

The background features a light blue gradient with various white icons connected by dotted lines. The icons include a person being held up by two hands, a hand pointing to a checklist, a clipboard with a checkmark, a person with a question mark, and two hands shaking. There are also several sets of left-pointing chevrons of varying sizes.

# Wellbeing Promoter Programme: A Planning Guide



## A Decision-Making Planning Guide by Workplace Options for Wellbeing Promoters

This 28-page planning guide provides companies with mental health insights and an understanding of successful Wellbeing Promoter programme implementation. It also helps companies decide which programme components best suit their needs.

The planning guide outlines the Wellbeing Promoter process and provides learning tools:

- Mental health wellbeing strategy definition
- Insights into the need for implementing a Promoter programme
- "Stimulate Your Thinking" Questionnaire
- Detailed descriptions of programme components
- Program tools

**Wellbeing Promoters are also known as the following:**

- On-Site Champions
- Healthy Mind Allies
- Mental Health First Aiders
- Wellbeing Ambassadors
- Mental Health Coaches

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# INTRODUCTION



World Health  
Organization

According to Merriam-Webster, wellbeing is defined as 'the state of being happy, healthy, or prosperous'. However, employee wellbeing, also known as employee mental health, is also impacted by factors such as stress, illness, grief, social distancing, isolation, pandemic worry, leave and job loss.

Key findings from the **World Health Organization's World Mental Health Report, published in June 2022<sup>1</sup>**, showed that:

- Globally, an estimated 12 billion working days are lost annually to depression and anxiety at the cost of \$1 trillion USD per year in lost productivity.
- In 2019, one billion people were living with a mental disorder.
- 15 per cent of working-age adults experienced a mental disorder.

WHO's 28 September 2022 Guidelines on Mental Health at Work <sup>2</sup> strongly recommends manager training for mental health. 'Training managers to support their workers' mental health should be delivered to improve managers' knowledge, attitudes and behaviours for mental health and to improve workers' help-seeking behaviours'.<sup>1</sup>

Effective actions can prevent mental health risks at work, protect and promote mental health and support workers with mental health conditions.

<sup>1</sup> World mental health report: transforming mental health for all. Geneva: World Health Organization; 2022. License: CC BY-NC-SA 3.0 IGO. **Cataloguing-in-Publication (CIP) data.** CIP data are available at <http://apps.who.int>

<sup>2</sup> WHO guidelines on mental health at work. Geneva: World Health Organization; 2022. License: CC BY-NC-SA 3.0 IGO.



# WHY DOES EMPLOYEE MENTAL HEALTH & WELLBEING MATTER?

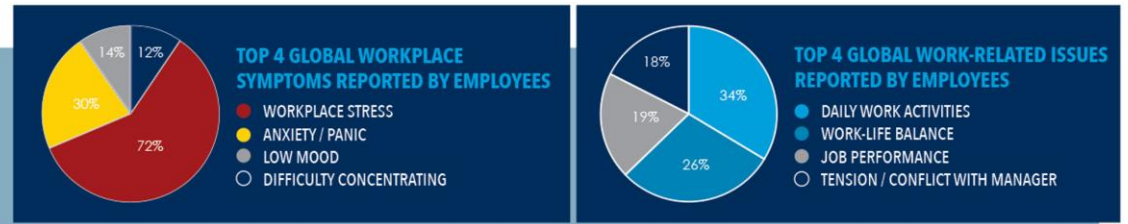
We already know that mental health issues strongly affect businesses and their employees, and those numbers are growing. According to a Global Workplace Study conducted by Workplace Options in August of 2022, **72 per cent of workers polled in the Americas, Asia Pacific and Europe reported workplace stress.**

Poor mental health and workplace stress can negatively affect an employee's

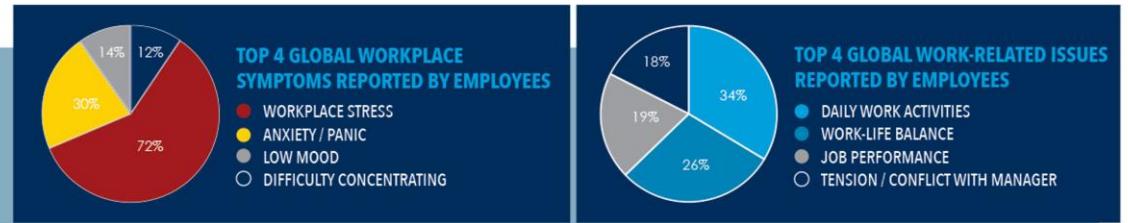
- Job performance and productivity
- Engagement with their work
- Communication with colleagues
- Physical capability and daily functioning

***Happy, healthy, engaged employees are more productive and content at work and less likely to leave or take time off for being sick.***

## WORKPLACE STRESS INDEX – AMERICAS



## WORKPLACE STRESS INDEX – ASIA PACIFIC



## WORKPLACE STRESS INDEX – EUROPE



Source: Based on participant data in WPO's Global Workplace Study - August 2022



# Implementing a Mental Health Wellbeing Strategy

Since organisations play a central role in employees' professional and overall lives, dedication to employee mental health wellbeing initiatives is crucial.

