

A photograph of a chain of people holding hands, made of paper cutouts, on a wooden surface. The scene is lit from the side, creating long shadows. A yellow trapezoidal shape is overlaid on the right side of the image, containing text.

We Care: **EY's Approach to Mental Wellness**

IBI-PBGH

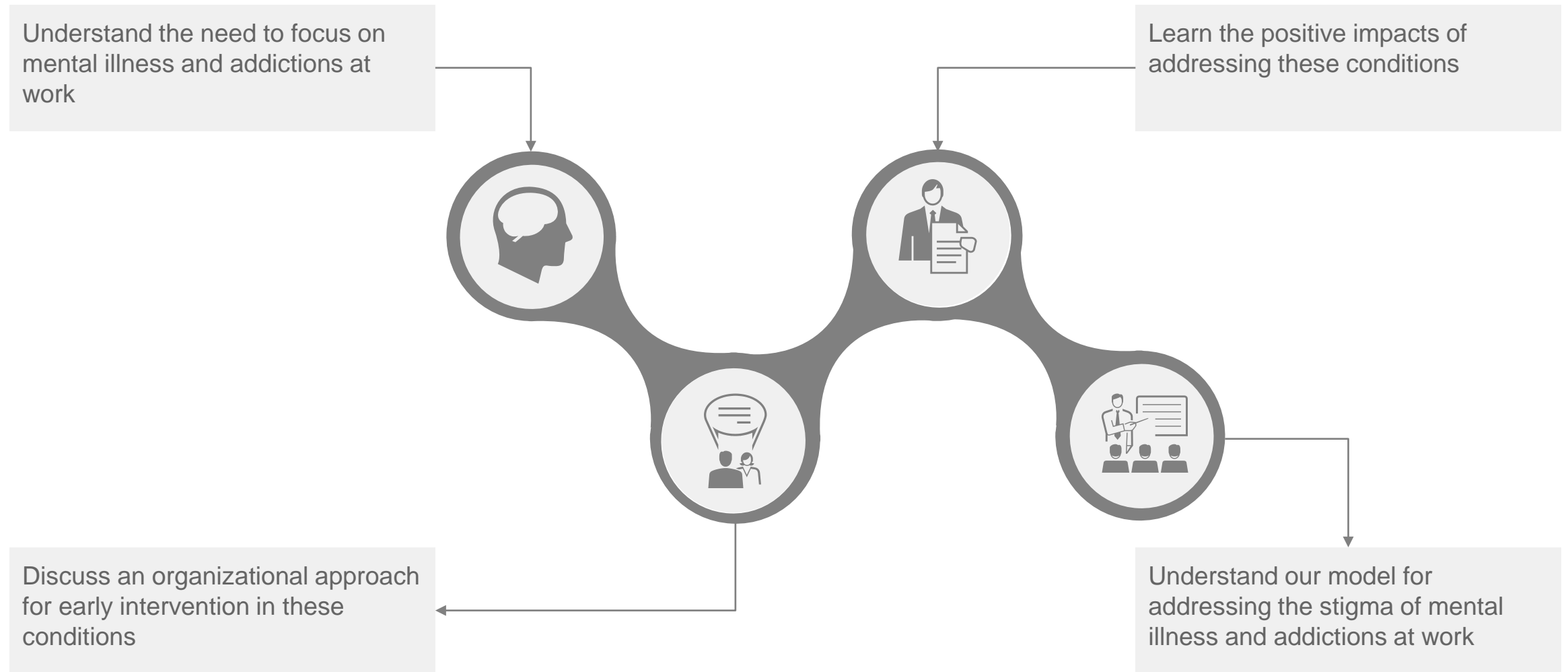
May 21, 2019



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Objectives



