



**BELL SEAL FOR
WORKPLACE
MENTAL HEALTH
RECIPIENT TOOLKIT**



BELL SEAL RECIPIENT TOOLKIT BASICS

Mental Health America (MHA) is proud to award your organization with the Bell Seal for Workplace Mental Health. Now it is time to celebrate your accomplishment! MHA created the Bell Seal Recipient Toolkit to help you promote your certification within your organization and to the communities you serve.

WHAT DOES THE BELL SEAL RECIPIENT TOOLKIT INCLUDE?

- Bell Seal logos (PNG and EPS)
- Sample email signatures
- Sample website language
- Internal email announcement
- External drop-in article
- Social media language
- Social media images

CAN WE ALTER THE MATERIALS PROVIDED IN THE TOOLKIT?

You are welcome to adapt the language of the materials provided in the toolkit to match the brand and messaging of your organization. However, you may not alter the shape, color, or year of the Bell Seal logo or the year on any materials provided in the toolkit.

WHERE CAN WE DISPLAY THE BELL SEAL LOGO?

You can display the Bell Seal logo wherever feels most appropriate for your organization, including but not limited to your website, email signature, or social media platforms.

WHAT SIZE PARAMETERS SHOULD WE USE FOR THE BELL SEAL LOGO?

We recommend you use the images in the sizes provided. The social media images are sized for their respective platforms.

- Bell Seal logo web: Minimum size is 200 x 200 pixels
- Bell Seal logo print: Minimum size is 420 x 420 pixels

HOW LONG ARE WE ABLE TO USE THE MATERIALS IN THE TOOLKIT?

You may use the toolkit for the duration of your certification (typically 12 to 15 months). The toolkit is updated annually in October for the following calendar year.

HOW DO WE RENEW OUR CERTIFICATION?

Bell Seal recipients will be asked to renew their certification in January of each year. If an organization chooses to renew its certification, the applicant will review their prior application and submit changes for review no later than March 31, 2023.

HOW SHOULD OUR ORGANIZATION REFER TO MENTAL HEALTH AMERICA?

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 to promoting the overall mental health of all.

MHA's efforts are guided by its Before Stage 4 (B4Stage4) philosophy – that mental health conditions should be treated long before reaching the most critical points in the disease process.

To help employees identify mentally healthy workplaces, MHA awards the Bell Seal certification to recognize and guide employers committed to creating them.

WHAT KEY MESSAGES CAN WE SHARE ABOUT THE CERTIFICATION?

All employees, including the 1 in 5 employees who experience a mental health condition each year, benefit from a psychologically safe and supportive workplace.

The Bell Seal for Workplace Mental Health is a national employer certification program to recognize companies committed to employee mental health and well-being.

As a Bell Seal recipient, we join a national community of leaders committed to creating a mentally healthy work environment for employees.

HOW WILL MHA PUBLICIZE/PROMOTE ORGANIZATIONS THAT RECEIVE BELL SEAL CERTIFICATION?

Bell Seal recipients, at their discretion, will have their logos included on MHA's [Bell Seal website](#). Recipients will also be showcased on MHA's social media platforms, national newsletter, annual brief, and any earned and paid media efforts regarding the program, including press releases, interviews, blogs, resources, and advertising.

WHERE CAN I FIND OUT MORE INFORMATION ABOUT WORKPLACE MENTAL HEALTH?

MHA's website is full of information and resources to share with your employees, on social media, and more! Check out MHA's workplace mental health and wellness resources at mhanational.org/workplace.

WHAT ARE SOME OTHER MHA PROGRAMS THAT CAN HELP MY EMPLOYEES?

- [Mental Health Screening](#)
MHA has screened nearly 16 million individuals for mental health conditions since we launched our online screening program in 2014. Screening is an easy, anonymous way for your employees to check in on their mental health and get connected to resources.
- [May is Mental Health Month](#)
MHA established May as Mental Health Month in 1949 and, each year releases the May is Mental Health Month toolkit. Download the latest toolkit and share information and resources with your employees throughout the month (or year).
- [July is Bebe Moore Campbell National Minority Mental Health Awareness Month \(BIPOC Mental Health Month\)](#)
Each July, to celebrate BIPOC (Black, Indigenous, and People of Color) Mental Health Month, MHA gathers information to help bring awareness to the unique struggles underrepresented groups face regarding mental illness in the United States. Share the materials with your staff to start important conversations.
- [Back to School](#)
MHA's Back to School Toolkit - developed each year and released in mid-August in anticipation of the start of the new school year - provides free resources, tools, tips, and information for parents, teachers, and youth on early identification themes. Share this information in your newsletter to support working parents.
- [November is National Family Caregivers Month](#)
MHA recognizes November as National Family Caregivers Month to celebrate the contributions of caregivers and provide them with the tools they need. You can find caregiver resources and informational materials that are ideal for sharing with employees to support those caring for a loved one with a mental illness.