Developing a mental health wellbeing strategy helps employees feel valued and supported at work. It also includes other benefits, such as:

- Creating a healthy work environment
- Increasing employee engagement and loyalty
- Motivating teams companywide to reach their goals
- Strengthening company culture
- Setting a company at the forefront of human resources, diversity and inclusion and health and safety best practices



# What is a Wellbeing Promoter Programme?

Wellbeing Promoters play a vital role in supporting employees' mental health and wellbeing. These promoters are employees who help create a culture of caring within the workplace by:

- Fostering participation and engagement in wellness programmes, services and events
- Directing employees to support wellbeing programmes, activities, events and resources
- Providing opportunities to build knowledge and apply learnings in the workplace
- Positively impacting workplace wellbeing

## The programme:

- Enhances a culture of care across the organization
- Uncovers psychosocial risks in the workplace so they can be mitigated and managed.
- Identifies, trains and supports individuals who act as internal peer support for early detection of emotional concerns
- Provides consistency across all global locations aligning with cultural patterns, mental health attitudes, stigmas and regulatory mandates.
- Leverages connections to existing company resources





## MENTAL HEALTH WELLBEING PROGRAM PLANNING QUESTIONNAIRE

THE 20 QUESTIONS BELOW ARE DESIGNED TO "STIMULATE YOUR THINKING" about which wellbeing promoter program components will work best for your organization. Your input will help us determine the scope of your needs. The questions include the following topics: assessing risk, selecting, training, monitoring, and sustaining promoters.

**WELLBEING RISK ASSESSMENT**  
The program starts with conducting a Wellbeing Risk Assessment for each company location. The Risk Assessment provides an overview of challenges and local factors contributing to psychosocial workplace risks requiring mitigation to create a psychologically safe work environment.

1. Please describe any current mental health wellness programs and include specific program branding, i.e., "Be Well at Work," Mental Health First Aiders, etc.:
  2. Do you have a consistent corporate global wellbeing strategy?  Yes  No  Partial
  3. If yes, please describe:
  4. Do you have an Employee Assistance Provider (EAP)?  Yes  No
  5. If the provider is not Workplace Options (WPO), please provide EAP's name and contact information.
  6. Have you conducted an assessment of psychosocial risks affecting your workforce? Psychosocial risk factors may affect workers' psychosocial response to work and workplace conditions, including relationships with supervisors and colleagues, high workloads, tight deadlines, and lack of control of the work and working methods.  
 Yes  No  Other
  7. If you answered yes or other, please explain:
  8. Was the assessment done globally, regionally, or by specific business units?  
 Globally  
 Regionally  
 By Specific Business Units
- Please explain how the assessment was conducted:

continued

LOCATION/WORKSITE:				
Location/Worksite	Work Type	Language Spoken	Number of Employees	Would like to conduct a Wellbeing Assessment
	Administrative			
	Production			
	Field Locations			
LOCATION/WORKSITE:				
Location/Worksite	Work Type	Language Spoken	Number of Employees	Would like to conduct a Wellbeing Assessment
	Administrative			
	Production			
	Field Locations			

continued



# How Do We Get Started?

- Complete the **20-question 'Stimulate Your Thinking' questionnaire**. The answers to these questions will help determine your company's specific needs and requirements and provide information essential to creating an employee promoter programme.
- Reach out to your Employee Assistance Programme (EAP) or Employee Support Partner (ESP). Having an EAP in place is a great start. If Workplace Options is your EAP provider, know that a promoter programme integrates easily with your services and complements your wellness programmes.



Click [here](#) to download the questionnaire document.



# THE PROGRAMME HAS FOUR MAJOR COMPONENTS



**Wellbeing Risk Assessment**  
*Delivered by Consulting Team*



**Promoter Selection and Screening**  
*Delivered by Clinical Team*



**Core Training and Continuing  
Education**  
*Delivered by Learning Solutions Team*




**Ongoing Promoter Support**  
*Delivered by Clinical Team*

# WELLBEING RISK ASSESSMENT




## The Wellbeing Risk Assessment includes a series of interviews designed to:

- Learn the opinions of stakeholders and influencers about the overall work pressure and stress workers feel
- Assess the level of psychological safety felt by workers and how they reach out for help and support within the organisation
- Identify the psychosocial risks present in the work environment



Workplace Options conducted a Wellbeing Risk Assessment at a Latin American company. The company wanted a deep understanding of the work pressure and stress that employees faced and to identify the full range of psychosocial risks in the work environment.

The study concluded that the best action was to create a plan to tackle the cultural and communication concerns addressed in the risk assessment and implement a Wellbeing Promoter Programme.