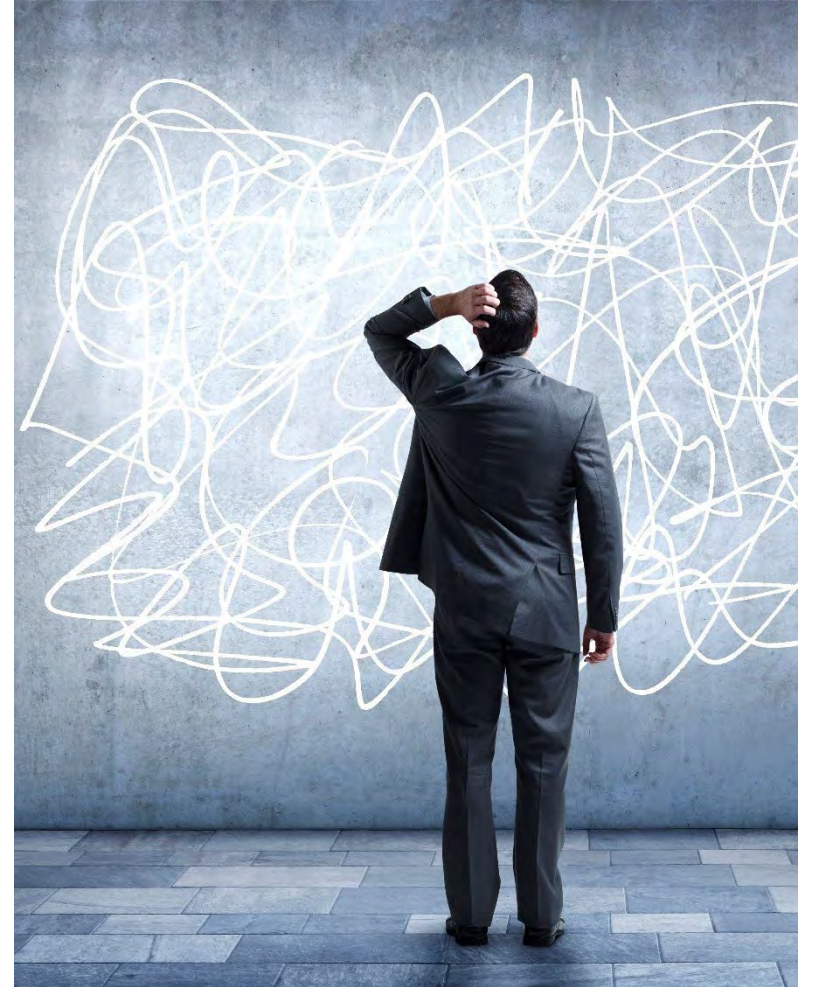
Unparalleled age of innovation in mental health

- ▶ Apps for mindfulness, stress management, resilience, sleep, well-being, anxiety and depression
- ▶ Text counseling
- ▶ Online programs providing cognitive behavioral care
- ▶ Tele-mental health for therapy and/or prescriptions
- ▶ Virtual assessments
- ▶ Integration of services with well-being platforms



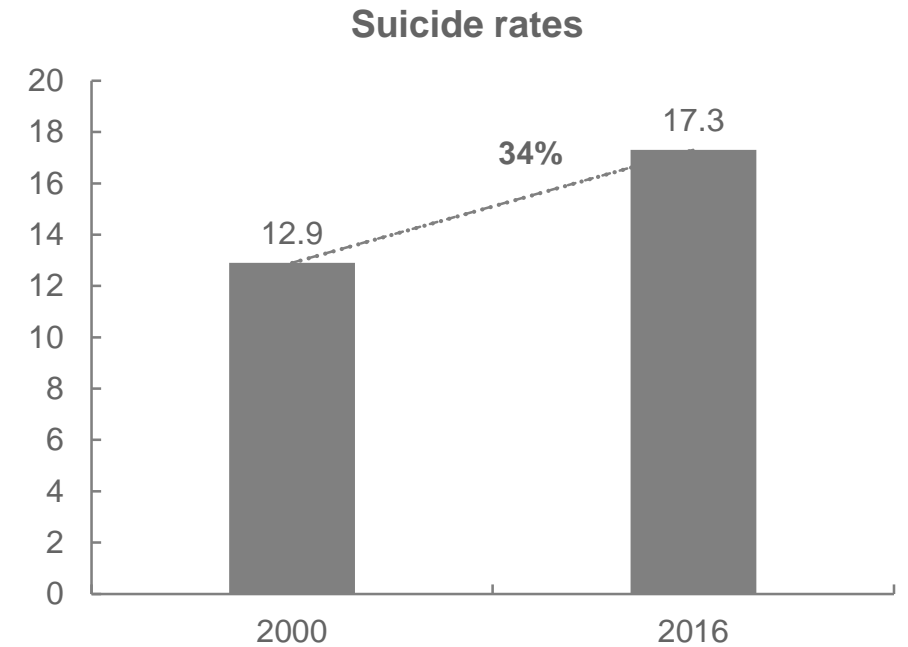
Problem solved?

