

A series of dark silhouettes of people holding hands, forming a chain that recedes into the distance. The background is a warm, golden light, suggesting a sunset or sunrise over a body of water. The silhouettes are cast onto a wooden surface, creating long, dark shadows.

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

IBI-PBGH

May 21, 2019

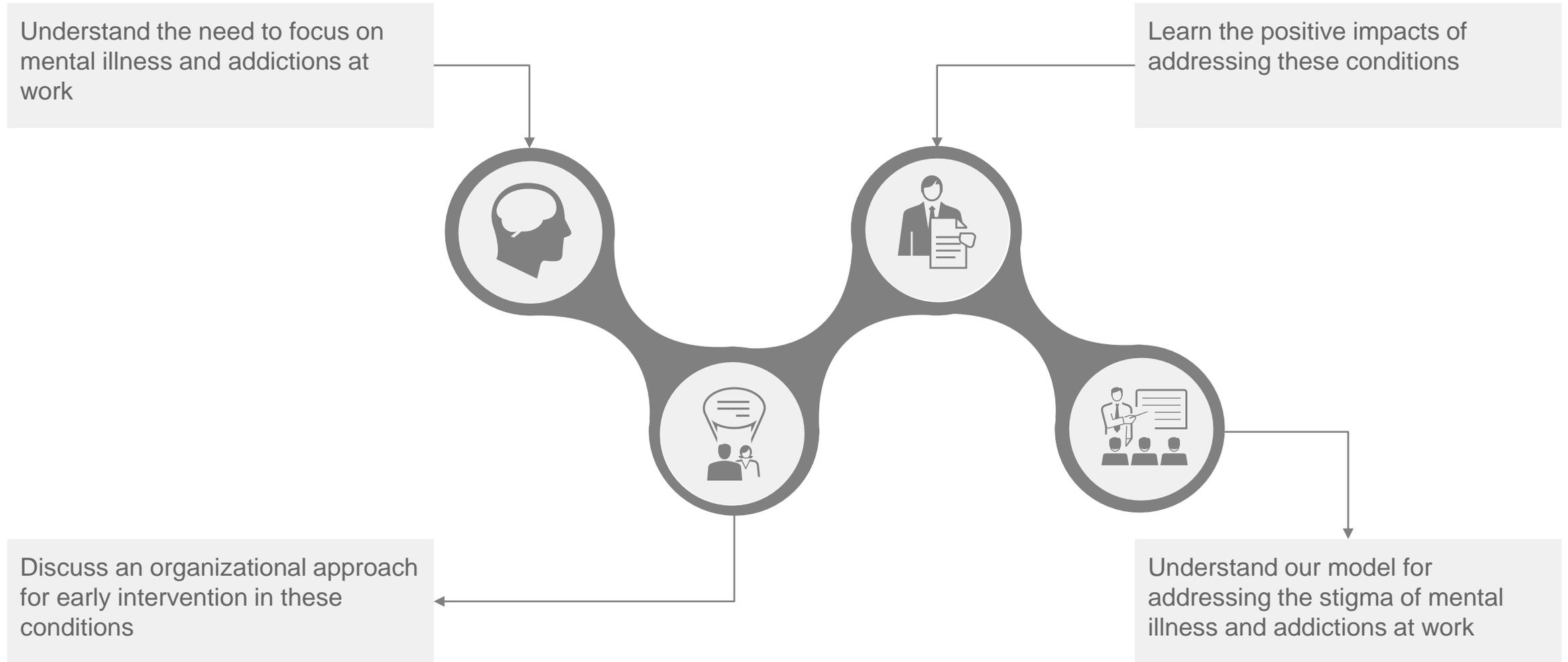


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# Objectives



# Unparalleled age of innovation in mental health

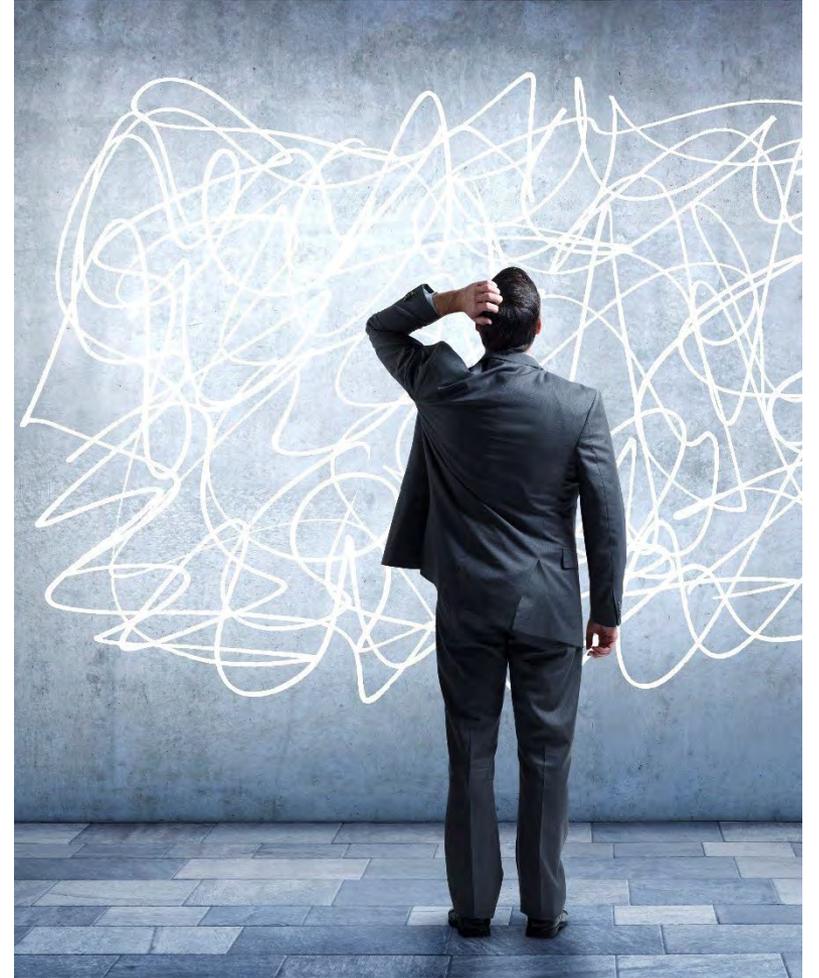
- ▶ Apps for mindfulness, stress management, resilience, sleep, well-being, anxiety and depression
