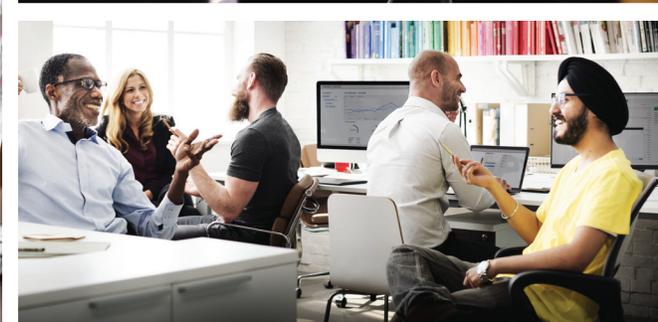




PROGRAM PROMOTION TOOLKIT



INTRO TO THE BELL SEAL

Millions of employees spend a large part of their day, and lifetime, at work, increasing the effect that workplace environments can have on psychological well-being. Mental Health America's (MHA's) research is part of an ongoing commitment to uncovering workplace disparities and addressing the psychological needs of the workforce.

That is why MHA is excited to share with you our informational toolkit for the newly launched national *Bell Seal for Workplace Mental Health*. We hope that you will use this toolkit to learn about the Bell Seal and to help spread the word about this exciting new program!

This toolkit includes:

- Key Messages
- Sample Social Media
- Drop-In Article
- One-Page Handout
- In-Depth Summary Document
- Powerpoint Slide Deck

We know that employees want workplaces that are stable, supportive, and less stressful. Employers want employees who are engaged, productive, and loyal. By implementing policies and practices that support employee well-being, employers can achieve the distinct but complementary goals of both employees and the organization.

We believe that by creating a mentally healthy work environment for all employees, organizations can attract potential employees and increase retention; improve employee engagement and productivity; reduce healthcare costs and lost revenue as a result of poor workplace mental health; address concerns with presenteeism and absenteeism; reduce the rate of employee turnover; and identify gaps and learn about resources to improve support for employees.

The *Bell Seal* recognizes employer advances in workplace mental health by awarding annual recognition levels of bronze, silver, gold, and platinum. Through the certification process, employers will have an opportunity to understand the fundamental relationship between mental health and the workplace – and when an organization becomes *Bell Seal*-certified, they have an opportunity to set themselves apart as company that values mental health and a mentally healthy work environment for all employees.

The materials in this toolkit will help you talk about the *Bell Seal* program, and what it means for an interested organization to be *Bell Seal*-certified. Additional details, including the application and Frequently Asked Questions, can be found at <https://mhanational.org/bestemployers>.

We hope this toolkit is helpful to you, and that you are as excited about the *Bell Seal* as we are at National!



A handwritten signature in black ink, appearing to read "Paul Gionfriddo". The signature is fluid and cursive, written over a white background.

Paul Gionfriddo
President & CEO, Mental Health America

KEY MESSAGES

- Mental Health America (MHA) recognizes the psychological impact that workplaces can have on their employees. Millions of employees spend a large part of their day, and lifetime, at work, increasing the effect that workplace environments can have on psychological well-being.
- MHA envisions a nation where the average American workplace understands the value of addressing mental health at work and implements policies and practices that support employee well-being.
- About 1 in 5 employees will experience a mental health condition each year, but given the right resources, 5 in 5 employees benefit from a supportive and psychologically safe workplace.
- Employers who value and prioritize mental health can see the positive impact it has on employee retention, engagement, and health care costs. An employer can improve workplace culture, offer generous health insurance and other benefits, and commit to mental health from the top-down to cultivate a worker-friendly, highly productive, and psychologically safe workplace.
- To help employees identify mentally healthy workplaces, MHA created a program to recognize and assist employers who are committed to creating them.
- The *Bell Seal for Workplace Mental Health* is a certification program created by MHA to assess workplaces by five categories: workplace culture; health insurance and benefits; employee perks and programs; legal compliance; and leadership and community engagement.
- The *Bell Seal* recognizes employer advances in workplace mental health by awarding annual recognition levels of bronze, silver, gold, and platinum.
- Through the certification process, employers will have an opportunity to understand the fundamental relationship between mental health and the workplace.
- The *Bell Seal* not only recognizes employers who are committed to creating mentally healthy workplaces, but also offers a comprehensive guide for employers to implement policies and practices that support employee well-being.
- Employers literally cannot afford to ignore mental health in the workplace. By applying for MHA's *Bell Seal*, employers now have the opportunity to learn about, promote and improve upon the overall mental wellness of its workplace.
- By creating a mentally healthy work environment for all employees, organizations can attract potential employees and increase retention; improve employee engagement and productivity; reduce healthcare costs and lost revenue as a result of poor workplace mental health; address concerns with presenteeism and absenteeism; reduce the rate of employee turnover; and identify gaps and learn about resources to improve support for employees.
- By becoming *Bell Seal*-certified, an organization sets itself apart as a workplace that values mental health and a mentally healthy work environment for all employees.