- ▶ Are these new, innovative tools to support mental health (MH) effective in addressing mental health issues?
- ▶ Has this had an impact on the mental health of the workforce?
- ▶ Have these innovative tools reduced the rates of depression, suicide and addiction?



Mental health data

- ▶ Depression among adults in the US has remained relatively unchanged from 2007–16.*
- ▶ 8.1% of Americans have experienced depression in the past two weeks.*
- ▶ Overdose deaths involving prescription opioids were five times higher in 2017 than in 1999.*
- ▶ Alcohol-related deaths are the third-leading preventable cause of death in the United States. The first is tobacco-related, and the second is poor diet and physical inactivity.**
- ▶ By 2020, mental illness and addictions will be the # 1 reason for disability worldwide.***



Suicide rates rose 34% from 12.9 deaths per 100,000 in 2000 to 17.3 per 100,000 in 2016.*

*Centers for Disease Control (CDC); **National Institutes of Health (NIH); *** World Health Organization (WHO)

Stigma of mental illness and addiction

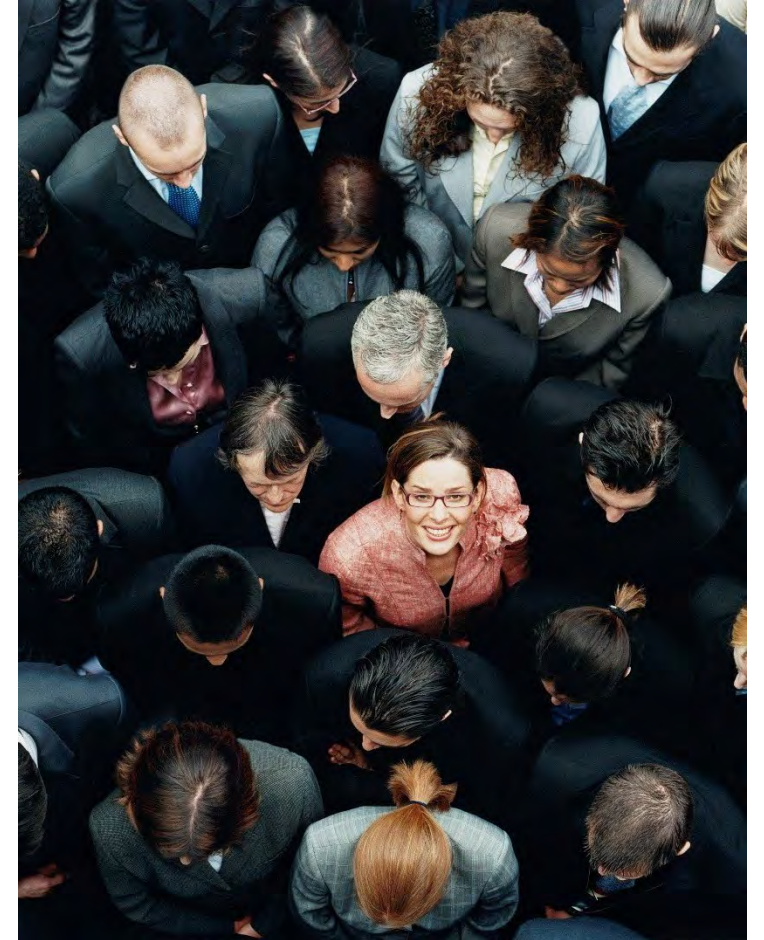
Only one in three people who need help seek it because of:

