



[Preferred greeting]

At [company name], we value our employees' well-being.

This includes emotional and mental health.

**Across America,
76% of employees report
having dealt with an issue impacting
their mental health.**

At [company name], we want to normalize the conversation around mental health, reduce stigma and drive employees to use our company resources.

When you share, you're not alone.

[List company's benefits, resources and contacts]



Dear Colleagues,

We are pleased to introduce a national consumer campaign aimed at reducing the stigma of mental health and encouraging employees to access their employer's mental health benefits and resources.

This campaign is proudly brought to you by the American Heart Association CEO Roundtable.

It is themed "Sharing" – because sharing mental health issues with the right people is proven to help.

Eighty percent of individuals can be treated quickly and effectively, especially when symptoms are recognized early. Yet, 50% to 60% of adults with mental disorders do not receive the mental health services they need.

It may surprise you to learn that 76% of employees reported having struggled with an issue that affected their mental health.

That's three in four people in our American workforce.

Others may be dealing with a loved one who lives with a mental health disorder.

Mental health issues can be chronic if not addressed, impacting your ability to live your best life.

The campaign launches today, timed to be in market for World Mental Health Day this Thursday and we will be activating in our internal and external communication channels.

The health and well-being of you and your families is our highest priority and our organization offers a variety of resources and benefits to help support your emotional health with X, Y and Z. (company to customize)

Mental health awareness is vital.

Thank you for sharing this important message on behalf of those whom we serve.