DROP-IN ARTICLE

MENTAL HEALTH AT WORK IS AN IMPERATIVE, NOT A PERK

Americans who are employed full-time spend an average of 8.8 hours a day at work.ⁱ Time spent at work is more than the average American spends sleeping (6.8 hours), participating in leisure activities (3 hours), and caring for or helping family and friends (1 hour).ⁱⁱ Whether a person works to support a family or to build a career, employment is a cornerstone to American life. However, as generational values shift, the landscape is rapidly evolving. An employer's ability to adapt is essential to building a productive workforce and remaining competitive in its industry.

Considering the current and developing workforce, millennials comprise the largest percentage of the U.S. workforce at 35 percent.ⁱⁱⁱ According to Gallup research, millennials are the least engaged in the workforce and are most likely to change jobs frequently compared to other generations.^{iv} Gen Z comprises 5 percent of the U.S. workforce and is deemed the most stressed generation in America, according to the American Psychological Association.^v For a workplace to appeal to workers, employers are developing strategies to address the differential characteristics of the rising workforce.

Onsite yoga classes. Wellness challenges. Healthy snack offerings. In recent years, many employers have implemented "workplace wellness" initiatives in an attempt to attract and retain employees, increase engagement, and reduce health care costs. However, according to a study, the workplace health interventions offered by 80 percent of larger organizations yielded unimpressive results in accomplishing these outcomes.^{vi} Although perks contribute to wellness, they are only part of a larger set of factors that lead to loyal and engaged employees.

About one in five employees will experience a mental health condition each year,^{vii} but given the right resources, five in five employees benefit from a supportive and psychologically safe workplace. Both employers and employees receive a host of benefits from a workplace that values and prioritizes mental health. Employees are happier, more productive, and more loyal. Employers attract and retain employees, increase engagement, and improve overall operations.

For employers who know the value of good mental health for all employees, MHA has created the [Bell Seal for Workplace Mental Health](#), a certification program to recognize and guide employers who are committed to creating mentally healthy workplaces.

The *Bell Seal* recognizes employer advances in workplace mental health by awarding levels of bronze, silver, gold, and platinum. By becoming *Bell Seal*-certified, an organization sets itself apart as a workplace that values mental health and a mentally healthy work environment for all employees.

Through the certification process, organizations will have opportunities to discuss the relationship between mental health and the following objectives:

- Attract potential employees and increase retention;
- Improve employee engagement and productivity;
- Reduce healthcare costs and lost revenue as a result of poor workplace mental health;
- Address concerns with presenteeism and absenteeism;
- Reduce the rate of employee turnover; and
- Identify gaps and learn about resources to improve support for employees.

As part of the certification process, organizations will receive a comprehensive assessment of its workplace policies and practices in five categories: workplace culture, health insurance and benefits, perks and programs, legal compliance, and leadership and community engagement. Based on the results, MHA will provide insight into the areas an employer is doing well and guidance for the areas that need improvement.

Does your workplace implement policies and programs that support employee mental health and well-being? Apply for your workplace to become *Bell Seal*-certified by completing the [Employer Information Form](#).

To learn more, please visit <https://mhanational.org/bestemployers>.

ⁱ"Charts Related to the Latest 'American Time Use Survey' News Release | More Chart Packages." *U.S. Bureau of Labor Statistics*, U.S. Bureau of Labor Statistics, www.bls.gov/charts/american-time-use/activity-by-work.htm.

