Mental Health at Work: What Can *I* Do? PSA Outreach Toolkit

Background:

The U.S. Department of Labor's Campaign for Disability Employment (CDE) recently launched its fifth television public service announcement (PSA), "Mental Health at Work: What Can *I* Do?"—along with accompanying mental health materials and resources for use in the workplace.

"Mental Health at Work: What Can *I* Do?" features the faces and voices of four individuals—a CEO, manager, co-worker and person with a mental health condition—each sharing what they can do to promote workplace wellbeing, from setting the tone for an inclusive workplace, to providing and requesting accommodations, to being a source of support to peers and colleagues. The overarching message is that we *all* play a role in promoting mental health-friendly workplaces.

We hope you will help us amplify the launch and promote the message of this important PSA through your channels. To help, this document includes ideas for promoting the PSA, as well as sample language and graphics for you to customize and distribute.

Thank you in advance for your support! If you have questions about materials or promotion of the PSA, email us at info@whatcanyoudocampaign.org.

Promotion Ideas:

There are numerous ways to promote the "Mental Health at Work: What Can *I* Do?" PSA. Ideas include, but are not limited to, the following:

- Share/retweet the CDE's "Mental Health at Work: What Can *I* Do?" social media posts and tag CDE on Facebook (**@CampaignforDisabilityEmployment**), Twitter (**@CDETweets**) or Instagram (**@cde_gram**). You can share the PSA through our social media accounts, where we will post the video(s), via our YouTube channel or by sharing via our website.
- Post or link to the PSA on your organization's website, Facebook page or group, Twitter or Instagram account, and LinkedIn page or group. You can use the sample language provided below or create your own content.
- Share as a Facebook or Instagram story on your accounts.
- Feature the PSA on your organization's website by embedding from YouTube.
- Publish news briefs or articles about the PSA in your newsletter, emails, etc.
- Display the "Mental Health at Work: What Can *I* Do?" poster in your workplace or at your events and encourage your networks to order their own posters.
- Screen the PSA at your events/conferences and mention your organization's support of the CDE in speaker talking points.
- Invite CDE speakers to discuss the PSA and the campaign during webinars, Twitter chats or other events you may host.

Social Media Sample Posts and Tweets:

For easy reference, our pinned Facebook posts, tweets and Instagram content can be found at:

facebook.com/CampaignforDisabilityEmployment

twitter.com/CDETweets

instagram.com/cde_gram

Sample Facebook Posts

- The issue of mental health in the workplace is an important and timely one. Check out the Campaign for Disability Employment's latest PSA, "Mental Health at Work: What Can *I* Do?" https://bit.ly/3u5gwTx
- What does a mental health-friendly workplace look like? Watch the Campaign for Disability Employment's latest PSA, "Mental Health at Work: What Can *I* Do?" https://bit.ly/3u5gwTx
- Whether you're a CEO, worker, manager, supervisor or someone with a mental health condition, we ALL have a role to play to ensure a mental health-friendly workplace. Check out the Campaign for Disability Employment's latest PSA, "Mental Health at Work: What Can *I* Do?" https://bit.ly/3u5gwTx

- What can YOU do to promote mental health in the workplace? "Mental Health at Work: What Can *I* Do?" explores the roles we all play in promoting workplace wellbeing—from company leaders and co-workers to people with mental health conditions themselves. https://bit.ly/3u5gwTx
- We *all* benefit from flexible, supportive workplaces that promote good mental health. Hear from a company leader, manager, co-worker and person with a mental health condition in the Campaign for Disability Employment's new PSA, "Mental Health at Work: What Can *I* Do?" https://bit.ly/3u5gwTx
- Whether it's setting a leadership tone for a supportive culture, being a source of support to colleagues, or being open and honest about what you need to perform your best, we ALL benefit from a mental health-friendly workplace. Learn more by checking out the Campaign for Disability Employment's new PSA. https://bit.ly/3u5gwTx
- Check out "Mental Health at Work: What Can *I* Do?," the latest PSA from the Campaign for Disability Employment (CDE), which explores the roles we all can play in promoting a mental health-friendly workplace. Visit the CDE website to view and download the PSA, workplace guide and poster. https://bit.ly/3N7OCyV

Sample Tweets:

- Everyone in the workplace has a role to play when it comes to #MentalHealthAtWork. Whether it's setting the tone for a supportive culture or being a source of support, learn what YOU can do in the latest PSA from @CDETweets. https://bit.ly/35VDjJz
- In @CDETweets' new PSA, you'll hear what CEOs, managers, colleagues and workers can do to promote workplace wellbeing. #MentalHealthAtWork https://bit.ly/35VDjJz
- We ALL have a role to play in promoting a mental health-friendly workplace. Watch @CDETweets new PSA, "#MentalHealthAtWork: What Can *I* Do?," and visit the CDE website to learn more about what YOU can do. https://bit.ly/3IgatAC
- Check out @CDETweets' new PSA, "Mental Health at Work: What Can *I* Do?," to learn about everyone's role in a mental health-friendly workplace and visit the CDE website to view and download the PSA, workplace guide and poster. https://bit.ly/3N7OCyV
- Watch @CDETweets' new PSA to hear from a manager, co-worker, person with a mental health condition and CEO on how everyone has a role to play to promote #MentalHealthAtWork. https://bit.ly/35VDjJz
- Find out how you can promote workplace wellbeing and promote a mental health-friendly work environment in @CDETweets' new PSA, "#MentalHealthAtWork: What Can *I* Do?" https://bit.ly/35VDjJz

