



Best Care EAP-2021 HR Insight Series

4th Quarter Session, featuring Melinda Sorenson from The Wellbeing Partners



The meaning of care.®



Best Care EAP-2021 HR Insight Series-Session #4

Melinda Sorenson, MS

**Director of Workplace Wellbeing
The Wellbeing Partners**

Melinda is the Director of Workplace Wellbeing for The Wellbeing Partners - a nonprofit focused on building wellbeing into the way communities grow and do business, so all people and places thrive.

She collaborates with members and community partners to build a culture of health within workplaces by advancing the integration of the social determinants of health and mental wellbeing into the way businesses care for their teams.

Melinda has a Bachelor's Degree in Psychology from the University of Nebraska – Omaha and Master's Degree in Strategic Industrial Organizational Psychology from Bellevue University. She is a member of Leadership Omaha Class 43, and serves on the board for Blackstone FarnamFest, SkateFest, and the Omaha Network, and is an ambassador for QLI and BFF Omaha.





The
Wellbeing
Partners

Workplace Wellbeing Solutions

Melinda Sorenson



The Wellbeing Partners

Mission: Build wellbeing into the way our communities and businesses grow through advocacy, collaboration, and education.

Vision: Cultivate wellbeing so every person thrives.



Core Services



Advocacy



Collaboration



Education



30%

Of employees reported being
fearful that
disclosure of mental health could
lead to
being fired or furloughed



7% of full-time workers experience major depression.

Untreated mental health conditions cost the economy **\$200 billion** every year.



First Response

Two Campaigns

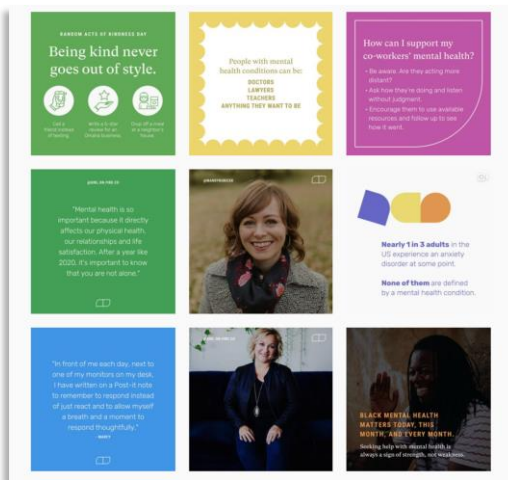


What Makes Us

Strategy & Approach:

*Contact-based
stigma
reduction*

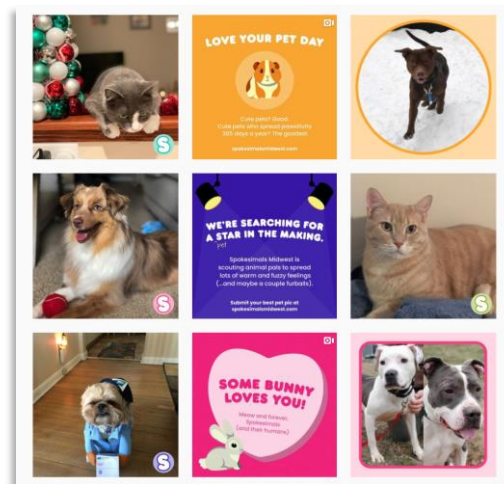
Collect & share
stories from
local people
living with
mental health
conditions and
their allies



Strategy & Approach:

*Education-based
stigma
reduction*

Deliver fact-based messages through unique, engaging, disarming, adorable local pets.





My name is Brittney, and I currently work as a nurse. Mental health affects so many parts of a person's life. By talking about mental health openly, more people may be encouraged to seek professional help. Being emotionally healthy can promote productivity and effectiveness in activities like work, school, or caregiving. Normalizing the conversation about mental health empowers people to talk and get the help they need.

As an ally to family members and friends with mental health conditions, I do my best to listen to and be there for the ones I care about. It's also important to reach out to those who may be just acquaintances or even strangers. We are all in this together.