ⁱⁱGallup, Inc. "In U.S., 40% Get Less Than Recommended Amount of Sleep." *Gallup.com*, Gallup, 18 Apr. 2019, <http://news.gallup.com/poll/166553/less-recommended-amount-sleep.aspx>.

ⁱⁱⁱ"Millennials Are Largest Generation in the U.S. Labor Force." *Pew Research Center*, www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/.

^{iv}Emmons, Mark. "Key Statistics about Millennials in the Workplace." *Dynamic Signal*, <http://dynamicsignal.com/2018/10/09/key-statistics-millennials-in-the-workplace/>.

^vAmerican Psychological Association (2018). *Stress in America: Generation Z*. Stress in America™ Survey.

^{vi}Shmerling, Robert H. "Do Employee Wellness Programs Actually Work?" *Harvard Health Blog*, 16 Aug. 2019, www.health.harvard.edu/blog/do-employee-wellness-programs-actually-work-2019081317503.

^{vii}"Mental Illness." *National Institute of Mental Health*, U.S. Department of Health and Human Services, www.nimh.nih.gov/health/statistics/mental-illness.shtml.

SOCIAL MEDIA

There's more to workplace wellness than healthy snacks and onsite yoga classes. Learn more about what it takes to create a mentally healthy workplace with MHA's new Bell Seal for Workplace Mental Health: [mhanational.org/bestemployers]. #TheBellSeal #workplacementalhealth

To help employees identify mentally healthy workplaces, MHA created #TheBellSeal to recognize and guide employers who are committed to creating them. Learn more about #TheBellSeal for Workplace Mental Health: [mhanational.org/bestemployers]

What makes a mentally healthy workplace? How do employers know what works? MHA created #TheBellSeal for Workplace Mental Health to help employers create mentally healthy workplaces. Learn more: [mhanational.org/bestemployers] #workplacementalhealth

Employers who value and prioritize mental health can see the positive impact it has on employee retention, engagement, and health care costs. Learn how #TheBellSeal for Workplace Mental Health can help your business. [mhanational.org/bestemployers] #workplacementalhealth

#TheBellSeal is a certification program created by MHA to assess workplaces by five categories:

- workplace culture;
- health insurance and benefits;
- employee perks and programs;
- legal compliance; and
- leadership and community engagement.

Learn more and get certified at mhanational.org/bestemployers

By becoming Bell Seal-certified, an organization sets itself apart as a workplace that values mental health and a mentally healthy work environment for all employees. Learn more about how #TheBellSeal for Workplace Mental Health can help your business [mhanational.org/bestemployers] #workplacementalhealth

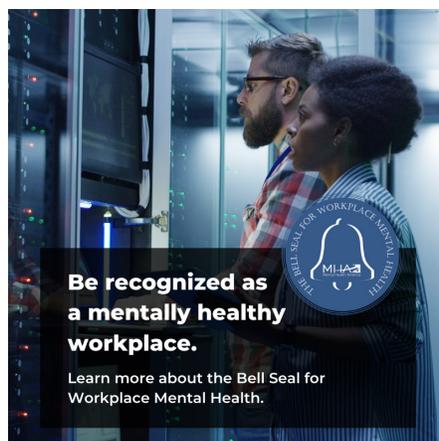
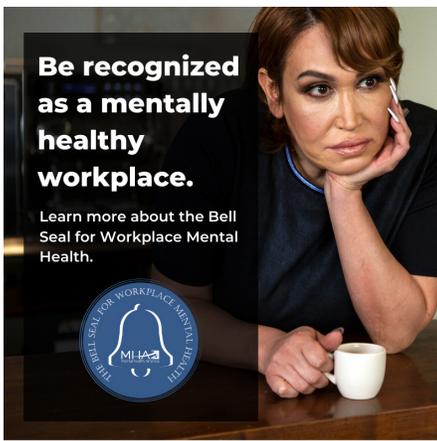
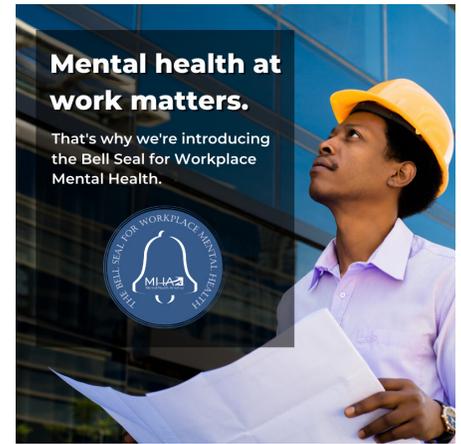
Employers cannot afford to ignore mental health in the workplace. By applying for #TheBellSeal, employers can now learn about, promote and improve upon the overall mental wellness of its workplace. Learn more and apply [mhanational.org/bestemployers] #workplacementalhealth