- ▶ Text counseling
- ▶ Online programs providing cognitive behavioral care
- ▶ Tele-mental health for therapy and/or prescriptions
- ▶ Virtual assessments
- ▶ Integration of services with well-being platforms



# Problem solved?

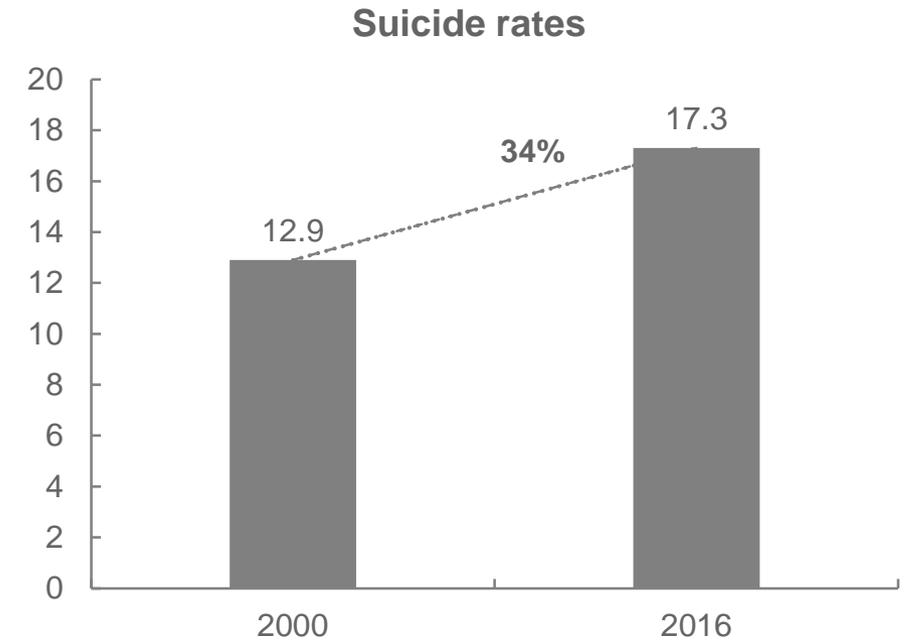
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- ▶ Are these new, innovative tools to support mental health (MH) effective in addressing mental health issues?
- ▶ Has this had an impact on the mental health of the workforce?
- ▶ Have these innovative tools reduced the rates of depression, suicide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

