

THE MENTAL HEALTH COACH, PROVIDED BY CLOUDMD

Communication guide



Welcome to Sun Life's Mental Health Coach!

The Mental Health Coach, provided by CloudMD, is a great complement to your benefits plan. All Coaches are licensed health-care professionals. They can help guide and support employees in improving their mental health.

How to use this guide

This guide provides an overview of the communication materials available to help you promote the Mental Health Coach in your workplace. The materials help employees understand the benefits of the service. And you can adapt these to your organization's needs. For example, you may want to consider:



Alternatives to email.

Post a message on Slack or another business platform.



All-employee meetings.

Share at team and large employee meetings. This can accomplish several goals:

1. Raise awareness and understanding of the Mental Health Coach.
2. Promote a mentally healthy and safe culture by openly talking about supports available.
3. Help to reduce the stigma associated with mental health issues and seeking help.



The personal touch.

Create an open forum for testimonials and reviews. These can help encourage others who need mental health support to use the service.

Launch materials

We've divided the communication materials into three stages:



1. Pre-launch



2. Launch



3. Post-launch

Each organization has a unique way of onboarding employees and educating them about their benefits. Support from managers and internal stakeholders is critical for delivering communications effectively.

Pre-launch communications

We've created introductory emails to let managers and employees know about the service and help build interest.



Step 1

Email managers and people leaders to let them know about the Mental Health Coach and encourage them to promote the services to their employees.

Timing: 2-3 weeks before employee launch.



Step 2

CEO/Senior leader emails employees to introduce Mental Health Coach and how it'll support commitment to workplace mental health and well-being.

Timing: 2 weeks before launch.



Step 3

HR, Benefits and Wellness leader sends an email to employees to let them know that Mental Health Coach is launching soon. This is a great opportunity to promote the service and encourage employees to use it.

Timing: 1 week before launch.

Tips:

It's helpful for people leaders to remind employees about the upcoming availability of the Mental Health Coach. This can be done in team meetings/huddles or through other communication channels they use.

Launch

Sun Life will send all the launch communications. This includes, sending all eligible employees two emails and ongoing newsletters. Employees will also see a prompt from Ella to use the services when they log in to mysunlife.ca or use the **my Sun Life mobile app**.

Post-launch

We offer several ongoing engagement materials – a poster, a flyer and a postcard – that you can print, post and send. We also have digital screen information that you can use on screens in break rooms and common areas.

It's important to maintain awareness of the Mental Health Coach for a few reasons:

For future needs.

At the time of launch, employees with good mental health may see the program as something they don't need. It then becomes "out of sight, out of mind." Ongoing reminders keep the program top-of-mind, so that if a future need arises, employees know where to turn.

Seasonal swings in mental health.

Certain times of year see increases in mental health issues in the Canadian population. A reminder about the program at key times could spur employees to take action when they need it most.

We offer several engagement articles.


An employee web page at sunlife.ca/mentalhealthcoach. The website highlights the three easy steps to accessing the Mental Health Coach. It also has an FAQ, which provides answers to questions about the program.

Annual calendar

The calendar below suggests times of year and commemorative dates that provide opportunities to promote the Mental Health Coach. You can choose the opportunities that make the most sense for your workforce.

There's a tendency for people to experience more mental health symptoms in winter months. This is pronounced for people with Seasonal Affective Disorder. But people with other mental disorders can also experience worse symptoms. For this reason, many of the suggested calendar dates fall in the October to January timeframe. This is when prevention measures may be most effective.

Calendar Event	Promotional Opportunity	Explanatory Notes
Back to School (Late August, September)	Focus on anxiety, especially for people with families	Parents and children frequently have anxiety as the school year approaches.
World Mental Health Day (October 10)	Focus on decreasing stigma and highlighting support	Showcase the Mental Health Coach before the winter season begins.
The holiday season (Christmas time, New Year's Day)	Focus on isolation, anxiety and depression	Regardless of ethnicity or religion, this can be a tough time for people who do not have family or are experiencing family troubles.
Bell Let's Talk Day (Late January)	Focus on decreasing stigma and highlighting support	This is a useful opportunity to highlight support post-holidays. It can also highlight support as Valentine's Day approaches, a difficult day for some. For example, LGBTQ2S+ can often feel left out by the overwhelmingly heteronormative themes.
Mother's Day and Father's Day	Unresolved grief	Despite the brighter spring season, those who have recently lost a parent or spouse may find these commemorative days difficult.

 **Questions? We can help!**
Please contact your Group Benefits representative. They can help answer questions you have on how to promote the Mental Health Coach to your employees.

Life's brighter under the sun

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