## Wellbeing Risk Assessments identify workplace mental health triggers and psychosocial risks.

### Assessments evaluate the following factors:

- Stressors connected to work (e.g. pressure, volume, schedule)
- The interface between home and work
- Physical workplace environment
- Business stability
- Transparency from leadership regarding business matters and culture
- Leadership and culture
- Environmental triggers causing emotional concerns
- Work activity challenges
- Local factors related to:
  - Regulatory environment for mental health
  - Diagnosis and treatment (e.g. mental illness, suicide, trauma)
  - Mental health stigmas that may prevent accessing services

### Key stakeholders will:

- Ensure inter-departmental representation from HR, health, safety, environment (HSSE), communication and operations teams
- Assist with coordinating sites, phasing in the rollout and setting up local programmes
- Coordinate activities and roles

## Wellbeing Risk Assessments

- Are conducted companywide, by location or by business unit
- Highlight organisational challenges that need to be addressed by leadership
- Review leadership and culture
- Build programme goals
- Set evaluation criteria
- Give feedback to the organisation
- Provide context for the promoters to understand the psychosocial risk in their areas

The resulting assessments provide an overview of challenges and local factors that promoters need to address and provide advice on accessing effective resources.

Site assessments take approximately four to five weeks to complete. Multiple site assessments can occur simultaneously.

# SELECTING AND SCREENING PROMOTERS



## Clinicians work with clients to screen and select promoters by:

- Defining roles and responsibilities of promoters
  - Determining the number needed and their roles
  - Looking at Employee Resource Groups
  - Choosing volunteer promoters
    - Establishing selection criteria
    - Providing interview guidance
    - Recruiting and announcing, 'Promoters Wanted' (e.g. role, time commitment, etc.)
  - Providing messaging templates
- Interviewing and selecting the promoters

Promoters interface with HR, security, medical, HSSE and communications teams as well as EAP or ESP programme leads. The process takes four to six weeks from announcement to promoter confirmation.

A global engineering company invested in building a psychologically healthy workplace that demonstrated a culture of care and promoted a healthy corporate work culture. They already had a manager training programme underway, but they also realised that implementing a wellbeing promoter programme would allow employees to start mental health conversations and have someone to connect with on site.

Workplace Options established a global 'Wellbeing Ambassador Programme', trained ambassadors worldwide to promote and support employees in all of the client's locations and organised monthly meetings, facilitated by a clinician, to provide a check-in to support and provide ongoing education for ambassadors.

# CORE TRAINING AND CONTINUING EDUCATION

## CORE TRAINING

The training programme ensures that promoters have the support, structure and knowledge they need to fulfil their role in a safe and healthy manner. This training equips promoters with the knowledge to:

- Understand and support someone who may be experiencing a mental health challenge
- Recognise signs of psychological distress amongst colleagues and raise awareness about mental health and signs of concern
- Intervene and have supportive conversations
- Direct colleagues to emotional support resources

Workplace Options and International Institute of Risk and Safety Management (IIRSM)-certified trainers and network affiliates have trained promoters in a variety of workplace settings:

- Industrial work/live camps
- Corporate offices
- Factories
- Retail stores



# CORE TRAINING INCLUDES

- A 12-hour (two consecutive days) promoter certification that prepares promoters to recognise signs of psychological distress amongst colleagues and feel confident holding supportive conversations
- Interactive sessions with discussions and case studies relevant to the findings in the Wellbeing Risk Assessment and the workplace settings
- Up to 30 participants per session (virtual or on-site), conducted in multiple languages
- Interactive sessions with small group discussions and case studies
- Virtual and on-site sessions delivered in multiple languages when needed.
- **Workplace certification** through our joint partnership with the **International Institute of Risk and Safety Management (IIRSM)**, an educational charity and professional body for those managing health, safety and security risks in all their forms
  - This certification is designed to identify and manage mental health risks in the workplace



Workplace Options trained more than **1,300 employee mental health promoters at a global manufacturing company** based in India as part of the promoter training programme. WPO trained the promoters at various locations across India and in their specific regional language family.

# ONGOING PROMOTER SUPPORT

It takes more than just training to become an effective mental health promoter; it requires ongoing support from clinical professionals who can continue to guide them as they encounter different challenges and situations in the workplace.



## Ongoing support for promoters includes:

- **Monthly promoter peer discussions** are led virtually by clinicians to share ideas and best practices, provide a check-in to support promoters and let the EAP monitor how promoters are doing.
- **Promoter Resource Guide** is a digital guide including key components taught in the training. Promoters have access to the information for ready reference at all times.
- **Manager Assist:** Manager Assist offers each promoter support when they encounter complex, severe or complicated situations where they need clinical advice and help (available to WPO clients only)
- **Web-based promoter hub** with a digital reference library of wellbeing topics (available to WPO clients with the member facing website)



# CONTINUING EDUCATION



In addition to the Wellbeing Promoter training WPO offers a variety of targeted topics that enhance the overall proficiency of promoters. Offering wellbeing topics to organization leaders and the entire workforce raises awareness of emotional concerns along with reducing the stigma of seeking help. Below is a link to the Global Learning Solutions Catalogue outlining the specialty topics and bespoke learning options available.