- ▶ **Stigma** and shame
- ▶ **Fear** of impact on livelihood
- ▶ **Financial barriers** to care
- ▶ **Inadequate access** to quality care and support
- ▶ Further influenced by:
 - ▶ Family norms
 - ▶ Cultural norms
 - ▶ Workplace norms



EY overview

- ▶ We are one of the largest professional services organizations in the world and one of the Big Four accounting organizations. We have 260,000 people based in 150 countries.
- ▶ Our purpose is building a better working world for our clients, our people and our communities.
- ▶ Part of building a better working world for our people is building a culture of caring.
- ▶ We have been named one of Fortune's "100 Best Companies to Work For" for 20 years.



Impact to the organization



Impact to the workforce

Our culture of high-performance teaming is not immune to the effects of mental illness and addiction in the workplace.



EY Assist overview

- ▶ 24-hour hotline and access to immediate counseling support
- ▶ Management consultation
- ▶ Counseling sessions – online, telephonic or in-person
- ▶ Backup dependent and self-care
- ▶ College coaching
- ▶ Daily life research and referrals
- ▶ Health and wellness guidance
- ▶ Legal assistance
- ▶ EY discounts
- ▶ Wellbeing trainings and lunch and learns

AccessAbilities™

Encouraging our people to view disabilities as differences, and creating an enabling environment for people of all abilities and disabilities by:

Making internal communications and training, meetings, technology, and buildings and office spaces as accessible and easy to use as possible

Providing accommodations in our offices, at off-site meetings and in client locations

Raising awareness of non-visible disabilities and educating our people on disability-friendly etiquette, language and work habits

In October 2016, the EY US firm launched a campaign to address the stigma of mental illness and addictions in the workplace. Our campaign is *We Care*.



We Care campaign structure

- ▶ Monthly communications on emotional health and work/life topics with links to internal and external resources
- ▶ On-site learning events:
 - ▶ Stigma of mental illness and addictions
 - ▶ Led by local leadership and includes our Employee Assistance Program (EAP), AccessAbilities and National Alliance of Mental Illness (NAMI)
 - ▶ People sharing personal stories
- ▶ Videos of personal stories
- ▶ 5-minute and 30-minute training on how to identify when someone is struggling with a personal issue
- ▶ **Drive utilization of our EAP program**



Addressing mental illness and addictions

We Care puts our caring into action. Our tagline “We Care enough to ask” sums it up: The initiative aims to build awareness, remove the stigma, and encourage genuine, non-offensive dialogue about mental illness and addictions as well as any personal issue our people may be struggling with.

How can leaders and staff participate in *this initiative*?

1

They build our culture of caring by continually supporting colleagues and ***helping others in need***.

2

If they identify a problem or know someone who is struggling with an issue, ***then have a discussion to determine if they are OK***.

3

By talking it through, they can better understand the situation and ***get help*** – at the firm or externally.

Having the discussion

Simple steps for asking someone if they are OK

- ▶ Getting ready to ask
 - ▶ Determine the right person to ask the question
 - ▶ Be in the right mood to help others
 - ▶ Be prepared
 - ▶ Pick your moment
- ▶ Having the conversation
 - ▶ Ask if the individual is okay
 - ▶ Listen without judgment
 - ▶ Encourage action
- ▶ Addressing concerns
 - ▶ Privacy
 - ▶ Impact to career
 - ▶ Coverage of their work
- ▶ Follow-up



