

**82%**

EAP users saw improvement in depressive symptoms

**3.35:1**

Average ROI for TELUS Health EAP (US)

**28**

More productivity days lost with poor mental health support

**24pts**

Higher MH score when employer support is rated excellent

## Campaign Overview

### Theme & Goals

## Mental Health Matters

- **Awareness:** Educate employees on TELUS Health One resources
- **Engagement:** Drive platform logins & EAP utilization
- **Stigma reduction:** Normalize mental health conversations
- **Manager enablement:** Equip people leaders to support teams
- **Wellbeing:** Encourage challenges, assessments & self-care

### Structure & Access

- **Week 1 (May 1–5):** Launch & Awareness
- **Week 2 (May 6–12):** Stress & Resilience
- **Week 3 (May 13–19):** Connection & Community
- **Week 4 (May 20–26):** Manager Support
- **Week 5 (May 27–31):** Sustain & Celebrate

 [one.telushealth.com](https://one.telushealth.com) |  iOS & Android app |

 24/7 toll-free

## 4-Week Campaign Calendar

WEEK 1 · MAY 1–5

### Launch & Awareness — "Know Your Resources"



**MON MAY 1**

Launch email from CEO/HR. Share TH1 access info.



**TUE MAY 2**

Post platform tutorial. Encourage app download.



**WED MAY 3**

Share MHI stat. Normalize MH conversations on intranet.



**THU MAY 4**

Launch Total Wellbeing Assessment challenge on TH1.



**FRI MAY 5**

Lunch & Learn: "What is TELUS Health One?"

WEEK 2 · MAY 6–12

### Stress & Resilience — "Build Your Toolkit"



**MON MAY 6**

Share "5 Stress-Busting Techniques" from TH1 Library.



**TUE MAY 7**

Highlight CareNow Programs - English & Spanish



**WED MAY 8**

Spotlight e-books on anxiety & burnout from TH1.



**THU MAY 9**

Launch a challenge on the TH1 Platform



**FRI MAY 10**

Share podcast on stress & resilience from TH1.

WEEK 3 · MAY 13–19

**Connection & Community — "You Are Not Alone"**

<p><b>MON MAY 13</b> Introduce TELUS Health Community — anonymous peer support.</p>	<p><b>TUE MAY 14</b> Stigma-busting: "It's OK to not be OK" messaging.</p>	<p><b>WED MAY 15</b> Fireside chat: Leaders share MH stories (voluntary).</p>	<p><b>THU MAY 16</b> Highlight 24/7 counseling — video, phone, in-person.</p>	<p><b>FRI MAY 17</b> Celebrate diversity. Cultivating Diversity Toolkit</p>
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WEEK 4 · MAY 20–26

**Manager Support — "Lead with Empathy"**

<p><b>MON MAY 20</b> Manager training: TELUS Health Learning programs.</p>	<p><b>TUE MAY 21</b> Highlight Management Consultations — 24/7 coaching.</p>	<p><b>WED MAY 22</b> Share the Manger/People Leader Flyer</p>	<p><b>THU MAY 23</b> Recognize MH champion managers via company platform</p>	<p><b>FRI MAY 24</b> Highlight Care Path on TH1 - 24/7 support</p>
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WEEK 5 · MAY 27–31

**Sustain & Celebrate — "Keep the Momentum"**

<p><b>TUE MAY 27</b> Share campaign highlights &amp; engagement stats.</p>	<p><b>WED MAY 28</b> Share TH1 ROI &amp; outcomes data with leadership.</p>	<p><b>THU MAY 29</b> Announce Wellbeing Challenge winners</p>	<p><b>FRI MAY 30</b> Leadership commitment: MH is a year-round priority.</p>	<p><b>SAT MAY 31</b> Final post: Thank employees. Remind them support is always available.</p>
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**TELUS Health One Resources to Promote**

<p><b>24/7 EAP Support</b> Phone, chat, or app — anytime. First touchpoint is always a clinician.</p>	<p><b>CareNow Programs</b> Self guided care available on the TH1 platform, allowing you to choose a path through interactive content</p>	<p><b>Counseling</b> Video, phone, or in-person with master's/doctorate-level counselors.</p>
<p><b>Financial &amp; Legal Consultations</b> Receive financial or legal help across varies issues to find needed solutions in retirement, will creation and more</p>	<p><b>TH Community</b> Anonymous global peer support supervised by trained professionals.</p>	<p><b>Content Library</b> Articles, toolkits, podcasts, e-books &amp; self-assessments on wellbeing.</p>
<p><b>Wellbeing Challenges</b> Team challenges with goal tracking, activity monitoring &amp; rewards.</p>	<p><b>Wellbeing Assessment</b> Guides employees on next steps; gives HR workforce insights.</p>	<p><b>TH Learning</b> Research-backed workshops &amp; digital courses on MH leadership.</p>

## Email Communication Templates

### Email 1 — Campaign Launch (Send: May 1)

**Subject:** May is Mental Health Awareness Month — Your Support Starts Here ❤️

Dear [Employee Name],

May is Mental Health Awareness Month, and this year, we're making it count. Mental health affects all of us — at work, at home, and everywhere in between. According to the TELUS Mental Health Index, **34% of U.S. workers feel under constant stress**, and **29% report feeling anxious**. You are not alone.