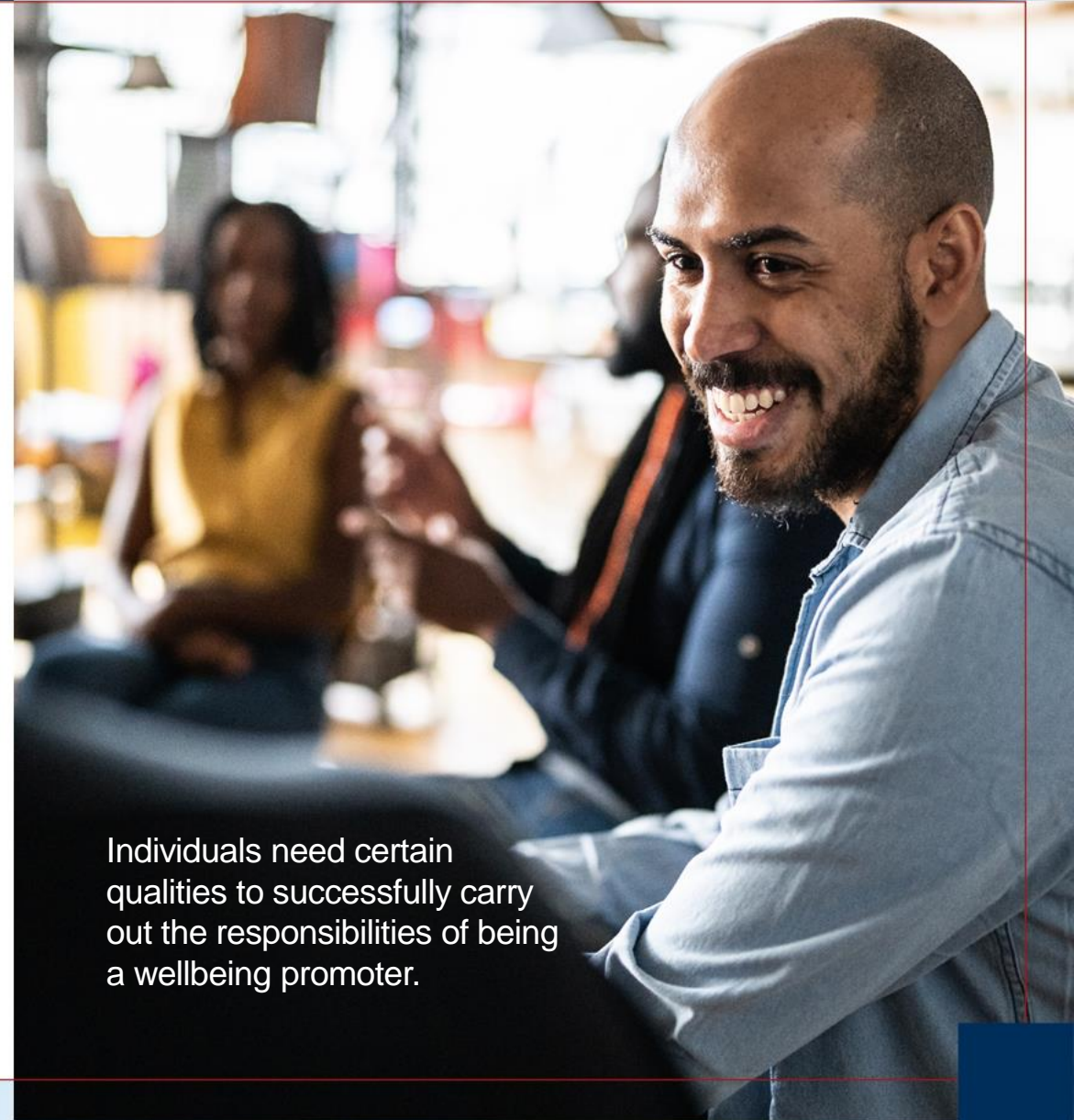
Click [here](#) to download the Global Learning Solutions catalogue.



# CHARACTERISTICS OF AN EFFECTIVE PROMOTER

The best promoters are **respected, trusted, approachable** and **valued** members of the workforce. They have the following attributes:

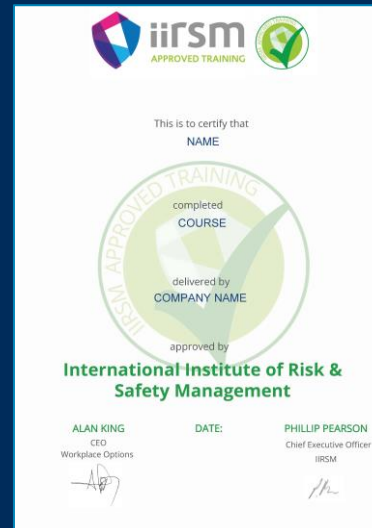
- An understanding of common mental health issues
- Skills to support positive wellbeing
- Knowledge and confidence to advocate for mental health awareness
- Capability to spot signs of mental health concerns
- Ability to maintain confidentiality
- Advocacy experience within the organisation



Individuals need certain qualities to successfully carry out the responsibilities of being a wellbeing promoter.