Sample implementation timeline

May	August	September	October–November	December–April
<p><i>Advocate outreach – identify leaders, and HR, and peer advocates to help promote the campaign</i></p>	<p>Soft launch with training for:</p> <ul style="list-style-type: none"> ▶ Leaders – demonstrating how to ask if individuals are okay ▶ HR – knowing the options for providing help ▶ Peers – encouraging others to ask for help <p>Made the campaign hotlink available for the signature line of those completing the training. Linked to EY Assist’s EAP website</p>	<p>Launch with US personnel:</p> <ul style="list-style-type: none"> ▶ Leader message ▶ Video profiles: <ul style="list-style-type: none"> ▶ Eating disorder ▶ Post-partum depression ▶ Bipolar condition ▶ Alcohol/drug abuse ▶ Daily News articles ▶ Flipbook ▶ EY community volunteer day activity ▶ Office promotions 	<p>National Depression and Mental Health Screening Month activity:</p> <ul style="list-style-type: none"> ▶ Virtual screenings for mental illness and addictions ▶ Local office educational sessions w/local non-profits (NAMI chapters) ▶ Onsite EY Assist table at NYC office each week in October 	<p>Ongoing reinforcement reduced during busy season</p> <ul style="list-style-type: none"> ▶ Electronic newsletter articles on mental health topics ▶ Drawing for EY blankets with program logo for those who completed an e-learning ▶ Addition of mental health awareness content in lunch and learns

Getting help: resources and contacts

We have a wealth of resources that can assist with our people's concerns. A partial list includes the following:

- ▶ EY Assist
- ▶ Offices of Firm Security and Risk Management
- ▶ Learning and development
- ▶ Total Rewards – benefits
- ▶ EY medical accommodations
- ▶ AccessAbilities professional network
- ▶ EY Leave Management team
- ▶ Ethics hotline
- ▶ Today's Families Network



We Care campaign: impact in the US

October 2016–September 2018

EY people

Our campaign has built awareness about mental illness and addictions and overall emotional well-being, helping to erase the stigma and provide helpful resources for our people.

Over

148k

touch points with US professionals

... articles, emails, websites, posters, display screens, office events and more ...

EY office events



23 offices



35 presentations



2,596 participants

More office events scheduled for FY19

Results

Activity on the EY Assist website

up
356%

(vs. 2016)



Consultations with EY Assist

up
44%

(vs. 2016)



In the market

We are leading the discussion on mental illness and addiction in the workplace.

15+ health and wellness panels, including:

- ▶ City of New York's Thrive Mental Health Conference (2016)
- ▶ American Bar Association (2016)
- ▶ National Business Group on Health Employers' Forum on Mental Health (2017)
- ▶ The Conference Board's 17th Annual Employee Healthcare Conference (2017)
- ▶ Employee Assistance's Roundtable Semi-Annual Conference (2017)
- ▶ National Alliance of Healthcare Purchaser Coalitions' Mental Health Summit (2017)
- ▶ Boston College Center for Work and Family's Workforce Roundtable Spring Meeting (2017)
- ▶ "Achieving Wellness" policy think tank (2017)
- ▶ Disability Management Employers' Council (DMEC) 2017
- ▶ Great Place to Work Conference (2017)
- ▶ Cannes Lions Festival of Creativity (2017)
- ▶ USBLN Conference (2018)
- ▶ National Business Group on Health Employers' Summit (2018)

Awards

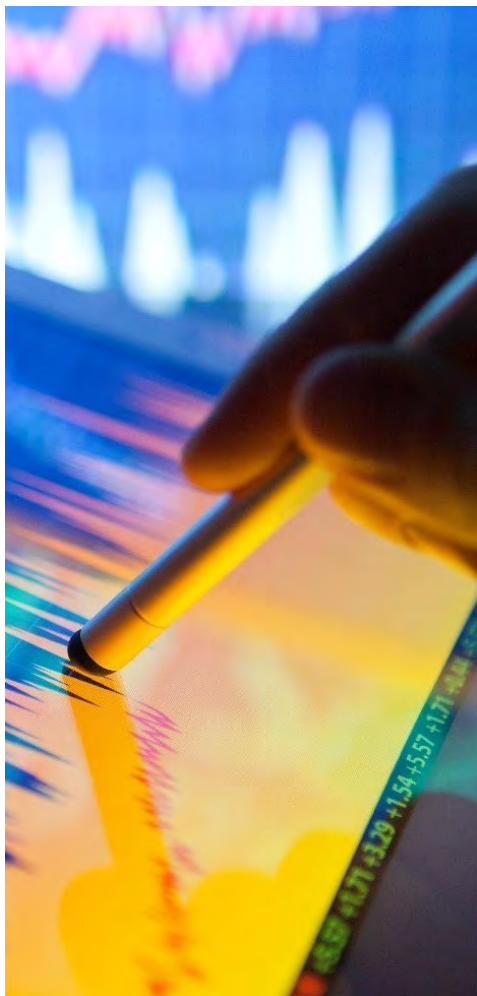
- ▶ USBLN's "Employer of the Year" (2016)
- ▶ EAPA "2017 Excellence in EAP Business Development Award" (2017)
- ▶ EY "Better Begins With You" finalist (2017)