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

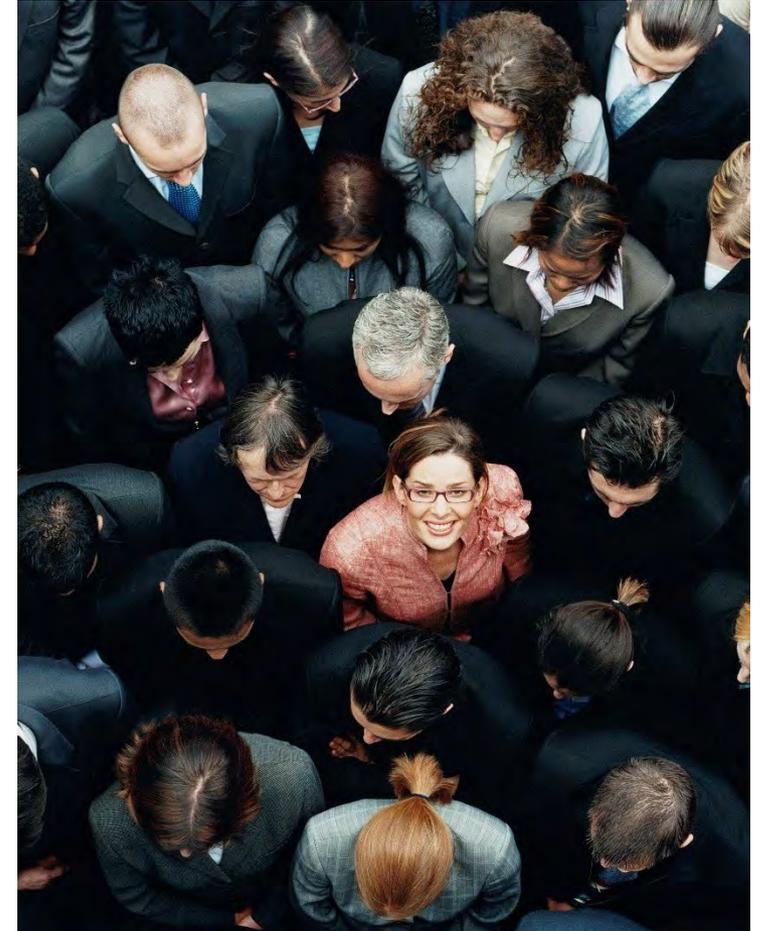
- ▶ **Stigma** and shame
- ▶ **Fear** of impact on livelihood
- ▶ **Financial barriers** to care
- ▶ **Inadequate access** to quality care and support
- ▶ Further influenced by:
  - ▶ Family norms
  - ▶ Cultural norms
  - ▶ Workplace norms



# EY overview

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- ▶ 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

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



# EY Assist overview

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- ▶ 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™

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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

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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