# PROGRAMME CERTIFICATION

At the end of the 12-hour training, promoters must pass a core competency test on the curriculum. After which, they receive a **certification of completion badge from Workplace Options as well joint certification from IIRSM.**



# PROMOTER TOOLS

- Project Plan
- Gantt Chart of Programme Schedule
- Internal Communication Samples
  - Wellbeing Promoter Programme Announcement
  - Recruitment Letter to Potential Promoters
  - Wellbeing Risk Assessment Announcement to Participants
  - Wellbeing Promoter Agreement
- Tips to Increase Promoter Visibility



# PROJECT PLAN

The project plan maps the process, which involves:

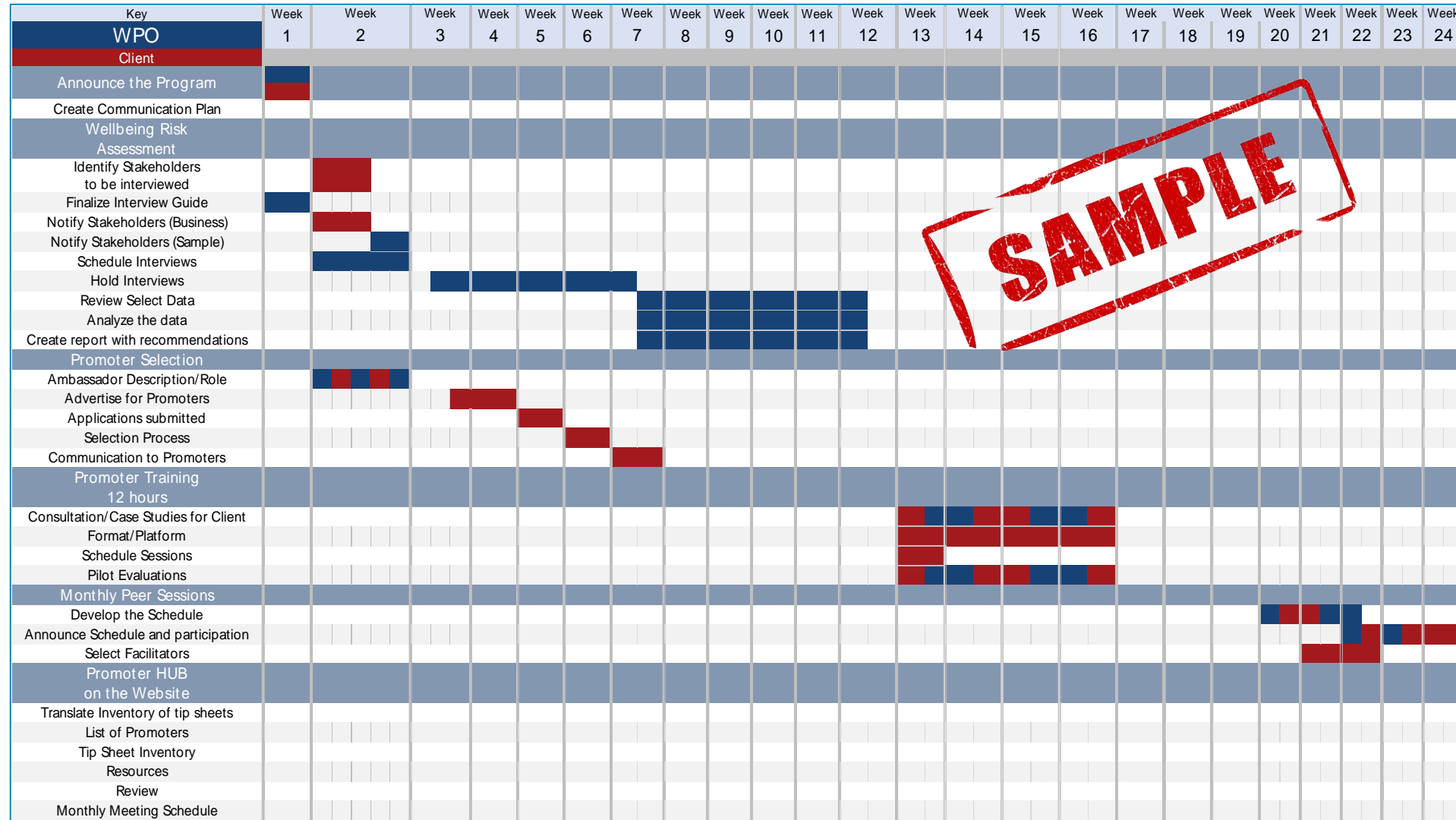
- Documenting plan assumptions and decisions
- Facilitating stakeholder communication
- Outlining approved scope and schedule

Click [here](#) to download the complete MS Excel document.