About 1 in 5 employees will experience a mental health condition each year, but given the right resources, 5 in 5 employees benefit from a supportive and psychologically safe workplace. Learn more about #TheBellSeal [mhanational.org/bestemployers] #workplacementalhealth

#TheBellSeal not only recognizes employers who are committed to creating mentally healthy workplaces, but also offers a comprehensive guide to implement policies and practices that support employee well-being. Learn more and apply [mhanational.org/bestemployers] #workplacementalhealth

Millions of employees spend a large part of their day, and lifetime, at work, increasing the effect that workplace environments can have on psychological well-being. #TheBellSeal can help you make your workplace mentally healthier. Learn more and apply [mhanational.org/bestemployers] #workplacementalhealth

Download these images by visiting mhanational.org/bellsealtoolkit, then right clicking and selecting "Save image as."





THE IMPORTANCE OF WORKPLACE WELLNESS

Onsite yoga classes. Wellness challenges. Healthy snack offerings. In recent years, many employers have implemented “workplace wellness” initiatives in an attempt to attract and retain employees, increase engagement, and reduce health care costs. However, while perks can contribute to wellness, they are only part of a larger set of factors that lead to loyal and engaged employees.

Employers who value and prioritize mental health can see the positive impact it has on employee retention, engagement, and healthcare costs. In addition to workplace wellness initiatives, an employer can improve workplace culture, offer generous health insurance and other benefits, and commit to mental health from the top-down to cultivate a worker-friendly, highly productive, and psychologically safe workplace.

But how do employers know what really works? What really does make a mentally healthy workplace?

MHA can help.

THE BELL SEAL FOR WORKPLACE MENTAL HEALTH

MHA envisions a nation where the average American workplace understands the value of addressing mental health at work and implements policies and practices that support employee well-being. While employees seek workplaces that are stable, supportive, and less stressful, employers seek workers who are engaged, productive and loyal. Fortunately, by addressing mental health at work, employers can achieve the distinct but complementary goals of both employees and the organization.

To help employees identify mentally healthy workplaces, MHA created a program to recognize and guide employers who are committed to creating them.

The *Bell Seal for Workplace Mental Health* is a certification program created by MHA to **assess workplaces in five categories**: workplace culture; health insurance and benefits; employee perks and programs; legal and ethical compliance; and leadership and community engagement.

The *Bell Seal* recognizes employer advances in workplace mental health by awarding levels of bronze, silver, gold, and platinum. By becoming *Bell Seal*-certified, an organization sets itself apart as a workplace that values mental health and a mentally healthy work environment for all employees.

Through the certification process, organizations will have opportunities to discuss the relationship between mental health and the following objectives:

- Attract potential employees and increase retention;
- Improve employee engagement and productivity;
- Reduce healthcare costs and lost revenue as a result of poor workplace mental health;
- Address concerns with presenteeism and absenteeism;
- Reduce the rate of employee turnover; and
- Identify gaps and learn about resources to improve support for employees.

As part of the certification process, organizations will receive a comprehensive assessment of its existing workplace policies and practices for each of the five categories. Based on the results, MHA will provide insight into the areas an employer is doing well and guidance for the areas that need improvement. Ready to apply to be *Bell Seal*-certified? Learn more at www.mhanational.org/bestemployers.



THE BELL SEAL FOR WORKPLACE MENTAL HEALTH

MHA
Mental Health America

ABOUT MHA

Mental Health America (MHA) - founded in 1909 - is the nation's leading community-based nonprofit dedicated to addressing the needs of those living with mental illness and promoting the overall mental health of all Americans. Our work is driven by our commitment to promote mental health as a critical part of overall wellness, including prevention services for all; early identification and intervention for those at risk; integrated care, services, and supports for those who need it; with recovery as the goal.