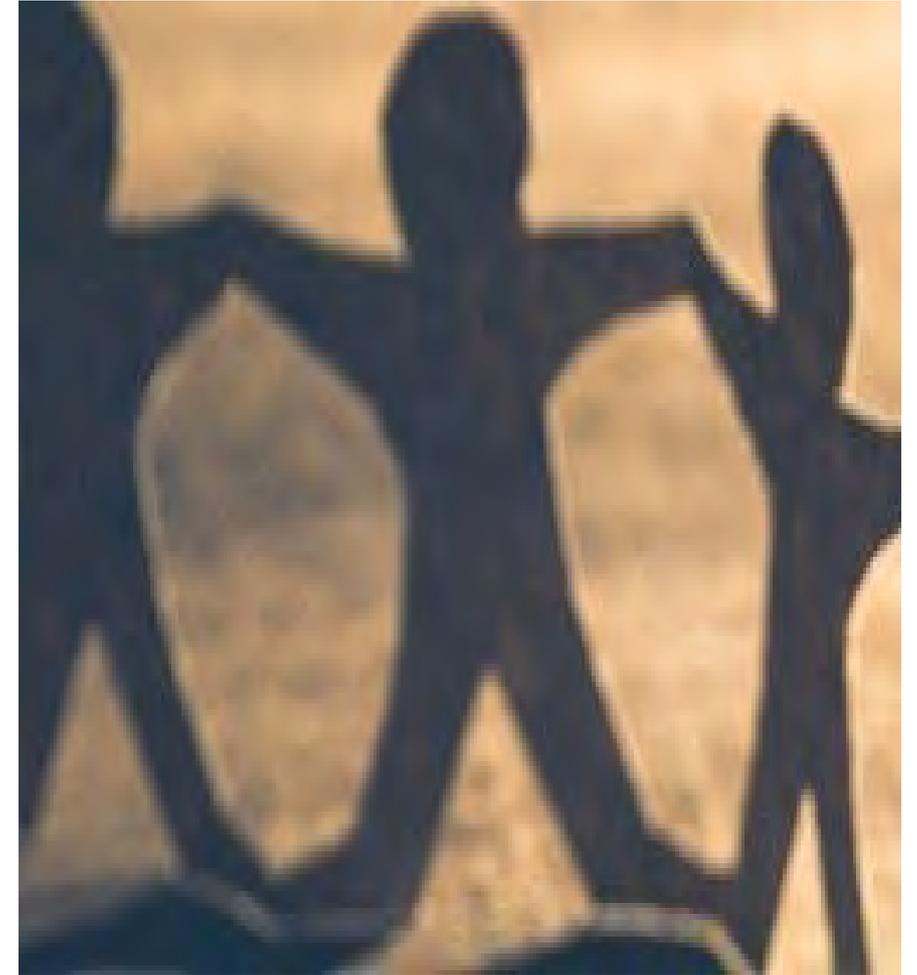
By talking it through, they can better understand the situation and ***get help*** – at the firm or externally.

# Having the discussion

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## 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"> <li>▶ Leaders – demonstrating how to ask if individuals are okay</li> <li>▶ HR – knowing the options for providing help</li> <li>▶ Peers – encouraging others to ask for help</li> </ul> <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"> <li>▶ Leader message</li> <li>▶ Video profiles:               <ul style="list-style-type: none"> <li>▶ Eating disorder</li> <li>▶ Post-partum depression</li> <li>▶ Bipolar condition</li> <li>▶ Alcohol/drug abuse</li> </ul> </li> <li>▶ Daily News articles</li> <li>▶ Flipbook</li> <li>▶ EY community volunteer day activity</li> <li>▶ Office promotions</li> </ul>	<p>National Depression and Mental Health Screening Month activity:</p> <ul style="list-style-type: none"> <li>▶ Virtual screenings for mental illness and addictions</li> <li>▶ Local office educational sessions w/local non-profits (NAMI chapters)</li> <li>▶ Onsite EY Assist table at NYC office each week in October</li> </ul>	<p>Ongoing reinforcement reduced during busy season</p> <ul style="list-style-type: none"> <li>▶ Electronic newsletter articles on mental health topics</li> <li>▶ Drawing for EY blankets with program logo for those who completed an e-learning</li> <li>▶ Addition of mental health awareness content in lunch and learns</li> </ul>