WHERE CAN I FIND MHA IN MY AREA?

MHA has over 200 affiliates in 42 states that bring direct services and advocacy to communities around the country. To find the affiliate closest to you, please visit arc.mhanational.org/find-affiliate.

HOW CAN WE FOLLOW MHA ON SOCIAL MEDIA?

We always share the latest news, information, and articles about mental health on our social media channels and in News from National, our bi-weekly newsletter. Follow us on social and subscribe to our newsletter to find content to help fill your feed:

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)
- [News from National Newsletter](#)

QUESTIONS?

If you have any questions about the recipient toolkit, please contact Taylor Adams, MHA's Director of Workplace Mental Health, at tadams@mhanational.org.

BELL SEAL LOGO AND WEBSITE MATERIALS

LOGOS

Logos are available for each level of Bell Seal certification and are available as .png (web and general use) and .eps (for print) files. Download these images by visiting mhanational.org/bellsealrecipienttoolkit2023.



BRONZE



SILVER



GOLD



PLATINUM

SAMPLE EMAIL SIGNATURE LANGUAGE

[ORGANIZATION] is a proud 2022-23 [COLOR] recipient of Mental Health America's Bell Seal for Workplace Mental Health, awarded for our commitment to employee mental health and well-being. Learn more about the Bell Seal at mhanational.org/bestemployers.

As a proud recipient of [COLOR] for Mental Health America's Bell Seal for Workplace Mental Health, [ORGANIZATION] puts mental health at the forefront of employee health and well-being. Learn more at mhanational.org/bestemployers.

SAMPLE WEBSITE LANGUAGE

The Bell Seal for Workplace Mental Health is a distinction awarded by Mental Health America (MHA) to companies that meet mentally healthy workplace standards. [ORGANIZATION]'s status as a [COLOR] Bell Seal-certified organization demonstrates our outstanding commitment to employee mental health and well-being. To learn more, visit: mhanational.org/bestemployers.

Mental Health America (MHA) awards a Bell Seal for Workplace Mental Health to companies committed to creating mentally healthy work environments. [ORGANIZATION]'s status as a [COLOR] Bell Seal-certified organization demonstrates our outstanding commitment to employee mental health and well-being. To learn more, please visit mhanational.org/bestemployers.

INTERNAL EMAIL ANNOUNCEMENT

We are proud to announce that Mental Health America (MHA) has awarded [ORGANIZATION] the 2022-23 [COLOR] Bell Seal for Workplace Mental Health!

The Bell Seal for Workplace Mental Health is a first-of-its-kind workplace mental health certification that recognizes employers that strive to improve employee mental health and create a psychologically safe workplace for all.

As a Bell Seal recipient, we join a community of leaders who transform the workplace environment into more supportive and healthier spaces where employees can thrive. *[Insert quote from leadership (e.g., [CEO NAME] recognizes that an investment in employee mental health is an investment in the organization's financial, social, and emotional health.)]*

Certainly, this was no easy feat, and we wish to thank our [DEPARTMENT] for its thorough review of our policies and practices. Our work in the following areas served to determine our [COLOR] certification:

- Our expansive employee growth opportunities
- Our competitive and mental health-friendly benefits packages
- Our emphasis on and commitment to work-life balance
- Our willingness to go above and beyond ethical standards
- Our committed and mental health-conscious leadership

Our Bell Seal status is a testament to the positive workplace culture you have helped us create here at [ORGANIZATION], and we thank you for that. We encourage you to celebrate this significant accomplishment and reflect on the Bell Seal principles and how we can continue upholding them together.

Championing workplace mental health is an evolving journey. However, investing in your well-being remains a firm commitment for the leadership team, and we appreciate the trust you have placed in us to continue transforming our work culture.

If you would like to provide suggestions or have questions about the benefits and programs we offer, please contact [CONTACT NAME] at [CONTACT EMAIL] or [CONTACT PHONE NUMBER].

EXTERNAL DROP-IN ARTICLE

We are proud to announce that [ORGANIZATION] has been awarded the 2022-23 [COLOR] Bell Seal for Workplace Mental Health by Mental Health America (MHA). The Bell Seal is a first-of-its-kind workplace mental health certification that recognizes employers who strive to create mentally healthy workplaces for their employees.

