

Employer Communications Guide

Communicating the benefits of your Employee Assistance Program (EAP) is vital in order to educate, empower and engage your staff. It's important that they know about the variety of resources, tools and services available to help make their lives a little easier.

Educate: Core materials

We offer a comprehensive selection of materials to educate your staff about their program. All communications are available in English and Spanish and most of the materials are co-branded with a custom imprint featuring your program name, logo and contact information.



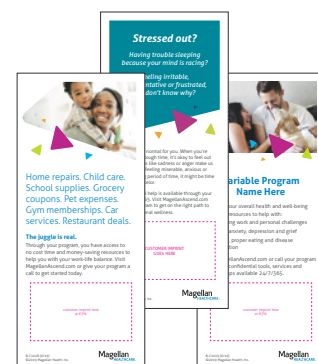
Brochure with wallet cards



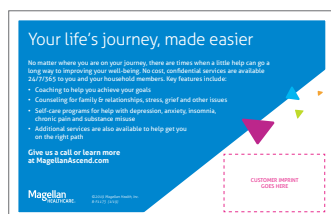
Overview flyer



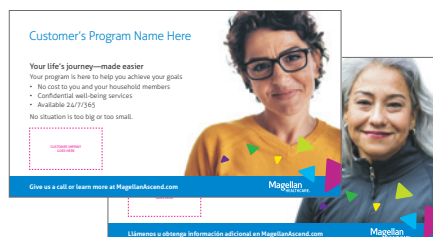
Poster



Payroll stuffers



Half-page card



Digital sign



Intranet tile

Empower: Program-specific resources

Empower your staff to use all of the services that your program offers. Communications are co-branded with a custom imprint featuring your program name, logo and contact information.

Printed & digital awareness resources

Program posters

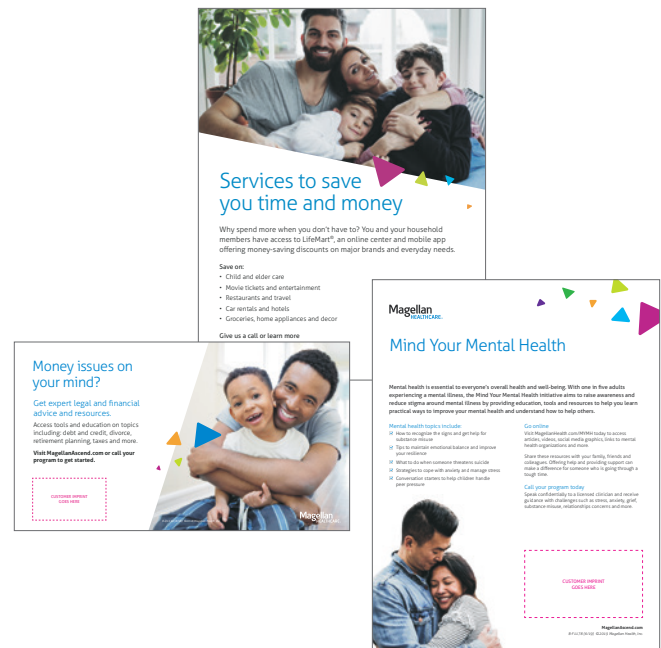
Posters promote individual program services including counseling, work-life services, self-care programs, etc. Posters are available electronically and printed.

Program flyers

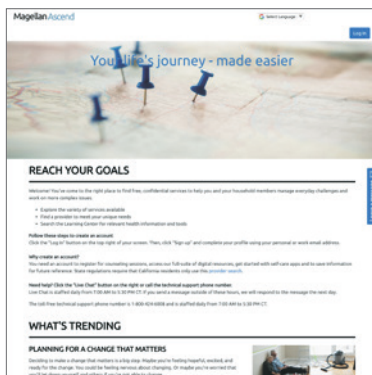
Flyers are available electronically and feature in-depth, program-specific information to increase utilization on different services.

Digital signs

Digital signs contain messaging for public spaces. These signs include impactful quotes, statistics and information related to your program, and can be placed on monitors or TV screens.



Online engagement resources



Member website

Magellan Ascend is your staff's life dashboard, providing a dynamic EAP experience. Members can:

- Explore all services available through the EAP
- Research care providers in their area that specialize in services they need
- Find articles, videos, self-assessments and webinars on a wide range of topics
- Save resources as their favorites

Magellan Ascend is designed for easy browsing on any device. Members receive timely, curated content each time they visit the site. The platform enables access to our growing suite of services, behavior change programs, online care options and self-assessments.

Videos

Brief videos for staff and manager orientations and individual program descriptions. Each one tells a member story with fun characters and 2D animation.



Engage: Member engagement campaign

Keep your staff engaged with fresh, relevant and timely content. The campaign includes a **newsletter, poster, digital sign** and live webinar. Managers receive a quarterly newsletter and live webinar. Monthly themed content is also featured on the member website.



The two-page newsletter takes a holistic approach to the monthly theme with a variety of articles, tips and a registration link for the live webinar. Key features include:

- *Featured article:* emotional health information and tips to encourage individuals to make positive changes in their lives
- *Mind Your Mental Health:* education, tools and resources about specific mental health awareness and observances to help members learn practical ways to improve their mental health and understand how to help others
- *Daily Diligence:* tips related to the time of year and monthly theme to help members improve and keep up-to-date with their day-to-day activities
- *Working on Wellness:* simple and doable strategies to eat better, move more and live happier

Live webinar

Live webinars are presented by subject matter experts and offer an in-depth experience for attendees. Webinars are recorded and are posted to the member website along with the presentation slide-show and supporting materials.

2020 Monthly themes

Each year, we develop a fresh, new editorial calendar with compelling themes that are relevant to the needs of different life stages.

January

- Developing resiliency and grit

February

- Increasing your self-control in challenging situations

March

- Embracing differences
- Manager: Developing a culture of kindness

April

- Making smart money decisions

May

- Managing emotional well-being

June

- Practicing compassion
- Manager: Preparing for crisis

July

- Coping with stress

August

- Improving financial wellness

September

- Recovery and substance use awareness
- Manager: Stop the stigma

October

- Being your authentic self

November

- Caregiver well-being

December

- Setting the stage for 2021
- Manager: Navigating negativity in the workplace