# Getting help: resources and contacts

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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)

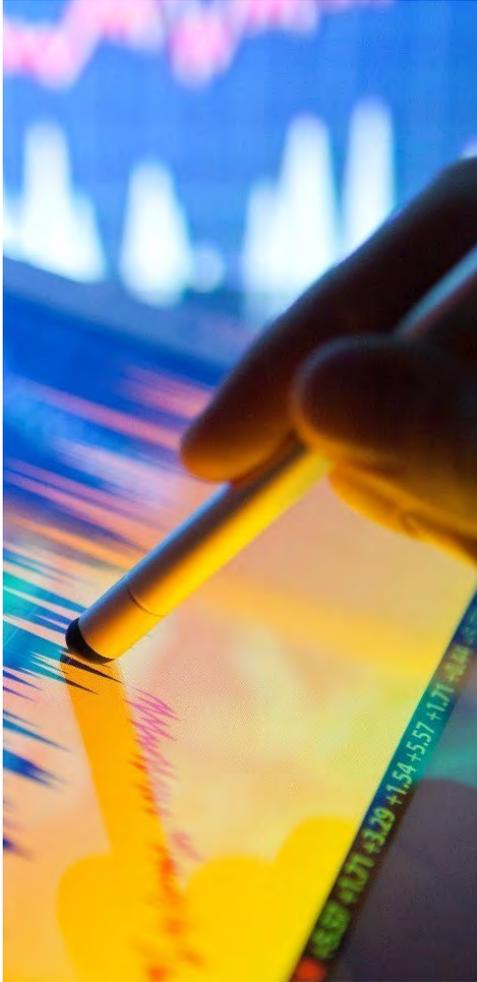
### Media and publication activity

*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

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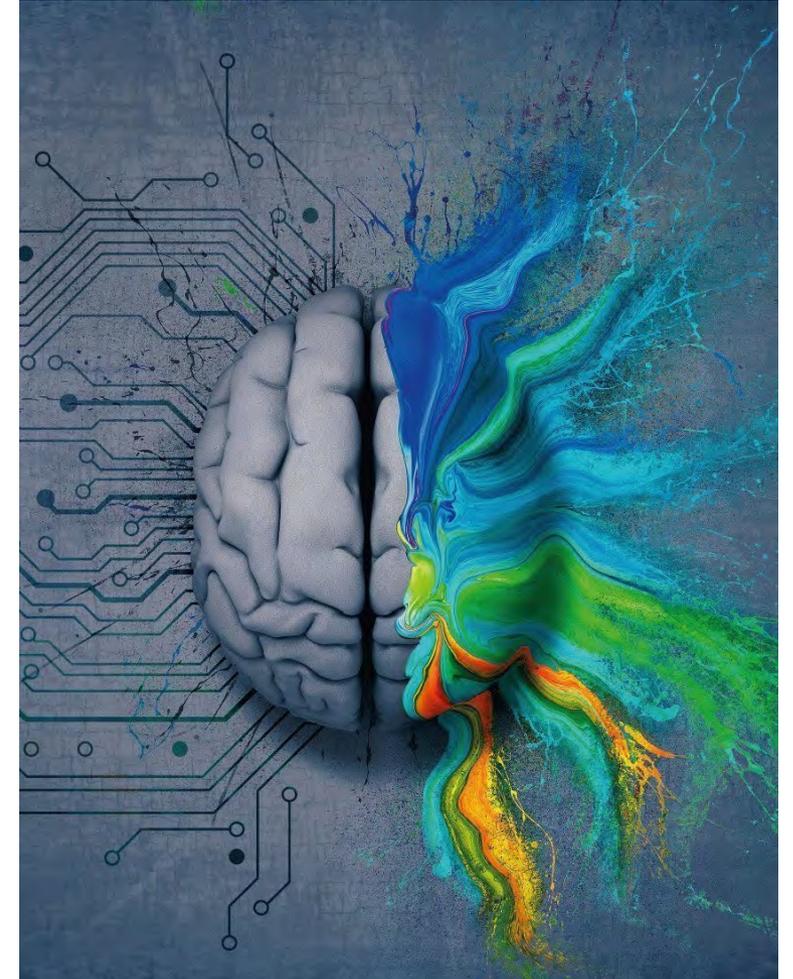