Much of our work is guided by the Before Stage 4 (B4Stage4) philosophy – that mental health conditions should be treated long before they reach the most critical points in the disease process. When we think about diseases like cancer or heart disease, we don't wait years to treat them. We start before Stage 4—we begin with prevention, identify symptoms, and develop a plan of action to reverse and hopefully stop the progression of the disease. Like other diseases, we need to address these symptoms early, identify the underlying disease, and plan an appropriate course of action on a path towards overall health.



MENTAL HEALTH AT WORK MATTERS

Americans who are employed full-time spend an average of 8.8 hours a day at work.ⁱ Time spent at work is more than the average American spends sleeping (6.8 hours), participating in leisure activities (3 hours), and caring for or helping family and friends (1 hour).ⁱⁱ Whether a person works to support a family or to build a career, employment is a cornerstone to American life. However, as generational values shift, the landscape is rapidly evolving. An employer's ability to adapt is essential to building a productive workforce and remaining competitive in its industry.

Considering the current and developing workforce, millennials comprise the largest percentage of the U.S. workforce at 35 percent.ⁱⁱⁱ According to Gallup research, millennials are the least engaged in the workforce and are most likely to change jobs frequently compared to other generations.^{iv} Gen Z comprises 5 percent of the U.S. workforce and is deemed the most stressed generation in America, according to the American Psychological Association.^v Employers must develop strategies to appeal to the values and address the concerns of the rising workforce.

Both employers and employees receive a host of benefits from a workplace that values and prioritizes mental health. Employees are happier, more productive, and more loyal. Employers attract and retain employees, and ultimately, improve overall operations. Employers who consider workplace culture, offer generous health insurance and other benefits, and commit to mental health from the top-down cultivate a worker-friendly, highly productive, and psychologically safe workplace for all employees.

MIND THE WORKPLACE

With support from the [Faas Foundation](#), MHA embarked on a two-year research project on workplace mental health with the launch of the Work Health Survey in 2015. In 2018, MHA analyzed **over 17,000 employee surveys across 19 industries in the United States** and published the first-ever [Workplace Wellness Report: *Mind the Workplace 2018*](#).

Since then, MHA has released the second edition of the [Workplace Wellness Report: *Mind the Workplace 2019*](#). In 2019, the Work Health Survey measured the attitudes and perceptions of **nearly 10,000 employees** in the US. Survey questions were designed to collect data on company culture, workplace stress, employee engagement, and managerial style.

The findings showed that:

- Supervisor communication and a company culture of safe and open communication are correlated with an employee's motivation, confidence, and pride.
- Among all employee well-being measures, pride was the most correlated with supervisor communication and a company culture of safe and open communication.
- Consistent throughout the survey - whether employees were happy or not - was also the importance of supervisors.
- The majority of employees felt unmotivated at work, with almost two-thirds indicating that workplace issues negatively affect their sleep.
- Half of respondents engage in unhealthy behaviors to cope with workplace stress.
- Nearly half - 45 percent - look for a new job at least several times per week.

Also troubling was the impact of negative workplace culture, with 54 percent of people reporting that they were not comfortable reporting dishonest or unfair practices to human resources or management; 60 percent decided it was safer to remain silent than to voice their opinion on improvements; and 55 percent reported they were afraid to take the day off to tend to their mental health.

THE BELL SEAL FOR WORKPLACE MENTAL HEALTH

MHA recognizes the psychological impact that workplaces can have on their employees. Millions of employees spend a large part of their day, and lifetime, at work, increasing the effect that workplace environments can have on psychological well-being. MHA's research is part of an ongoing commitment to uncovering workplace disparities and addressing the psychological needs of the workforce.

To help guide both employers and employees identify and promote mentally healthy workplaces, MHA has created the *Bell Seal for Workplace Mental Health* - a first-of-its kind national certification program to recognize and assist employers who are committed to creating them. MHA identified five categories to assess workplace mental health. An employer will be evaluated—and certification ultimately determined by—five categories:

WORKPLACE CULTURE

Based on data from MHA's *Mind the Workplace 2018* report, a workplace culture that was open, promoted managerial support and guidance, and fostered feedback-seeking behaviors helped decrease workplace stress and enhanced employee motivation. Whether a supervisor valued feedback on workplace culture was most correlated with the health of the organization. Additionally, employees experienced greater job satisfaction and organizational attachment when their company focused on workplace culture.



