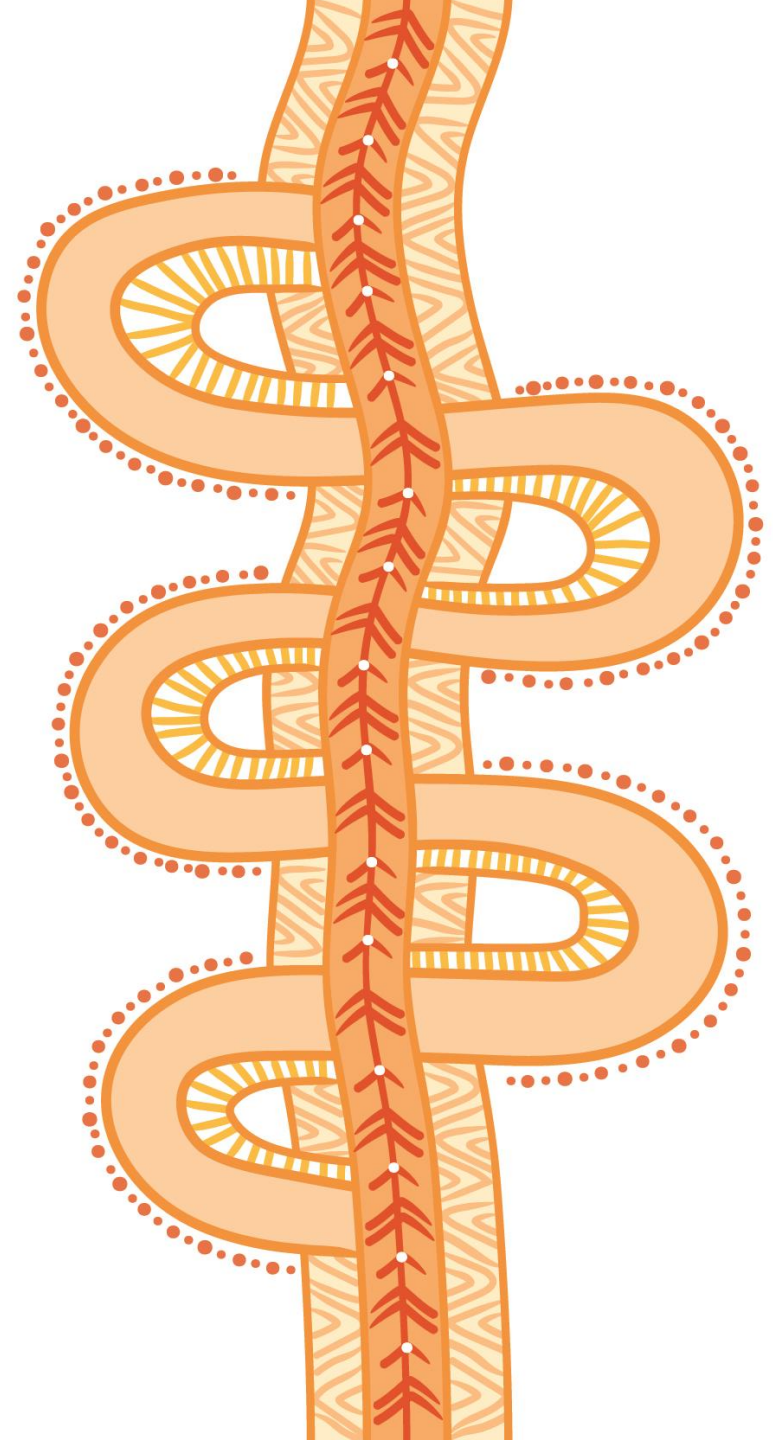


# Bridging the Gap- Practical and Effective Promotion of Help-Seeking at Work

# Acknowledgement of Country

We acknowledge the Aboriginal and Torres Strait Islander peoples as the first inhabitants of this nation, and the traditional custodians of the lands on which we meet and work.

We recognise their continuing connection to land, water and community. We pay respects to all Aboriginal and Torres Strait Islander Elders past, present and emerging from all nations across this country.



# Agenda

1. BDI Workplace Engagement Managers: who we are and what we do
2. Help-seeking: What workplaces are telling us
3. Where does help seeking promotion go wrong?
4. Improving help-seeking promotion

# Who we are and what we do

Black Dog Institute is a global leader in mental health research and the only Medical Research Institute (MRI) in Australia to investigate mental health across the lifespan.