Sample LinkedIn Posts

- The Campaign for Disability Employment has released a new PSA, "Mental Health at Work: What Can *I* Do?," about the importance of a mental health-friendly workplace and the role we all have to play in promoting one. Check out the PSA and visit the CDE website to download the workplace guide and posters. https://bit.ly/3u5gwTx

- Everyone has a role to play in promoting a mental health-friendly workplace. What's yours? The Campaign for Disability Employment has a new PSA, "Mental Health at Work: What Can *I* Do?," about the importance of a mental health-friendly workplace. https://bit.ly/3u5gwTx
- Mental health-friendly workplaces are more important than ever, and we all have a role to play in promoting them. Learn more by checking out the Campaign for Disability Employment's new PSA, "Mental Health at Work: What Can *I* Do?," and visit the CDE website to download the workplace guide and posters. https://bit.ly/3N7OCyV

Sample Instagram Posts:

To share our Instagram content, please visit the CDE's Instagram page to view and share our "Mental Health at Work: What Can *I* Do?" content series, including posts and stories: instagram.com/cde_gram

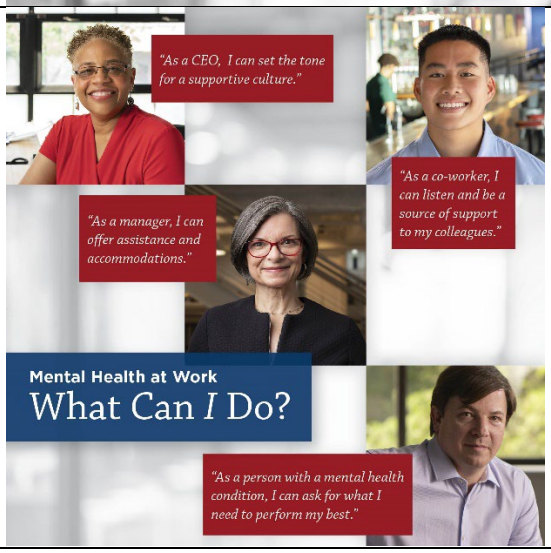
You can also use these sample posts and graphics to promote the PSA:

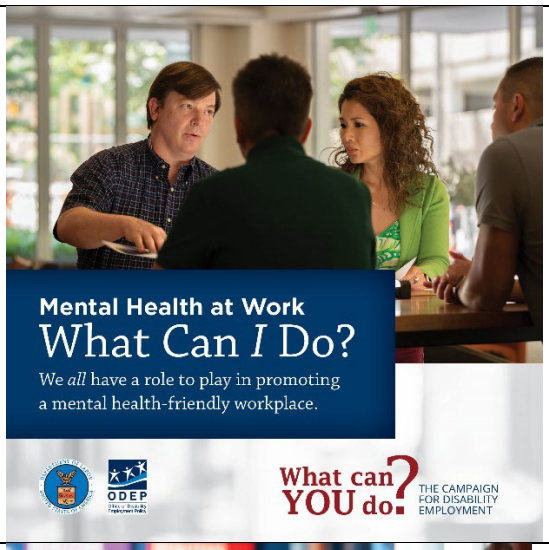
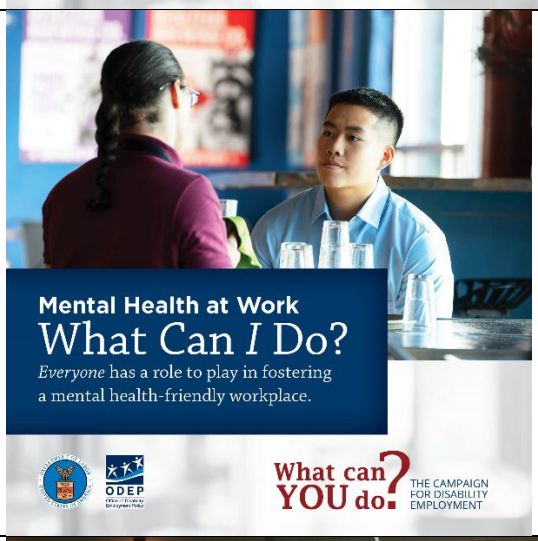
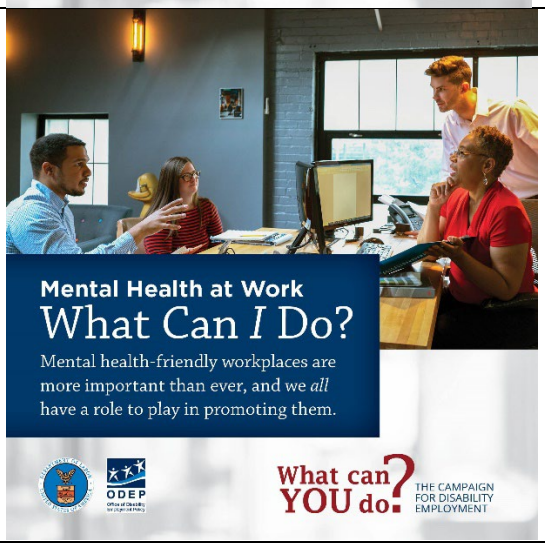
- We all have a role to play in promoting a mental health-friendly workplace. Watch @cde_gram's new PSA, "Mental Health at Work: What Can *I* Do?," and visit the CDE website to learn more about what YOU can do. #MentalHealthAtWork
- What role do you play when it comes to mental health in the workplace? Learn more by checking out @cde_gram's latest PSA, "Mental Health at Work: What Can *I* Do?" #MentalHealthAtWork
- Hear from a company leader, manager, co-worker and person with a mental health condition about ways we all can promote a mental health-friendly workplace in @cde_gram's new PSA, "Mental Health at Work: What Can *I* Do?" #MentalHealthAtWork
- Whether we're a company leader, manager, co-worker or someone with a mental health condition, we all have a role to play in promoting wellbeing at work. Visit @cde_gram's website to view and download a new PSA about #MentalHealthAtWork, a workplace guide and poster.

