

“It Starts With Us” Leadership Campaign Communications: Mental Health Awareness Month Example

Instructions: Leadership and management role modeling of wellness behaviors are a crucial element to impacting an overall culture of wellness. Although you can utilize this template for just about any timely push for leadership role modeling, below is a communication example specifically to address Mental Health Awareness Month.

Message Audience: Leadership Community

Subject: May Is Mental Health Awareness Month: It Starts With Us

Hello Leadership Community!

Although one in five people will experience a mental illness at some point in their lives, the truth is that everyone encounters life challenges that can affect their mental well-being. Mental health issues remain the leading cause of [workplace disability](#), with conditions such as anxiety, depression, and burnout continuing to rise at an alarming rate.

While we continue to focus on the whole human and wellness experience at **[name of your company]**, we recognize the impact that work and career can have on your human experience, work experience, and overall well-being. Throughout the month of May (and beyond), we will be sharing resources; activities; and ways that you can engage in living a healthy lifestyle, practicing mindfulness, and managing stress from anywhere. A mass email will be going out to all team members on **[date]**.

Let’s share and help someone today! Use the hashtag #mentalhealthawareness to share with your **[name of your company]** community how you are role modeling healthy mind practices—big and small! Your actions will inspire others and can help make strides in improving the mental health and well-being of our colleagues. As leaders, simply talking about mental health and role modeling well-being starts with us, so I encourage everyone to participate and use an upcoming team meeting to encourage their teams to participate. We will be collecting photos and examples and sharing a recap at the end of the month.

Thank you,

[Name]

TAKE ACTION!

1. Identify a wellness theme to campaign around. The theme should align to your overall wellness strategy goals and company values.
2. Utilize the template to create your own communications plan that starts with leadership role modeling.
3. Follow up with messages to your broader team. Highlight and celebrate examples of impact and participation.



Consider using online design sites, such as Canva, to create an image to capture attention to your campaign (like the one here).