

2016 NOT MYSELF TODAY TOOLKIT

The toolkit offers ideas, tools and resources to help companies and organizations take action to support employee mental health and people facing mental health issues.

The *Not Myself Today* Approach

Each and every person has a role to play in building a mentally healthy workplace. *Not Myself Today* equips senior leaders, human resources and occupational health & safety managers, front-line managers and employees with information, engagement activities, tools and resources towards this goal.

Key Highlights

For 2016, the toolkit reflects key research findings from both quantitative and qualitative research. Some highlights include:

- Tools and resources to support planning and kickoff events and activities
- Proven ways to drive employee engagement organized by desired outcomes
- An offering of both face-to-face and digital tools to maximize participation/engagement
- A manager digital mini-toolkit to ease implementation
- Awareness-building materials that get attention and generate strong interest among the workforce



The toolkit is structured to help companies achieve desired outcomes.

The toolkit is structured to help companies in achieving several outcomes:

1. Better understanding of one's own mental health
2. Reducing stigma
3. Fostering a safe, open and supportive workplace environment

To make it easier for companies and organizations to plan, implement and evaluate *Not Myself Today*, the toolkit is organized based on user experience and the major activities that many do as part of their campaign efforts.



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1. PLANNING

Purpose: to support planning of the *Not Myself Today* initiative as part of the overall strategy.

Tools and resources include:

- A quick start guide
- Key messages
- Best practices/tips for success
- 1:1 orientation meeting
- A recorded webinar

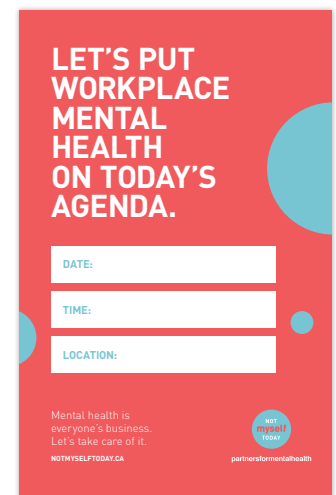


2. KICKOFF

Purpose: to generate awareness and interest among employees and to support and enable senior leadership involvement in kickoff events and activities.

Tools and resources include:

- Powerpoint presentation
- Short videos
- Key messages
- Sample communication for the senior leader (e.g. CEO) to send to employees
- Kickoff event poster (digital for co-branding opportunity) and web banner

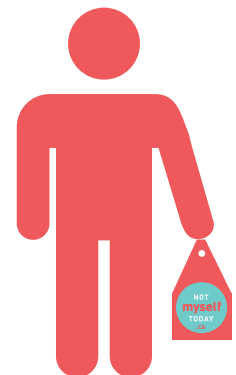


3. ENGAGEMENT

Purpose: to actively engage managers and employees with hands-on activities, tools and learning opportunities organized by key outcome.

NEW FOR 2016! We will be providing a manager digital mini-toolkit that offers additional guidance and support to anyone within the organization that manages people, and includes:

- Backgrounder & key messages
- Powerpoint presentation(s)
- Quick start guide specific to managers
- Sample communication for manager to send to employees
- Resource sheets



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3. ENGAGEMENT

(continued)

The engagement activities, supporting materials, tools/resources and ongoing learning will be organized by outcome as follows:

