

Give Your Employee Assistance Programs A Booster Shot!



Help pandemic-stressed associates



recover their health and productivity by promoting your wellness program.

The pandemic will soon be in our rearview mirrors, but related mental health challenges jam the road to full recovery.

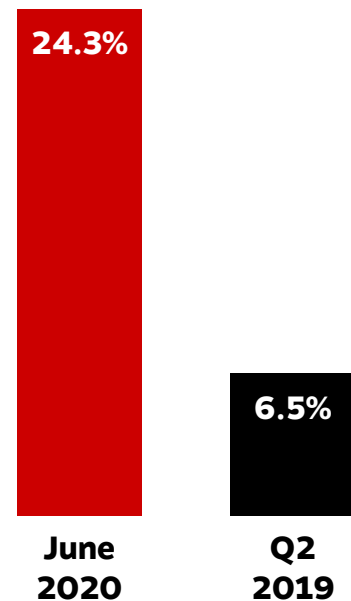
A return to normal operations requires more than just vaccinations. Emerging studies show businesses must address the pandemic's toll on employee mental health.

- The [CDC](#) finds feelings of depression quadrupled for US adults from June 2019 to June 2020.
- [Virgin Pulse](#) reports mental health declined for 80% of workers over the past year.
- [Gallup](#) data show only 34% of Americans described their mental health as excellent in 2020 vs. 46% in 2019.

Employee Assistance Programs help.

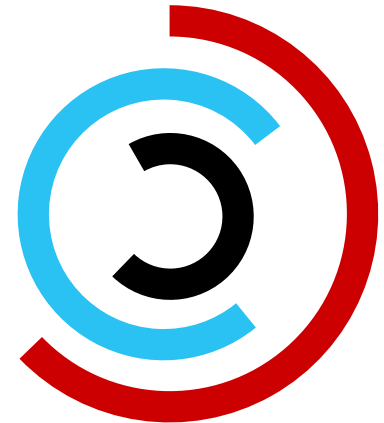
According to [an article from the Society of Human Resources Management \(SHRM\)](#), 97% of large enterprises have Employee Assistance Programs (EAPs).

Further, most employees who use EAPs, use them for the mental health benefits. So... if most distressed employees have access to help through an EAP... what's the problem?



Prevalence of depressive disorders nearly quadrupled from Q2 2019 to June 2020. ([CDC Study](#))

EAP awareness & use are too low.



 Availability  Awareness  Use

Only 6% of those with access to wellness programs use them because 75% are not aware they exist! The programs simply aren't promoted enough.



Increasing EAP awareness is a no-brainer.

Increasing awareness and use can create benefits that far outweigh promotion costs because better mental health is correlate with higher productivity. According to [Virgin Pulse](#), “79% of mentally healthy employees are engaged at work vs. just 47% of employees who are living with mental health issues. Providing access to EAPs improves employee resilience by 17%, resulting in a \$3-\$10 return on investment (ROI) for every \$1 spent.”

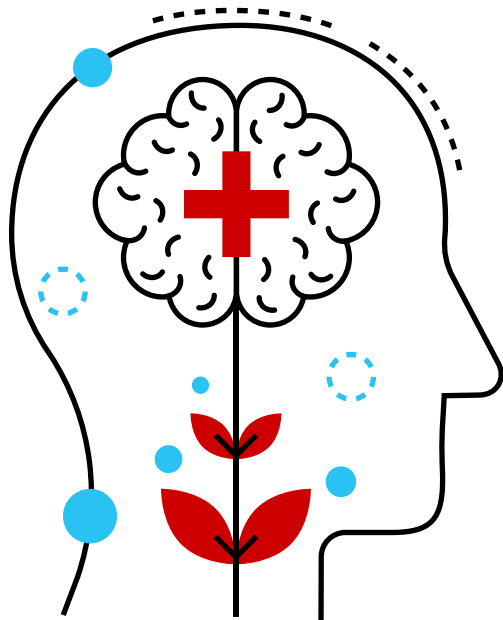
Now is the time to promote your EAP, especially for remote workers.

Remote employees might benefit the most from EAP promotion. Telework tripled in 2020, and over half of new teleworkers will office from home permanently according to Pew Research Center. Their data also show new teleworkers have difficulties with motivation outside of the office and away from physical interaction and support from colleagues. Accordingly, ensuring your teleworking employees are aware of their EAP and how to access help can enhance and protect productivity.

“Surprise & delight” gifts supercharge awareness.



Surprising workers with promotional gifts will break clutter, show you care, and ensure delivery of your EAP promotion message.



According to a study on **human brain activity**, scientists at *Emory and Baylor* found reward path-ways in the brain respond most strongly to unpredictable activity.

Your employees are deluged with electronic communications pointing them to digital resources. It can be easy to tune these messages out. But receiving gifts at home breaks digital clutter. [Studies show surprise & delight gifts light up the brain's reward pathways.](#)

Check out these EAP promotion ideas!

Sending small gifts shows you care; delivers more tactile and emotional impact; and can be more effective ensuring struggling employees are aware of your EAP. Consider a drip campaign that highlights different facets of your EAP each month.

As the pandemic recedes and workers begin returning to the office, you can also promote EAP awareness with larger gifts the entire office can use. For example, consider putting phone charging stations advertising your EAP in primary conference rooms.

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