Success Spotlight

Situation:
- Client wanted to increase awareness of EAP services
- Communication barriers: lack of computer access and frequently changing work schedules
- Common population issues: living paycheck to paycheck, child care, financial issues, experiencing stress, relationship issues, reluctance to ask for help due to stigma

Solution:
- Use simple communications that normalize mental health and reduce stigma
- Leverage the client’s HotSchedules application used by employees to clock in and out of shifts by adding EAP messaging
- Train managers about the EAP and require them to proactively communicate EAP during “top of shift” meetings

Results:
- 400% increase in users of the EAP member website within the first three months
- Decision to continue the momentum with regularly scheduled communications promoting EAP

National, casual dining restaurant company operating 1,600+ restaurants throughout the U.S. with 57,000+ full and part-time employees.