

## Tips on Proactively Promoting Your EAP

An Employee Assistance Program (EAP) is an invaluable tool to assist with managing stress as well as difficult personal and professional situations. However, many organisations do not realise that EAP services are most effective when used proactively and can even be used to assist in goal setting, life coaching, and general lifestyle improvement. This document outlines the ways your organisation can encourage your employees to utilise this wonderful program to improve their general overall wellbeing.



### 1. Use our Promotional Materials.

Newport & Wildman provides both printed and electronic promotional materials to share with your team. Distributing these materials and displaying EAP posters will increase awareness of the service within your workplace. Posters work best in common areas, and it's important to ask that people leaders send the electronic brochures to their teams with a personal message. This communicates that the EAP is not just a Human Resources initiative but a company-wide initiative.

### 2. Hold regular Employee Awareness Sessions

Did you know that Newport & Wildman holds monthly EAP Awareness Webinars? These sessions are free and an excellent way to reach all employees, no matter their location.

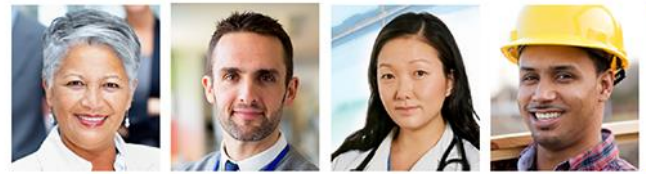
### 3. Focus on prevention through Training and Workshops

Newport & Wildman offers a suite of training on a huge variety of topics from Building Resilience, Preparing for Retirement, and Courageous Conversations. We can also create customised training based on your organisation's needs. Conducting regular training aids in the creation of a mentally healthy workplace. Contact Newport & Wildman today to determine how we can create the workplace environment you and your team desire.

### 4. Use National Mental Health Awareness Days to Promote the EAP

Mental Health Awareness Week and 'R U OK? Day are great times to raise awareness of the importance of good mental health and your EAP. Call us to book an onsite training or book one of our webinars to reach staff anywhere in the world to educate them on these important National Awareness days.





## 5. Incorporate the EAP into your company culture

Discussing the EAP should not only be done at a new employee's induction but all throughout the year. Remind employees of this service during times of organisational stress and change. Encourage employees to set their New Year's Resolutions with Newport & Wildman so employees can both be supported and held accountable to the things they consider most important in their personal and professional lives.

## 6. Educate Managers

Ask managers, "How do you discuss EAP in the workplace?" Managers have the incredible task and opportunity of reducing stigma around accessing counselling services. Ask them to communicate openly and frequently about the EAP services and encourage them to book a session themselves. If they would like assistance in promoting the services or dealing with a range of staff challenges and concerns on the job, they can contact the Manager Support hotline.

## 7. Paint a picture of how EAP can be used proactively

When one discusses EAP, a picture of depression and debilitating stress often comes to mind. What many people often forget is that EAP can be used for an incredible variety of reasons. Many of them are positive and exciting! "Paint a picture" for your staff by sharing with them the multitude of reasons they can come to see us:

- **Goal setting:** Be accountable for meeting your objectives. Goals could be anything from quitting smoking to learning how to unwind at the end of a long work day.
- **Communication coaching:** Learn a fresh approach to communicating with your work colleagues and loved ones.
- **Major life changes:** Welcoming a new baby, moving, "empty nesting"
- **Discuss professional goals:** Where you want to be and how you can get there!

If you would like to learn more, you can access a selection of articles and tip sheets from our website [www.newportwildman.com](http://www.newportwildman.com) or call us on **1800 650 204**