Media and publication activity

Harvard Business Review
Entrepreneur magazine
Workforce magazine
Corporate Wellness magazine
Mental Health Works newsletter

HR Executive magazine
Huffington Post
Wall Street Journal
 DMEC
O, The Oprah Magazine

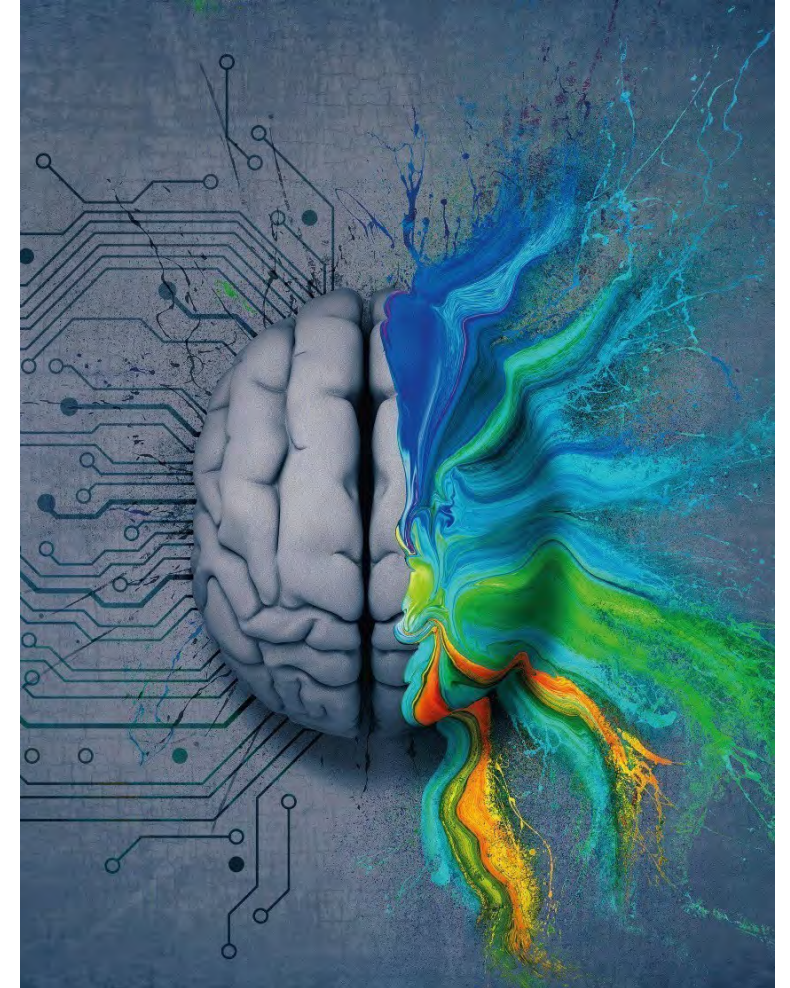
Lessons learned



- ▶ Identify and socialize metrics:
 - ▶ **EAP and outpatient MH should increase: these are both strong indications that people are getting care early**
 - ▶ Buy-in to provide regular (monthly if possible) communications on emotional health topics – and track the number of views
- ▶ Track disability for MH and addictions:
 - ▶ If these rates rise, engage your EAP and behavioural health account manager to explore additional communication
- ▶ Engage your EAP provider – they would love to partner with you on developing a campaign.
- ▶ Include links to content on your EAP provider’s website
- ▶ Costs, if any, should be negligible for electronic communications