BDI's Education Team encompasses Workplace Education, Health Professional Education, Community and School Education.



## Science



## Compassion



## Action

# BDI's Workplace Engagement Team



**What BDI is seeing in workplace  
MH help-seeking promotion**

Increased desire for skills-building and increased help-seeking messaging

Limited knowledge at individual and leadership levels

Overloaded intranet pages

Generally, increased MH Awareness and Education

Risky misconceptions of services

MH champions without clear goals/outcomes

## The Opportunity:

- ↑ Quality of information
- ↑ Understanding and confidence
- ↓ Volume of promoted resources
- ↑ Engagement with those resources



To effectively promote help-seeking we need to:

Validate Challenges

Acknowledge and address barriers to support





# Conducting a help seeking audit

## 1) Review the resources

- Are there too many services? Too few?
- Do they serve our population?
- Has there been consultation? Feedback?
- What are our people's barriers to support? Are we addressing them?
- Who owns reviewing these resources?



# Conducting a help seeking audit

## 2) Review operationalization

- How do people hear about these services?
- What common misconceptions?
- What are the most common issues ?
- What is the process for escalation?
- Are these resources/services reviewed?
- Are testimonials promoted?



# Example of poor help-seeking promotion: EAP

“If you need anything, call the EAP”

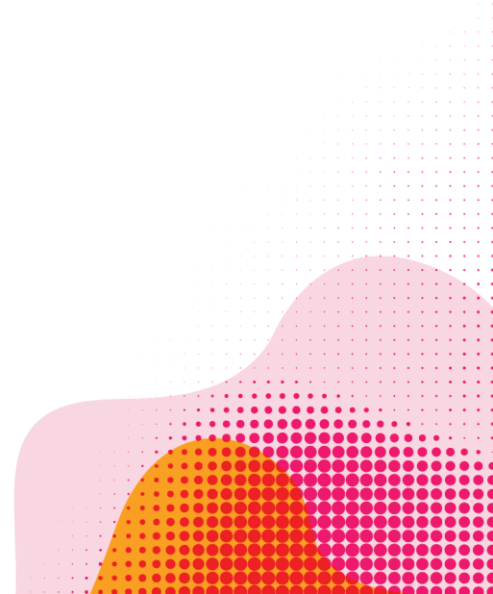
**Common barriers:** Lack of knowledge of service overall, services available, process to engage with service, or who has access to service

**Common misconceptions:** Think it’s a hotline (impacting client experience and reduces perceived value of service), confidentiality concerns, unclear promotion of realistic service experience

**Common issues (provide counselling 101):** Finding counsellor fit and unclear on counselling experience (set up for success and expectations management)

# Improving help-seeking promotion of an EAP

- Appoint who communicates about and promotes this service
- Create clear communications/instructions
- Determine best times to communicate



# BDI's Promoting Wellbeing and Help-Seeking Resources Webinar:

## Explores

- ✓ EAPs
- ✓ MH Care Plans from GPs
- ✓ Free, evidence-based resources from BDI
- ✓ Self-care planning

## Objectives

- ✓ Improve understanding of common help-seeking resources
- ✓ Improve confidence to guide someone to support effectively
- ✓ Validate the challenges of help-seeking for self and others and support overcoming obstacles



## Webinar: promoting wellbeing and help-seeking resources at work

This 45-minute webinar will help you understand more about common mental health support options and how you can effectively communicate these resources in your workplace.

Resources explored in this webinar are Mental Health Care plans, Employee Assistance Programs, the Black Dog Institute's free evidence-based apps, tools and self-care planning.

**Free webinar for our valued clients**

**Wednesday 22 February**  
12:00-12:45PM (AEDT)

[Register now](#)

**"So relevant and important to know. All businesses should be promoting these resources to their employees!"**  
- webinar participant



You're invited!

**Wednesday February 22<sup>nd</sup>**

**12pm-12:45pm (Sydney time)**

# Key Messages

- Reflect: how help-seeking is promoted at your workplace
- Do your employees know how to use?
- Who should mobilise accurate and helpful messaging?
- Don't assume.
- Knowledge and confidence in the help-seeking is essential for effective MH conversations at work



Get in touch to discuss how we can help  
you create a mentally healthier workplace

**[workplace@blackdog.org.au](mailto:workplace@blackdog.org.au)**





Science.  
Compassion.  
Action.



[www.blackdoginstitute.org.au](http://www.blackdoginstitute.org.au)

# Thank you