MHA - founded in 1909 - is the nation's leading community-based nonprofit dedicated to addressing the overall mental health of all. MHA has spent decades researching mental health in the workplace, and in 2019, MHA introduced the Bell Seal for Workplace Mental Health to recognize companies and organizations that understand the value of addressing mental health at work and implement policies and practices that support employee well-being.

The Bell Seal recognizes employer advances in workplace mental health by awarding Bronze, Silver, Gold, and Platinum recognition levels. [ORGANIZATION] underwent a rigorous evaluation of its policies and practices in four areas: workplace culture, benefits, compliance, and wellness programs. Our status as a Bell Seal-certified organization demonstrates [ORGANIZATION]'s ongoing commitment to employee mental health and well-being.

[Insert quote from leadership (e.g., [CEO NAME] recognizes that an investment in employee mental health is an investment in the organization's financial, social, and emotional health.)]

[ORGANIZATION] is committed to providing the best for our employees and looks forward to our continued work to ensure we uphold the standards set forth by the Bell Seal for Workplace Mental Health.

You can learn more about MHA and the Bell Seal for Workplace Mental Health at mhanational.org/bestemployers.

SOCIAL MEDIA MATERIALS

SOCIAL MEDIA LANGUAGE

Use these sample posts for all your platforms and be sure to tag Mental Health America!

- Facebook: /mentalhealthamerica
- Instagram: @mentalhealthamerica
- Twitter: @mentalhealtham
- LinkedIn: /mental-health-america

ANNOUNCEMENT

- BIG NEWS! [ORGANIZATION] has received the 2022-23 #BellSealforWorkplaceMentalHealth at [COLOR] from @MentalHealthAmerica. We're thrilled to step up as a #mentalhealth leader and hope to serve as a model for others. Want to learn more? Go to mhanational.org/bestemployers.
- [ORGANIZATION] is pleased to announce that we have earned the 2022-23 #BellSealforWorkplaceMentalHealth at [COLOR]. The #BellSeal is a national employer certification program from @MentalHealthAmerica.

GENERAL PROMOTION

- It's important that at [ORGANIZATION], employees feel supported in all facets of their lives, including in the workplace. We put #mentalhealth at the forefront. #BellSealforWorkplaceMentalHealth
- According to WHO, #depression is the leading cause of disability worldwide. [ORGANIZATION] understands that addressing #mentalhealth at work is imperative, not a perk. #BellSealforWorkplaceMentalHealth
- A mentally healthy workplace is one where employees feel valued and supported, where there is a safe workspace, and where everyone shows respect for other aspects of a person's life. [ORGANIZATION] is one of those workplaces. #BellSealforWorkplaceMentalHealth
- [ORGANIZATION] recognizes the impact that workplaces have on their employees' #mentalhealth. Millions of employees spend a large part of their day, and lifetime, at work, increasing the effect that workplaces have on psychological well-being. #BellSealforWorkplaceMentalHealth
- All employees, including the 1 in 5 employees who experience a #mentalhealth condition each year, benefit from a psychologically safe and supportive workplace. [ORGANIZATION] strives to create that environment for our employees. #BellSealforWorkplaceMentalHealth

MENTAL HEALTH AWARENESS RELATED

- **May - Mental Health Month**
May is #MentalHealthMonth! Mental health is a growing concern, and we're proud to be leaders in the workplace wellness initiative as a 2022-23 [COLOR] #BellSealforWorkplaceMentalHealth recipient.
- **July - Bebe Moore Campbell National Minority Mental Health Awareness Month (BIPOC Mental Health Month)**
Mental health affects all individuals, no matter their race, gender, or nationality. [ORGANIZATION] is proud to recognize July as #BIPOCMentalHealthMonth as a 2022-23 [COLOR] #BellSealforMentalHealth recipient.
- **September - Suicide Prevention Month**
September is #NationalSuicidePreventionMonth. Suicide prevention begins every day. [ORGANIZATION] is proud to be a 2022-23 [COLOR] #BellSealforMentalHealth recipient that supports its employees' mental and physical well-being.
- **October 10 - World Mental Health Day**
Happy #WorldMentalHealthDay! How is your workplace celebrating? At [ORGANIZATION], we are proud to put #mentalhealth first as a 2022-23 [COLOR] #BellSealforMentalHealth recipient.

SOCIAL MEDIA IMAGES

Variations of each image are available for each level of Bell Seal certification and optimized for Facebook, Instagram, Twitter, and LinkedIn.

Download these images by visiting mhanational.org/bellsealrecipienttoolkit2023.

