

Internal Communications Guide

Whether you use email, Slack, or other platforms for your internal communications, this guide will help you craft messages for Mental Health Awareness Month at your organization.

Consider who might be the best person for each of these messages to come from. In our experience, a trusted individual in a non-HR executive position is ideal.



Message 1 - Kicking off Mental Health Awareness Month

When: First week of May

Who: CEO, senior leader or senior HR leader to all staff

Pro Tip: Include a video or message from leadership at your organization, either sharing their story or stating their allyship for mental health. Learn how to craft your story [here](#) or [contact us](#) for one-on-one storytelling coaching for senior leaders.

Email components:

- **State that it's Mental Health Awareness Month** and why you want to prioritize employee mental health at your organization.
- **Include recent data or trends on workplace mental health** (i.e. [a national study](#) shared that workers' comfort in talking about mental health at work has declined since the pandemic. Less than 40% of respondents said their employer prioritizes mental health).
 - *Explore more stats [here](#).*
- **Include how you will focus on employee mental health** in May and throughout the year.
- **Include a personal anecdote or leader ally story.** In our experience, the most impactful messages come from leaders who make the message personal, genuine, and hopeful, while also being real in recognizing significant challenges. [See examples >](#)
- **Include a reminder of the benefits and resources your company offers** and link them in the email, along with adding the contact email for the person they can reach out to for more questions.

Message 2 - A message from managers to their team

When: The second week of May

Who: People managers, department leaders to their teams

Pro Tip: Share [Mind Share Partners' Manager Checklist](#) with all managers for daily, weekly, and monthly actions they can take to support their teams. Be clear with managers about what their role is and is not. Refer to [this blog](#) for additional guidance.

Email components:

- **Start by stating why** your team's mental health is important to you.
- **Include a personal anecdote**—something you've learned about mental health recently, a personal story with mental health, or simply reasserting why mental health is important to you.
- **Let your team know it's okay to reach out** for mental health support and about the ways your team works.
- **Optional, but recommended:** Plan a one-hour meeting to look at how your team currently works and if it's positively or negatively impacting team mental health. Get a guide for running this meeting using our [mentally healthy work norms guide here](#).
 - **For Nina – Since people will have to provide their info for the comms kit anyways, should we just link to this PDF directly?**
- **Finally, include how your team can learn more** about your organization's mental health resources and benefits. Include any relevant links or contact emails.

Message 3 - Mental health as a part of diversity, equity, inclusion (DEI)

When: The second or third week of May

Who: DEI leader, CEO, senior leader, or HR leader to all staff

Email components:

- **State how mental health intersects with DEI at work.** E.g., "Mental health at work affects all levels of the organization, including every demographic group and their intersections, differently. At [company name], we recognize and acknowledge the unique stigma, trauma, and barriers that many of our employees have and continue to face even to this day)."
- **Consider briefly acknowledging any recent or timely events** related to specific communities impacting your workforce.
- **Include a list of company benefits and internal support**, such as Employee Assistance Programs and Employee Resource Groups.
- **Include a list of external resources.** [Feel free to tailor these resources]
 - [Black professionals](#)
 - [LGBTQ+ professionals](#)
 - [The trauma of mass shootings and gun violence](#)
 - [Parents and caregivers](#)
 - [AAPI \(Asian American and Pacific Islander\) professionals](#)
 - [Indian Professionals and Those in the Diaspora](#)
 - [Creating a mental health ERG](#)

Explore more resources from Mind Share Partners at the intersection of [mental health and DEI](#).

Message 4 - Closing out Mental Health Awareness Month

When: The last week of May

Who: CEO, senior leader, senior HR leader to all staff

Email components:

- **Let employees know that even though the month is over**, supporting mental health at your organization is a part of your culture.
- **Consider sharing any personal reflections or learnings** throughout the month here. This can include any activities your company held during the month.
- **Include a reminder of resources** to explore and bookmark any relevant ones to revisit.
- **Let employees know how you will continue** to support mental health in your organization.



Get inspired and plan early!

[Here are three ideas](#) for your organization to implement for Mental Health Awareness Month.