	KEY OUTCOME		
	To better understand mental health and what contributes to it	To better understand mental health issues and illness and to help reduce stigma	To foster an open, safe and mentally healthy work environment
Engagement activities (Engagement activity details provided on the following page)	<ul style="list-style-type: none"> What's Your Mental Health IQ? Not Feeling Like Yourself Today? 	<ul style="list-style-type: none"> Busting the Myths Conversation Starters 	<ul style="list-style-type: none"> Positivity @ Work NMT Day
Supporting materials for engagement activities	<ul style="list-style-type: none"> What's your Mental Health IQ (digital and powerpoint) Mood buttons or stickers (physical) – 26 moods Customizable mood stickers (digital) 	<ul style="list-style-type: none"> Busting the Myths (digital and powerpoint) Conversation starter cards (physical cards and powerpoint) 	<ul style="list-style-type: none"> IOU's (physical note pads and digital) Thank you cards (digital)
Tools & Resources	<ul style="list-style-type: none"> Taking care of mental health resource sheet Stress management resource sheet What's Your Stress Level? online tool 	<ul style="list-style-type: none"> Short videos of people with lived experience Where to go for help resource sheet Language Dos and Don'ts resource sheet Caregiver resource sheet Parent resource guide 	<ul style="list-style-type: none"> Pledge support tool NMT Day tools
Ongoing learning with recorded webinars*	<ul style="list-style-type: none"> Stress-less Building resilience 5 ways to mental well-being 	<ul style="list-style-type: none"> Understanding mental illness Stigma and how to stop it Supporting yourself/a colleague Parenting through the storm 	<ul style="list-style-type: none"> How to contribute to a psychologically safe and healthy work environment How to leverage positive psychology at work Improving workplace relations

*Topics for recorded webinars may change depending on expert availability.



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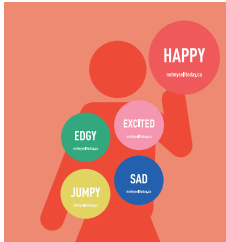
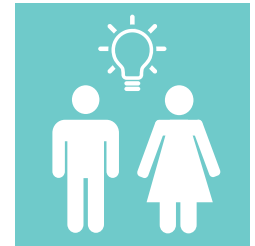
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ENGAGEMENT ACTIVITY DETAILS

What's Your Mental Health IQ?

This activity builds people's knowledge and understanding of mental health in a fun and engaging way. For 2016, individuals will be able to engage with new content using an interactive online tool or this activity can be done together as a group.



Not Feeling Like Yourself Today?

This activity, often used as an icebreaker, has employees selecting a mood button/sticker and engaging in discussion about mental health and mental illness in the workplace and prompts learning of resources available.

Busting the Myths

This activity, which has new content for 2016, gets employees talking and learning more about the most common misperceptions and facts about mental illness and helps to tackle stigma.



Conversation Starters

This activity provides 10-15 cards with each individual card presenting a common situation or challenge that one may face at work in regards to workplace mental health. The cards prompt discussion and learning with information, tips and resources for providing a supportive and effective response.

Positivity @ Work

This activity utilizes evidence based approaches in positive psychology that can help enhance a person's level of well-being and foster a more supportive work environment. It includes customized I.O.U. and thank you cards, along with the '3 good things' challenge.



NMT Day

This activity offers ideas and ways to shine a spotlight on the issue and to garner commitment and support in creating a mentally healthy work environment on a focused day. Although still in development, it will prompt engagement/participation and will offer an optional fundraising component.



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4. EVALUATION

Purpose: To inform strategic planning, to assess impact and to gather insights/perspective regarding your workplace environment in relation to mental health. Evaluation is conducted by an independent research team by the Propel Centre for Population Health Impact (University of Waterloo).

- Summary of evaluation and planning tools
- Methodology has included an annual survey tool, post-campaign survey and an optional employee survey; for 2016, other feedback mechanisms will be explored
- Participating organizations receive a custom feedback report
- A recorded webinar

AWARENESS-BUILDING MATERIALS

Finally, to support your initiative ongoing, we also provide bold and exciting awareness-building materials.

Purpose: to generate overall awareness and interest among employees and to demonstrate organizational commitment to supporting employee mental health and building mentally healthy workplaces on an ongoing basis.

- Posters – 4 versions
- Postcard & tent card – provides information on the initiative to go alongside the mood buttons/stickers
- Quarterly enewsletter content
- Infographics, images, logo, a *Not Myself Today* trustmark
- Digital desktop background display
- Weekly tips series - 52 graphics providing different facts, tips, information



Please note that all imagery is from the 2015 *Not Myself Today* initiative and the creative will be refreshed for the 2016 campaign.



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