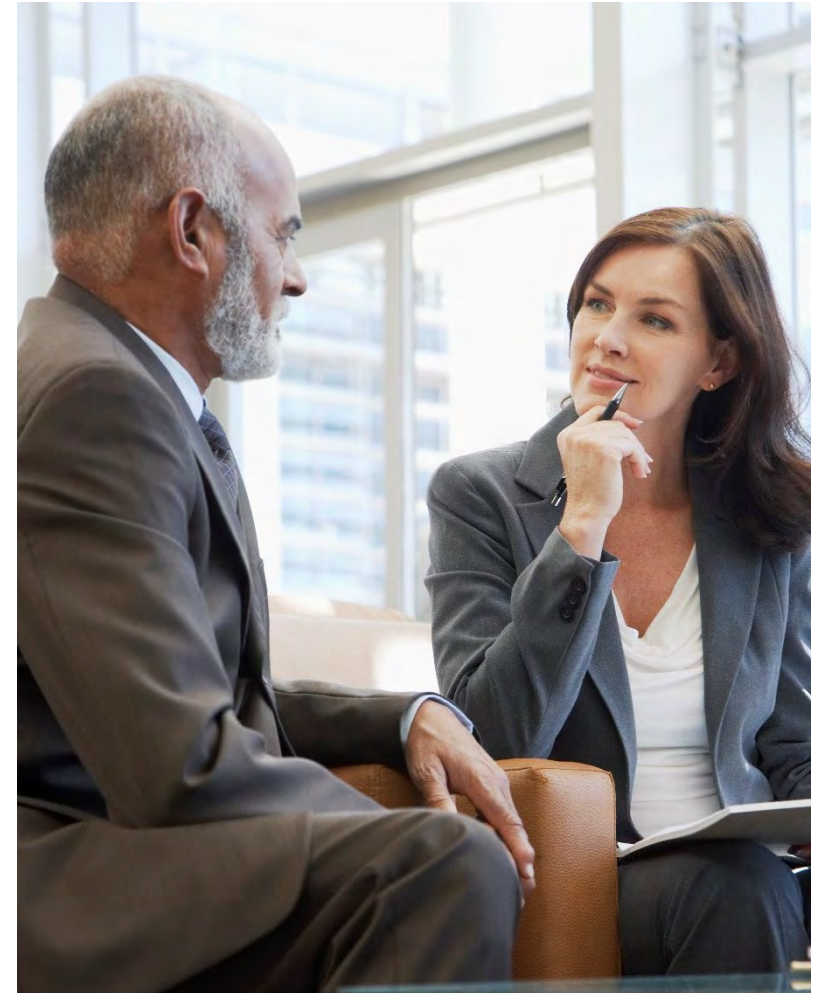
Success factors

- ▶ Leadership messages to erase the stigma and break the silence of mental illness and addictions in the workplace
- ▶ Internal/external/hybrid EAP model
- ▶ Verified commitment to the NAMI stigma-free company agreement available on the NAMI website, and permission to publicly acknowledge the signed agreement
- ▶ Mental health and addictions benefits coverage
- ▶ Existence of professional and other peer networks for diversity and inclusion available to collaborate on the customization of the campaign
- ▶ Leadership agreement to invest in a multiyear campaign
- ▶ Medical and behavioural health accommodations



Other mental health programs for the workplace

- ▶ ICU program
- ▶ #IWILLLISTEN
- ▶ Right Direction
- ▶ Stamp Out Stigma
- ▶ #B4Stage4 Mental Health Screenings
- ▶ In Our Own Voice
- ▶ R U OK?
- ▶ Live Your Life Well Campaign
- ▶ NAMI Stigma Free



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