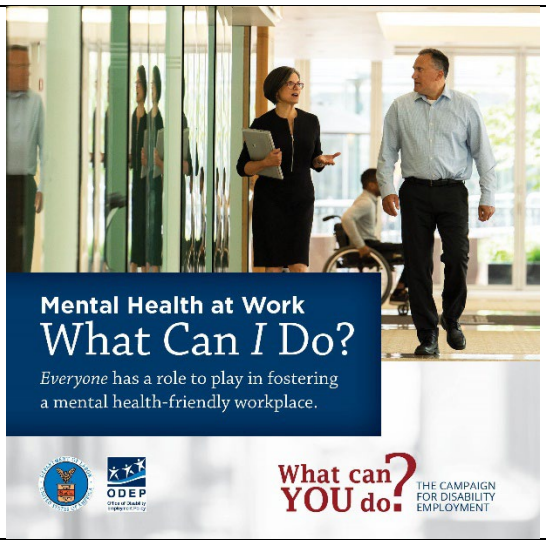
Social Media Graphics

Please use these social media graphics to promote CDE's "Mental Health at Work: What Can *I* Do?" PSA on your social media channels. For accessibility purposes, please remember to either provide alternative text or image descriptions when you post them.

Facebook/Twitter	

Facebook/Twitter	
Facebook/Twitter	
Facebook/Twitter	
Instagram	

Instagram	
Instagram	
Instagram	

Instagram	

Outreach Language:

Sample News Brief:

Campaign for Disability Employment Launches Workplace Mental Health PSA

National Campaign Explores the Roles We All Play in Promoting Workplace Wellbeing

The Campaign for Disability Employment has launched its latest public education campaign. Built around a public service announcement (PSA) called "Mental Health at Work: What Can *I* Do?," the campaign explores the roles we all can play in promoting a mental-health friendly workplace culture.

The PSA's four cast members include a real CEO, manager, co-worker and person with a mental health condition. All of them discuss what they can do to promote workplace wellbeing, from setting the tone for a supportive workplace; to providing and requesting assistance and accommodations; to being a source of support to peers and colleagues. Their experiences remind us that we *all* benefit from flexible, supportive workplaces that promote good mental health.

Funded by the U.S. Department of Labor's Office of Disability Employment Policy, the CDE is a collaborative of several disability and business organizations that showcases supportive workplaces for all workers. "Mental Health at Work: What Can *I* Do?" is the campaign's fifth in a series of PSAs, each of which has a suite of accompanying materials, such as posters, behind-the-scenes videos and companion guides. The CDE also offers badges that organizations can display on their own websites and blogs to show support for the campaign.

Learn more by visiting WhatCanYouDoCampaign.org.

Videos & Other Links:

- **PSA Download Center**: Find links to MP4s of "Mental Health at Work: What Can I Do?" in various lengths and accessible formats (including Spanish, captioned and audio-introduced) in the CDE's PSA Download Center.
- **"Mental Health at Work: What Can I Do?" landing page:** The campaign's website features links to the PSA, as well as a suite of complementary materials.
- **"Mental Health at Work: What Can I Do?" Poster:** The PSA's complimentary poster can be downloaded or ordered by mail.
- **Meet the Cast:** Watch behind-the-scenes interviews with the PSA cast members and view their' photos and bios on the Meet the Cast page.
- **Perspectives on Workplace Wellbeing—Meet the Cast Video:** Watch "Perspectives on Workplace Wellbeing" the long form video featuring the "Mental Health at Work: What Can I Do?" PSA cast.
- **Spanish PSA:** Watch "Mental Health at Work: What Can I Do?" in Spanish with Spanish open captions and download the Spanish language poster.
- **Mental Health Resources:** Find free workplace mental health resources and download "Mental Health at Work: What Can I Do?: A Workplace Guide."