WELLBEING PROMOTER PROJECT PLAN		
Responsibilities Key / Legend		
	Client	
	WPO	
	Client/WPO	
	TBD	
Tactics	Owner	Notes
<b>Announce the Program</b>	Client/WPO	
Create Communication Plan		
Timeline		1 week
<b>Wellbeing Assessment</b>		Identify psychosocial risks per worksite. Includes interviews with key stakeholders at each location representing leaders from operational departments, human resources, learning and development, safety, medical, commercial development, work councils, etc. Typically, 15-20 leaders. The results are presented to the company with action steps. Pertinent information goes into training.
Timeline		Allow 4-5 weeks to complete the site assessment. Multiple sites can occur simultaneously.
Identify Stakeholders to be interviewed	Client	Representation from all business units and influencers.
Finalize Interview Guide	WPO	
Notify Stakeholders	Client	Email Communication to Business and Nominated Sample.
Schedule Interviews	WPO	
Hold Interviews	WPO	
Review Select Data	WPO	
Analyze the data	WPO	
Present report with recommendations	WPO	
<b>Promoter Selection</b>		WPO consults on application, screening, and selection of Promoters.
Timeline		4-6-week process for application, screening and selection
Promoter Description/Role	WPO/Client	
Advertise for Promoters	Client	
Applications submitted	Client	3 Ambassadors per 50 employees
Selection Process	Client	
Communication to Promoters	Client/WPO	
<b>Promoter Training</b>		Twelve-hour training to prepare Promoters for their role. Up to 30 per session. Includes standard Resource Guide
Timeline		Require 4- week lead time to schedule
Consultation/Case Studies	Client/WPO	
Format/Platform	Client	
Schedule Sessions	Client	These can all happen within the same time period.
Pilot Evaluations	Client/WPO	
<b>Ongoing Promoter Support</b>		Monthly facilitated Ambassador peer sessions up to 30 per session
Timeline		Sessions begin one(1) month after final ambassador training session. Schedule sessions for same day and time monthly.
Develop the Schedule	Client/WPO	
Announce Schedule and participation	Client/WPO	These can all happen within the same time period.
Select Facilitators	WPO	
<b>Promoter HUB on the Website</b>		Resource Center on member website
Timeline		4 Week Lead Time to Launch
Translate inventory of tip sheets	WPO	
List of Promoters	WPO	
Tip Sheet Inventory	WPO	
Resources	Client/WPO	
Review	Client	These can all happen within the same time period.
Monthly Meeting Schedule	WPO	
<b>Complimentary Training Topics</b>		Mental Healthy Recognize and Respond versions for employees and managers. AIR (Awareness, Intervention, Response) for managers.
Timeline		Require 4- week lead time prior to delivery. Custom sessions require 6- week lead time.
Managers Training - Optimizing Promoters	TBD	
Manager AIR Training	TBD	
Employee Training - Mental Health Recognize and Respond	TBD	TBD - Need more insight here before we put a timeline together.

# SAMPLE PROGRAMME SCHEDULE

The Gantt chart provides a graphical illustration of a 24-week promoter programme project schedule used to plan, coordinate and track tasks in a promoter project.



**SAMPLE**



# Wellbeing Promoter Programme Announcement

Dear Colleagues,

As we celebrate World Mental Health Day, we are reminded of the critical role that mental health plays in fostering wellbeing in the workplace and our personal lives. COMPANY NAME recognises that if we provide a safe work environment for our employees, we must focus on physical and psychological safety. Focusing on psychological safety enables our employees to bring themselves to work and feel supported.

In support of this objective, COMPANY NAME is launching a **Mental Health Wellbeing Promoter Programme** in partnership with our Employee Assistance Programme (EAP) provider, Workplace Options (WPO). The programme will be officially launched next month. Watch for the communication outlining the details of the programme and recruiting volunteer wellbeing promoters.

We will also send out a communication to a sample of employees selected to participate in one-on-one interviews with WPO as part of a Wellbeing Risk Assessment. The confidential interviews will assist us in learning your perspective on existing psychosocial risk factors in the work environment that could potentially impact our employees' mental health and wellbeing. The sample employees will receive email communication with further information in the coming week.

COMPANY NAME looks forward to partnering with WPO as we launch this new initiative putting the health and wellbeing of our employees as a top priority of our wellbeing agenda.

Kind Regards,

# Recruitment Letter to Potential Promoters



Dear Colleagues,

## **ARE YOU OUR NEXT WELLBEING PROMOTER?**

COMPANY NAME is preparing to launch the Mental Health Wellbeing Promoter Programme, and we are looking for individuals who may be interested in the volunteer role. Below is more information about the role and how to sign up.

## **WHAT IS THE ROLE OF A WELLBEING PROMOTER?**

- Embrace opportunities to promote a healthy lifestyle as a champion for mental health and wellbeing within COMPANY NAME.
- t is a trusted peer point of contact for employees experiencing distress.
- Promoters should be visible in the office or on-site and accessible to offer support and direct employees to available resources.
- Promoters should be available to engage in a conversation about what employees need and the wellbeing resources available to them within COMPANY NAME.
- Promoters must be familiar with relevant departments, internal protocols, policies and resources.
- The role requires commitment to attend the training and any support sessions offered for Promoters post-training.
- A promoter is someone who promotes good mental health – someone willing to be there when someone needs to talk.
- A promoter is NOT a mental health professional or an expert who is able to provide a diagnosis or treatment.
- The role of a promoter includes being a role model, being available when a colleague needs support, knowing the resources available to support colleagues and advocating for an environment that normalises mental wellbeing.

