR PEOPLE

- Identify channels of influence
- Empower & educate champions
- Set goals for program success

2

SET YOUR COMMUNICATIONS CALENDAR

- Establish launch & booster cadence
- Internal marketing
- Empower team leads with turnkey assets

3

CELEBRATE MILESTONES

- Visually track progress towards team goals
- Create buzz by showcasing employee participation

4

GET SOCIAL

- Share your purpose-driven strategy & successes
- Embed mental health into your company voice

CONNECT PREVENTATIVE TRAINING TO YOUR EXISTING MENTAL HEALTH STRATEGY

A common question around preventative mental health training is 'does it replace my EAP?'. The answer is no! Think of prevention as your 'Pre-AP' when it comes to mental health. By nature of earlier intervention and reaching a wider employee population, preventative training can help boost awareness and accessibility to your EAP or EFAP with one-touch channeling. At all times, employees are **one tap away** from crisis supports.



ASSESSING YOUR IMPACT

Demonstrate value to your company and colleagues; fuel future decisions



Behavioral Health Metrics

- ✓ **Resilience Index:** How your employees answer resilience survey before, during, and after exposure to training.
- ✓ **Self Check-in Data:** How employees are tracking their mental wellbeing by seasonality or department, over time.
- ✓ **Pulse Checks:** Gain a global view of how different departments or job sites are scoring against each key resilience metric.
- ✓ **Training Heat Maps:** What tools are being accessed by topic, time of day, time of year.
- ✓ **Psychometric Analysis:** Evidence-based metrics related to stress management, burnout risk factors, and employee wellbeing.

Engagement Metrics

- ✓ **Reach:** What percentage of your employee population you're reaching.
- ✓ **Utilization:** Learner behavior metrics that captures training time by day, week, month, over time.
- ✓ **Team Training:** Understand what teams are accessing training, on what topics, and log attendance.
- ✓ **Badges Earned:** Learn what is incentivizing employee behaviors and re-engaging them with your training.
- ✓ **Campaign Analytics:** Capture all campaign touchpoints including email open rates, social impressions, and employee survey responses.

Empowering leadership to make **data-driven decisions**

BUILD PREVENTION WITH A TECHNOLOGY PARTNER

This eBook has offered you a lot to consider! All of this, combined with the right technology partner, can help you scale and implement a prevention-centered mental health strategy across different departments, locations and even time zones. Connecting all of these moving parts and facilitating through technology can help scale the resources into employees' hands immediately, offer them 24/7 support, and capture data to prevent and predict costly outcomes.

At *headversity*, we believe mental health is a set of skills that we need to constantly work on, not just a problem that's identified as illness. Our prevention-based solution is helping organizations like **Shell**, **First Group America**, **OMERS**, **Boise Cascade**, and **ATB Financial** upskill the mental health of their workforce.

Need help getting started? [**LET'S CHAT!**](#)



headversity helps your employees get ahead of adversity. Our skill-based technology is helping organizations revamp their mental health strategy by focusing on prevention and building safe culture. With an industry-first blended learning system that integrates SOLO and TEAM training with platform intelligence, we have helped employees in more than 22 countries around the world upskill resilience, behavioral health and psychological safety so they can think, feel and be their best.