That's why we offer **TELUS Health One** — a comprehensive mental health and wellbeing platform available to you and your family, at no cost, as part of your benefits.

#### What TELUS Health One offers:

- ✔ 24/7 access to professional counselors (video, phone, in-person)
- ✔ Self-guided mental health programs and CBT modules
- ✔ A library of articles, toolkits, podcasts, and e-books
- ✔ Legal, financial, child care, and elder care support
- ✔ Wellbeing challenges, goal tracking, and rewards
- ✔ 24/7 crisis support — always available when you need it most

**Getting started:** Download the TELUS Health One app (iOS/Android) or visit [one.telushealth.com](https://one.telushealth.com). Log in and explore — your support is waiting.

Remember: Asking for help is a sign of strength, not weakness.

With care,

[HR / Leadership Name]

[Company Name]

### Email 2 — Mid-Month Check-In (Send: May 15)

**Subject:** Halfway Through May — Have You Explored Your Mental Health Benefits?

Hi [Employee Name],

We're halfway through Mental Health Awareness Month. This week, we're focusing on **connection and community** — because no one should face their challenges alone.

#### Have you tried these features on TELUS Health One?

- 👤 **TELUS Health Community:** Anonymous peer support from others who understand
- 📞 **One-on-one counseling:** Book a confidential session by video, phone, or in person
- 🧠 **CBT digital modules:** Self-paced programs for anxiety, depression & stress (EN & ES)
- 📖 **Content library:** Hundreds of articles, toolkits, and podcasts

Employees with excellent employer mental health support have **mental health scores 24 points higher** and lose **28 fewer productivity days per year**. Your wellbeing matters.

Visit [one.telushealth.com](https://one.telushealth.com) or open the TELUS Health One app to get started.

Warmly,

[HR / Leadership Name]

[Company Name]





Email 3 — Manager-Specific (Send: May 20)

**Subject:** For People Leaders: Supporting Your Team's Mental Health This May

Dear [Manager Name],

As a people leader, you play a critical role in your team's mental health. This week, we're equipping managers with tools to **lead with empathy**.

**TELUS Health One resources for managers:**

-  **Management Consultations:** Confidential coaching on supporting employees — 24/7
-  **TELUS Health Learning:** Workshops on MH leadership & psychological safety
-  **Care Navigators:** Help guide employees to the right resources
-  **Strategy Portal:** Access utilization data & team engagement insights

**Simple actions this week:** Start your next meeting with a genuine check-in. Share TH1 access details again. Model vulnerability — share that you also use mental health resources.

By normalizing mental health conversations, you create a culture where people feel safe to seek help. Thank you for leading with empathy.

Email 4 — Campaign Close (Send: May 30)




**Subject:** Thank You — Mental Health Support Doesn't Stop in May 

Dear [Employee Name],

As Mental Health Awareness Month comes to a close, we want to say **thank you** for engaging with our campaign, having courageous conversations, and taking steps to prioritize your wellbeing.

The most important thing to remember: **mental health support doesn't stop on May 31st**. TELUS Health One is available to you 365 days a year, 24 hours a day.

**Your TELUS Health One access:**

-  Web: [one.telushealth.com](https://one.telushealth.com)
-  App: **TELUS Health One** (iOS & Android)
-  Phone: **[Your EAP toll-free number]** — available 24/7

All services are **completely confidential** and at no cost to you. You matter. Your mental health matters. We're committed to supporting you — not just in May, but every single day.

With gratitude,

[HR / Leadership Name]

[Company Name]

## Manager Toolkit

### Why Manager Enablement Matters

**32%**

of managers find it challenging to manage team emotional needs

**34%**

of people leaders say their org doesn't offer MH leadership training

**17pts**

lower MH score for managers struggling with team emotional needs



### Conversation Starters

- "I've noticed you seem quieter lately — how are you doing, really?"
- "We've had a lot going on. How are you managing your workload and stress?"
- "If you're ever struggling, I'm here to listen — and confidential resources are available to you."
- "Have you explored the mental health resources in TELUS Health One? I've found them really helpful."