WMU Stories



**WHATMAKESUS
YEAR ONE:
THANK YOU FOR
127 STORY
SUBMISSIONS!**



The
Wellbeing
Partners



- Stories were available to submit in both English and Spanish.
- We received **127 stories** total (goal was 100) with 5 of those stories submitted in Spanish.
- We are still open for new stories at whatmakesus.com

Collective Impact



DURING YEAR ONE OF
WHATMAKESUS:

271 PARTNERS FROM ACROSS
THE REGION CAME TOGETHER
TO WORK ON REDUCING
MENTAL HEALTH STIGMA!



- We led a grassroots effort with **271 local organizations** to build campaign buy-in and reach.
- Through outreach, work groups, and surveys, local orgs. were identified, provided evergreen content, and shared real time feedback about the campaign.

Campaign Resources

Free, downloadable
assets and mental
health resource
database

Cuando no estás trabajando, lo más importante que tienes que hacer es cuidar de tu salud, tanto mental como física.



Recognizing Stigmatizing Language

Stigmatizing language has become part of our everyday vocabulary. The next time you hear something that diminishes a mental health condition, use the opportunity to educate loved ones about what mental health conditions are - and what they are not.



People who are organized and particular are not "OCD."

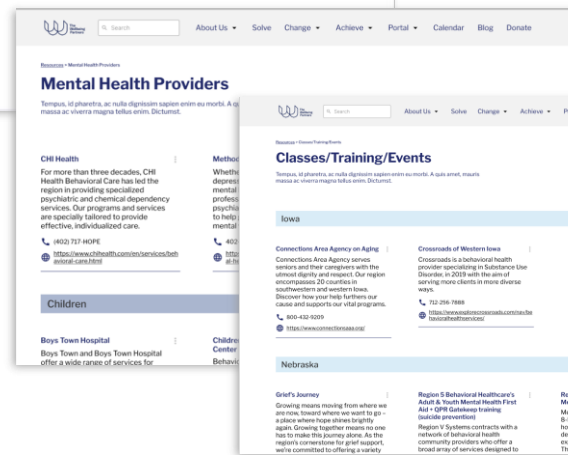
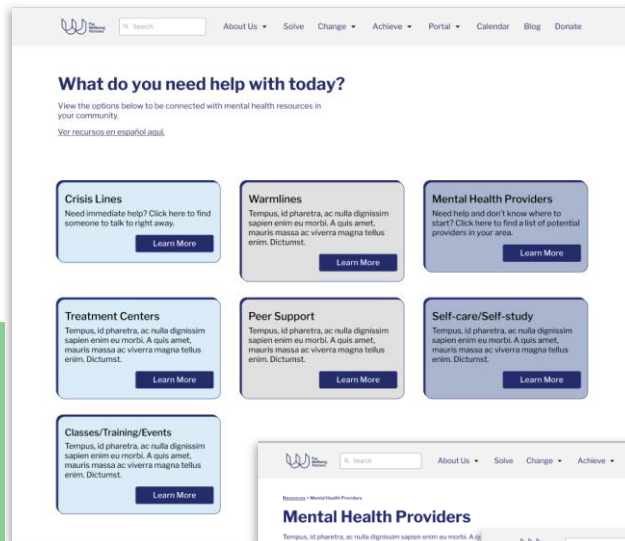
Fact: Being organized is not the same as living with clinical obsessive compulsive disorder.

Weather patterns are not "bipolar."

Fact: Bipolar disorder is a treatable condition, not an adjective.

People who look a certain way are not "anorexic."

Fact: Anorexia nervosa is a complex mental health condition that is not just about losing weight.



Mental Health at Work Narrative

A workgroup was formed of interested employers to support and promote the campaign, who ultimately co-wrote and published a 38-page narrative as presented at our 2021 Xchange Summit

"Mental Health at Work"

Christine Lembo
Employee Wellbeing
First National Bank of Omaha



Robyn Burnett
Manager, Account & Education Services
Best Care EAP



Dr. Joe Smyser
CEO
Public Good Projects



Erin Kinney
Housing Coordinator Team Lead & Corporate Wellness Director
Fusion Medical Staffing

