

Tips to Promote Best Care EAP



ENERGY CHECK! As your employer's coordinator for Best Care EAP, you play a crucial role in the overall success and utilization of the program. We encourage you to get excited about championing the benefits of Best Care EAP. Energy and enthusiasm go a long way!

GET CREATIVE! Create an eye-catching page on your intranet or choose a few popular spaces within your organization to showcase Best Care EAP info. Place materials anywhere employees gather or walk by on a regular basis. Also place links on your intranet for easy access to Best Care EAP resources. Challenge work teams to put together displays on a well-being theme.

ORIENTATIONS ARE KEY! New employee orientations are a fantastic way to promote the benefits of Best Care EAP services. Be sure to queue up the **Employee Orientation Webinar** during new hire meetings. You'll need to log in to access the orientation webinar.

KEEP EMPLOYEES IN THE LOOP! Encourage employees to sign up for our monthly e-newsletter, *BestCare Compass* at **www.bestcareeap.org**. Also encourage employees to check out your organization's landing page that we've created for you. Make sure your company's log in codes are well communicated as the codes are needed to view many of the resources including our on-demand webinars.

KNOWLEDGE IS POWER! Schedule a Best Care EAP educational training program at your workplace; share our free webinars; and encourage managers to set up monthly lunch and learn sessions. Popular topics include mindfulness, building resiliency and managing stress. Visit our **Resource Hub** for more topic ideas.

WE'RE HERE TO HELP! Promoting Best Care EAP requires consistent and frequent communication. As your partner, we're committed to providing the tools and resources to help you succeed. Let us know if you need marketing materials.