## **INTERESTED IN BEING A WELLBEING PROMOTER?**

Should you be interested in applying to be a Mental Health Wellbeing Promoter, please email your expression of interest through the link to sign up, which should include a brief (two to three sentences) explanation as to why you believe you would be able to fulfill this role. Please note that all applicants will be required to undergo a post-application screening phase, including, but not limited to, an interview with a panel of WPO Representatives.

The closing date for applications is \_\_\_\_\_.

Kind Regards,







# Wellbeing Risk Assessment Announcement to Participants

Dear \_\_\_\_\_,

If you are receiving this email, it means that you have been nominated to take part in a **Wellbeing Risk Assessment**, the first step of the **Wellbeing Promoter Programme** pilot, in partnership with Workplace Options (WPO), our Employee Assistance Programme (EAP) provider.

A Wellbeing Risk Assessment aims to identify psychosocial risk factors in a particular work environment that can impact mental health and wellbeing in an organisation's workforce. To achieve this objective, COMPANY NAME is conducting a series of interviews with representatives from different business units and representing various roles to gain their perspective on the environmental factors that can trigger stress and pressure for workers. You have been selected as a representative to assist us in meeting this objective.

#### **KEY INFORMATION:**

- Participation in the Wellbeing Risk Assessment is voluntary.
- All interviews will be coordinated and conducted by the location's WPO representatives.
- Should you choose to participate, the information you share with the WPO representatives in your interview is to remain strictly confidential.
- The interview is a conversation that will take approximately 30 to 45 minutes to complete.
- The interviewer will ask a series of open-ended questions to learn your perspective.

COMPANY NAME Promoter Programme Project Team will only receive a report summarising all responses, with no identifiable link to any specific employee who took part. This report will include recommendations that address the items below:

- Conditions and situations that can trigger high levels of stress and anxiety
- Sources of stress and anxiety (personal/professional)
- The extent of conflicts between personal and professional life, how each influences mental health
- Identification of any gaps in the umbrella of available resources for employees and family members

Should you accept this nomination to participate in the Wellbeing Risk Assessment interview, please complete the registration by clicking the link [here](#).

COMPANY NAME looks forward to partnering with you and WPO on this journey as we continue to put the health and wellbeing of our employees at the focus of everything we do.

Kind Regards,



# Wellbeing Promoter Agreement



We believe in the safety, health and wellbeing of our people, communities and the environment. As a COMPANY NAME Wellbeing Promoter, I, \_\_\_\_\_,

- Confirm that I am a volunteer and wish to help my colleagues improve their mental wellbeing to the best of my ability
- Recognise that I am not a mental health professional and am not legally qualified to provide mental health counselling or advice, so if approached by colleagues, I will only offer a friendly, non-judgemental ear and make time to understand my colleagues' concerns
- Recognise that the role of a wellbeing promoter is solely to direct our colleagues to appropriate professional support as needed
- Will actively provide information on a range of services for colleagues to access support – this includes professional support from the Employee Assistance Programme (EAP), medical/health services, mental health charities, as well as our COMPANY NAME mental health resources
- Will actively promote mental wellbeing and reduce the stigma associated with mental illness amongst our physical and virtual offices
- Will listen with dignity and respect and avoid judgement
- Will not take notes or keep any records of conversations with colleagues or other volunteers
- Will engage with a colleague who seeks me out as early as possible to avoid the possibility of escalating mental wellbeing issues
- Will protect the privacy of any colleague seeking my assistance, unless:
  - A colleague is at immediate risk of serious harm to themselves or others
  - To do so would leave me in breach of COMPANY NAME code of conduct or local legislation
- Recognise that COMPANY NAME needs to identify common issues that could impact our mental wellbeing and bring such issues to the attention of the appropriate people, so the company can take appropriate action whilst protecting the privacy of all individuals
- Will work to maintain my own emotional wellbeing and seek support for my own mental health
- Acknowledge that colleagues are free to choose a wellbeing promoter of their choice and can access any member of the network
- Will engage with the global and/or local COMPANY NAME mental health networks to share experiences whilst continuing to protect the privacy of all colleagues who I assisted and commit to attending continuous learning sessions about mental wellbeing and our COMPANY NAME programme

I understand and accept the terms of this agreement in my role as a COMPANY NAME wellbeing promoter.