### Signs to Watch For

- Decreased productivity or quality of work
- Increased absenteeism or lateness
- Withdrawal from team interactions
- Increased irritability or emotional reactions
- Difficulty concentrating or making decisions

**Note:** You are not expected to diagnose. Your role is to listen with empathy and connect employees to professional support through TELUS Health One.



### Do's and Don'ts

#### DO:

- Listen actively and without judgment
- Acknowledge and validate their feelings
- Share TELUS Health One resources
- Follow up after the conversation
- Model self-care and work-life balance

#### DON'T:

- Try to diagnose or offer medical advice
- Minimize or dismiss their concerns
- Share their personal information
- Promise outcomes you can't deliver
- Wait until a crisis to have the conversation

# Featured Training Programs

Evidence-based training designed to support mental health awareness and action across all organizational levels.

## Explore the Full TELUS Health Learning Catalog

Browse all available courses, formats, and scheduling options

[View Catalog →](#)

ALL STAFF

### Healthy Mind Toolkit

Practical, evidence-based strategies for daily mental wellness. Equip your employees with the tools they need to thrive every day.

MANAGERS

### Mental Health – Recognize and Respond

Equip your leaders with the skills and confidence to identify signs of distress and respond with empathy and effectiveness.

ALL STAFF

### Understanding Your Mental Health: From Awareness to Action

Empower employees to take ownership of their wellbeing – from recognizing challenges to taking meaningful steps forward.

ALL STAFF

### Balancing Work and Life

Master work-life integration strategies that prevent burnout and help employees find sustainable balance in today's fast-paced environment.

ALL STAFF

### Creating a Resilient Mindset

Build emotional strength and adaptability. Help your teams navigate challenges with confidence and bounce back stronger.

CUSTOM

### Tailored to Your Organization

Every workplace is unique. We work with you to customize programs that address your team's specific needs and culture.

## Planning Ahead: Scheduling Notice

To ensure we can accommodate your organization's needs and deliver exceptional training experiences, we require **4–6 weeks' notice** for scheduling. We encourage you to reach out early to secure your preferred dates for May Mental Health Month.

## Internal Communications Options

### Intranet / Teams / Slack Posts

#### WEEK 1 – LAUNCH

May is **Mental Health Awareness Month** — and you are not alone. Your TELUS Health One EAP is available 24/7 — counseling, self-guided tools, peer support, and more. All confidential. All free.

[one.telushealth.com](https://one.telushealth.com) or download the TELUS Health One app.

[#MentalHealthAwarenessMonth](#) [#YouAreNotAlone](#)  
[#TELUSHealthOne](#)

#### WEEK 2 – STRESS & RESILIENCE

**34% of U.S. workers feel under constant stress.** This week, explore your resilience toolkit on TH1: CareNow modules, stress management articles, and wellbeing challenges. Your mental health toolkit is waiting.

[#StressAwareness](#) [#Resilience](#) [#TELUSHealthOne](#)

#### WEEK 3 – CONNECTION

**45% of workers** worry disclosing a mental health issue could limit their career. We want to change that. Explore the **TELUS Health Community** — anonymous peer support where you can connect with others who understand.

[#BreakTheStigma](#) [#MentalHealthMatters](#) [#PeerSupport](#)

#### WEEK 4 – MANAGER SPOTLIGHT

To our people leaders: **thank you** for showing up every day. TELUS Health One offers **confidential Management Consultations** — coaching on how to support employees through mental health challenges. You don't need all the answers. Just care enough to listen.

[#LeadWithEmpathy](#) [#ManagerSupport](#)

### Digital Signage / Poster Copy

#### POSTER 1 – CAMPAIGN LAUNCH

##### “Mental Health Matters”

May is Mental Health Awareness Month. Your EAP is here — 24/7, confidential, and free.

**TELUS Health One** · [one.telushealth.com](https://one.telushealth.com) · Download the app

#### POSTER 2 – ACCESS REMINDER

Need to talk? We've got you.

Call 24/7    Chat anytime  
iOS & Android    [one.telushealth.com](https://one.telushealth.com)

**Counseling. Coaching. Community. All confidential.**

TELUS Health One — your EAP, always on.

#### POSTER 3 – STATS

**82% of employees** who used their EAP saw improvement in depressive symptoms.

Your mental health matters. Your support is here.

**TELUS Health One** · [one.telushealth.com](https://one.telushealth.com)

#### POSTER 4 – MANAGER VERSION

To every manager: you don't need all the answers.

Listen without judgment  
Share available resources  
Know that support is available for you too

**Management Consultations available 24/7 on TELUS Health One.**