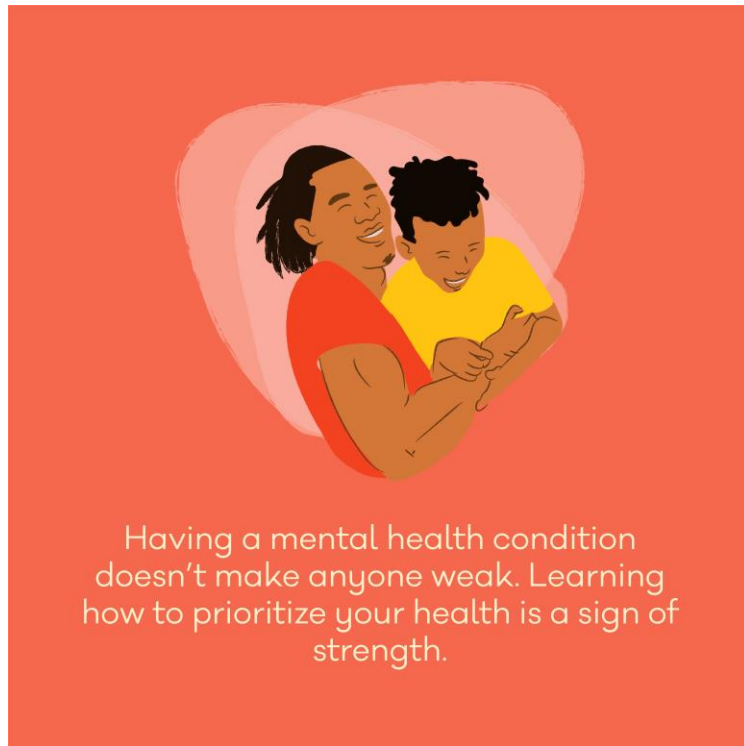






Outcomes

Our formal evaluation resulted in **reduced stigma toward mental health conditions by 10%** among adults across our region. Those aware of the campaign were **more willing** to live or work with someone with a mental health condition, had **higher confidence** to refer resources, and were **more likely** to take steps to improve mental health of themselves and of friends, family, or coworkers





Future Matters

2022



- **Educating**
 - Quarterly Forums include inspiration, recognition, learning, and **interconnection**
 - March (Essentials)
 - June (Emotional)
 - September (Environmental)
 - December (Physical)
 - 2022 Xchange Summit
 - Tuesday October 4
- **Celebrating**
 - Keeping the torch ablaze by acknowledging progress from any starting point
 - 2022 Ignite Awards integrated into the day of Xchange

Partnering with TWP

- **Membership & Sponsorship**
 - Member portal access
 - Promotion on social media and Blog
 - Coalitions and workgroups
 - Wellbeing communications
 - Social determinants of health assessment tool





Thank you!

MelindaS@thewellbeingpartners.org





2022 Events

- Please join us for future events!
- Visit www.BestCareEAP.org and click the Training & Events Tab to register!

Best Care EAP Presents... **FIRST QTR/2022**

Join us for webinar training from Best Care EAP consultants and experts in the business!

January 18, 9 - 10 am

[How to Attract, Engage and Retain Good Talent](#)
Tonya Vyhliadal, Gallagher, Senior Regional Wellbeing & Engagement Consultant

What does that look like? It's a workplace where people feel they belong — where there's a stronger sense of developing a career than punching a clock. And a culture of opportunity that draws new talent because it inspires employees to deliver their personal and professional best. Come learn more about what Tonya has to say about this and specifically, learn more about Gallagher's Better Works™ model which is centered on the full spectrum of organizational wellbeing — strategically investing in your people's health, talent, financial wellbeing and career growth.



February 8, 9 - 10 am

[Dreaming of Better Sleep](#)
Dave Dechant, Training Consultant, Best Care EAP

It's the one of the most basic and innate characteristic of human behaviors, yet it's also completely underrated. Proper sleep hygiene is directly connected to energy/productivity, mood/emotion regulation and our overall health and wellness (oh, and even living longer). The National Sleep Foundation advises that healthy adults need between 7-9 hours of sleep per night, yet more than 25% of us aren't getting near that amount. Rise and shine and join us on February 8th at 9am to talk about helpful tips related to better sleep and getting you to your optimal performance each day.



March 8, 8 - 9 am

[The Authenticity Gap](#)
Ralph Kellogg, AVP, Human Resources, Lutheran Family Services of Nebraska

Companies advertise a more diverse and inclusive workplace, but don't go beyond the basic diversity and inclusion statement. Ralph will facilitate a discussion for an inclusive work environment by carefully dissecting what it takes for organizations to be "authentic." It takes hard work and practice. You do not need complete understanding of it, only a willingness to listen and a desire to remain curious without judging.



To register, click on the title. Questions?
Email EAP@BestCareEAP.org or call 402-354-8000