

EMPLOYEE ASSISTANCE PROGRAM

2021 MONTHLY CAMPAIGN

The Monthly Campaign inspires employees with well-being insights and tips on how to apply them, as well as increasing awareness of the many EAP resources available to them and their eligible dependents 24/7/365.

Engage employees with monthly communications including a newsletter, live webinar, topic article, topic poster, wellness poster, and digital sign. The EAP website is also updated monthly with themed content. Managers benefit from targeted topics in a quarterly live webinar.



Monthly Campaign

Newsletter—The newsletter features themed content with actionable insights and information about the upcoming live webinars and other EAP events.

Live webinar—The monthly live webinar is focused on timely issues presented by subject matter experts. Afterward, it is recorded and placed in the EAP website learning center.

Poster—Two posters are developed each month related to Wellness and the Monthly Theme. The letter-sized posters feature practical tips and can be posted in high-traffic areas near printers, in break rooms and cafeterias.

Digital sign—This versatile, electronic image promotes how the EAP can help and can be used on monitors, TV screens, intranets, and other employee portals.

EAP website—The What's Trending section is updated monthly with themed articles.

Article—The topic article includes content about the monthly theme and tips to improve well-being.

Monthly Themes

January—Coping with Change

February—Improving Your Mental Wellness

March—Planning for Your Financial Future

April—Overcoming Stress and Burnout

May—Understanding Your Teenager's Mental Health

June—Communicating With Your Partner

July—Creating a Positive Work Environment

August—Staying Strong and Resilient

September—Caring for a Loved One in Crisis

October—Embracing Differences

November—Overcoming Financial Setbacks

December—Focusing on Your Well-being