- ▶ Identify and socialize metrics:
  - ▶ **EAP and outpatient MH should increase: these are both strong indications that people are getting care early**
  - ▶ Buy-in to provide regular (monthly if possible) communications on emotional health topics – and track the number of views
- ▶ Track disability 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

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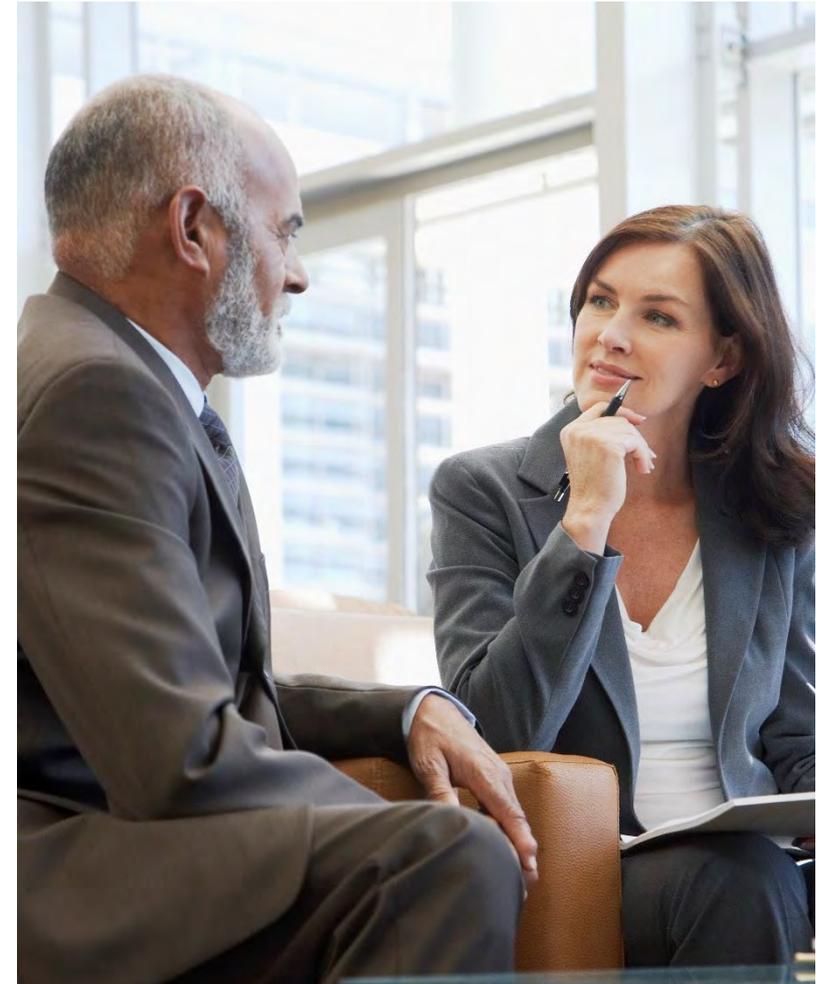
- ▶ Leadership messages to erase the stigma and break the silence of mental illness and addictions in the workplace
- ▶ Internal/external/hybrid EAP model
- ▶ Verified commitment to the NAMI stigma-free company agreement available on the NAMI website, and permission to publicly acknowledge the signed 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

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- ▶ 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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