HEALTH INSURANCE AND BENEFITS

Employers who are looking to cut healthcare costs should understand the benefit of investing in mental health care. According to World Health Organization, every dollar spent towards treatment for common mental illnesses, there is a return of four dollars in improved health and productivity.^{vi} While improvement in workplace culture is more abstract, clear action can be taken to ensure that an employer has a comprehensive health care plan that includes coverage for mental health and substance use services.

EMPLOYEE PERKS AND PROGRAMS

Most traditional workplace wellness programs tend to fall under this category. Although important, these programs are most effective when a workplace is striving to do well in the other four categories. When more pressing needs that affect well-being—such as feeling valued and supported, and not having to worry about paying for medical expenses are met—incentives focused around physical health and wellness can be better utilized.



LEGAL AND ETHICAL COMPLIANCE

The foundation of a psychologically safe workplace is inclusion, safety, and support that is communicated to and experienced by all employees. Bell Seal certified workplaces not only abide by the law, but they go above and beyond to ensure employees have the knowledge and empowerment they need to request help or report unsafe and unfair practices like harassment and bullying.

LEADERSHIP AND COMMUNITY ENGAGEMENT

A 2019 poll found that 84 percent of workers expected CEOs to help shape public conversations on issues ranging from the economy to discrimination.^{vii} Leadership and workplace culture are intrinsically linked. Bell Seal certified workplace leadership is both internally and publicly committed to engaging their employees and community around mental health, and to ensure an inclusive work environment where employees of all identities feel valued and represented.



WHY APPLY?

The *Bell Seal* is the culmination of nearly 40 years of research, representing a practical guide to help companies improve their workplace mental health capacities. By applying for MHA's *Bell Seal*, employers now have the opportunity to learn about, promote and improve upon the overall mental wellness of its workplace - and truly create an environment for its employees that is supportive and psychologically safe.

With a *Bell Seal* certification, an organization can be recognized nationwide as a workplace that values mental health and a mentally healthy work environment for all employees. Through the certification process, employers will have an opportunity to understand the fundamental relationship between mental health and the workplace with the following goals in mind:

- Attract potential employees and increase retention;
- Improve employee engagement and productivity;
- Reduce health care costs and lost revenue as a result of poor workplace mental health;
- Address concerns with presenteeism and absenteeism;
- Reduce the rate of employee turnover; and
- Identify gaps and learn about resources to improve support for employees.

The *Bell Seal* not only recognizes employers who are committed to creating mentally healthy workplaces, but also offers a comprehensive guide for employers to implement policies and practices that support employee well-being.

The *Bell Seal* recognizes employer advances in workplace mental health by awarding annual recognition levels of **bronze, silver, gold, and platinum.**



Apply for your workplace to become *Bell Seal*-certified by completing the [Employer Information Form](#). To learn more, contact Taylor Adams at workplace@mhanational.org or visit <https://mhanational.org/bestemployers>.

ENDNOTES

ⁱ "Charts Related to the Latest 'American Time Use Survey' News Release | More Chart Packages." U.S. Bureau of Labor Statistics, U.S. Bureau of Labor Statistics, www.bls.gov/charts/american-time-use/activity-by-work.htm.

ⁱⁱ Gallup, Inc. "In U.S., 40% Get Less Than Recommended Amount of Sleep." Gallup.com, Gallup, 18 Apr. 2019, <http://news.gallup.com/poll/166553/less-recommended-amount-sleep.aspx>.

ⁱⁱⁱ "Millennials Are Largest Generation in the U.S. Labor Force." Pew Research Center, www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/.

^{iv} Emmons, Mark. "Key Statistics about Millennials in the Workplace." Dynamic Signal, <http://dynamicsignal.com/2018/10/09/key-statistics-millennials-in-the-workplace/>.

^v American Psychological Association (2018). Stress in America: Generation Z. Stress in America™ Survey.

^{vi} www.who.int/mental_health/in_the_workplace/en/.

^{vii} https://www.edelman.com/sites/g/files/aatuss191/files/2019-02/2019_Edelman_Trust_Barometer_Global_Report.pdf