NAME

SIGNATURE

DATE

# THE WELLBEING PROMOTER COORDINATOR

A **Wellbeing Promoter Coordinator** is named for each location. The responsibilities of the Coordinator are as follows:

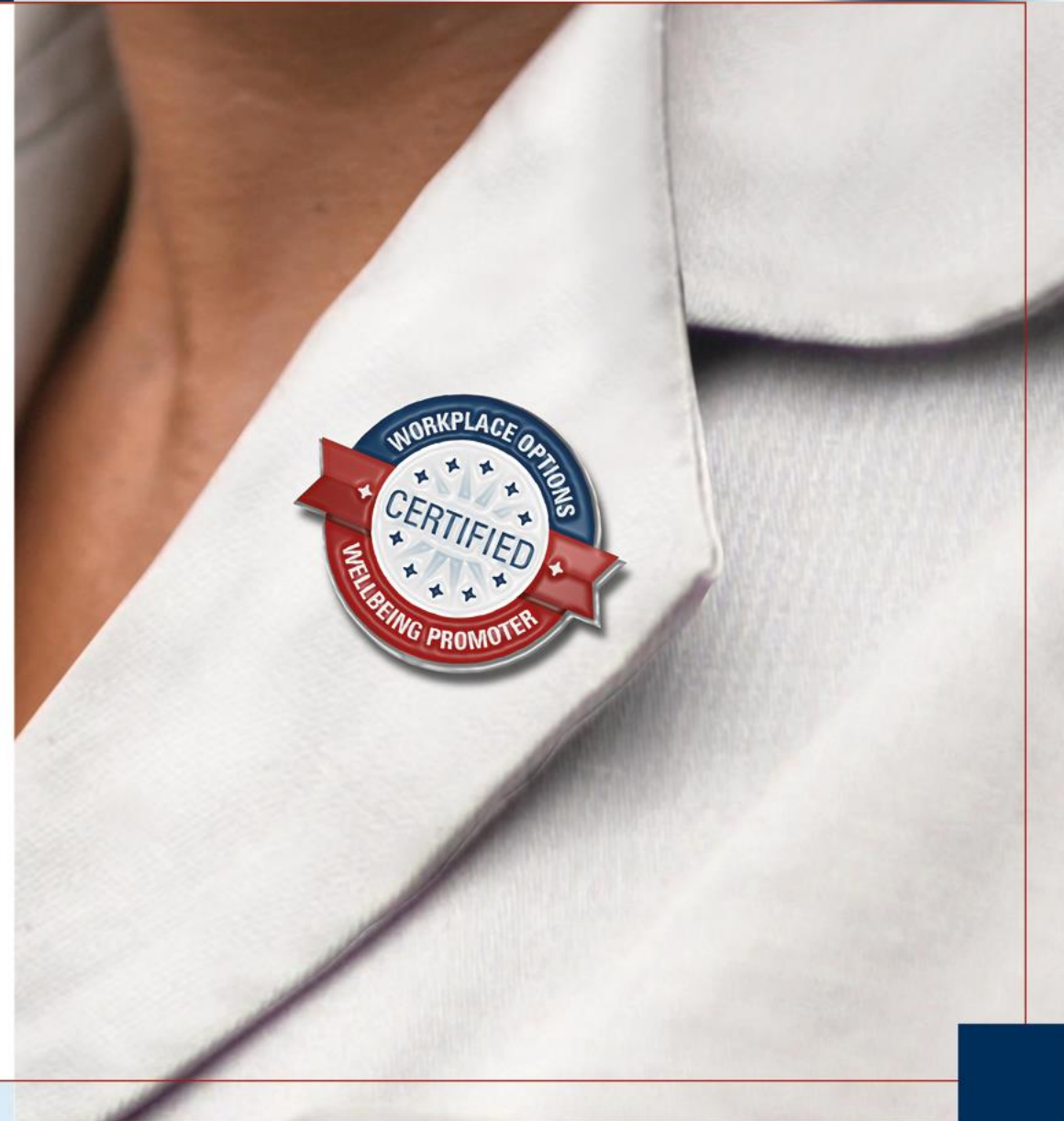


## The Role of a Wellbeing Promoter Coordinator

- Planning the overall scope, location, and number of Wellbeing Ambassadors per site as well as planning a phased global implementation.
- Assess the efficacy of the program quarterly/annually by reviewing/adjusting outcome criteria, i.e. communication, utilization, evaluation.
- Schedule ambassadors for local company events, and visibility events.
- Act as the focal point for Wellbeing Ambassadors.
- Collate and monitor trends from the Wellbeing Reporting Forms.
- Organize and chair meetings with Wellbeing Ambassadors.
- Maintain a register of Wellbeing Ambassadors.
- Participate in monthly clinical facilitated peer discussion groups.

# TIPS TO INCREASE PROMOTER VISIBILITY

- Announce certified promoters on
  - Company website, intranet
  - Internal communication apps
  - Company newsletter
- Create special lanyard badges identifying wellbeing promoters
- Provide identifying pins or apparel for promoters to wear at events
- Schedule speaking opportunities for promoters to attend and be available to answer questions



# Why Implement a Workplace Options Wellbeing Promoter Programme?

Workplace Options' programmes enhance your organizations priority to create a caring culture. The multiple program components help select, train and support effective wellbeing promoters who recognise and respond to colleagues experiencing emotional health concerns. WPO provides the tools to assess the work environment, recruit, train and support promoters, while assisting to monitor programme progress.

- Provides the organization with insights into the critical psychosocial risks in the workplace
- Suggests recommendations to mitigate and manage the risks
- Enriches a corporate culture of care and support for all workers
- Integrates with, and leverages connections to, existing resources and programmes
- Reflects the cultural attitudes towards mental health
- Complies with country-specific regulatory mandates

