



**Blue Cross Behavioral Health<sup>SM</sup>**  
**MARKETING PLANNER FOR EMPLOYERS**

A guide to help direct your employees to resources for mental health and substance use concerns.





Mental health and substance use disorder conditions are at an all-time high. Your health plan includes behavioral health benefits and resources to help your employees address these concerns.

In this planner, you have everything you need to promote and market available mental health and substance use disorder benefits and resources to your employees. Along with this shareable content, you'll also find a custom campaign planner to aid with launching your campaign, and a guide to assist you in directing your employees to the care they need.

Begin sharing these materials with your employees immediately. If you need additional assistance or have questions about this toolkit, please reach out to your Blue Cross account manager or agent.

## KEY INSIGHTS\*

- 1** Mental health and substance use conditions can affect all ages, sexes, races and income levels. While everyone may not be experiencing a concern, many have friends or family who are and can help those who need to seek care.
- 2** Stigma related to mental health and substance use conditions can suppress the awareness of these conditions and is a reason some don't seek care.
- 3** Many people delay seeking care because they find it difficult to get care. They may wait until they can't handle it anymore on their own or they experience a triggering event.
- 4** The most common barriers to getting care are finding the right provider, understanding coverage and benefits and cost.
- 5** When seeking care, many start with their primary care provider. Those without a PCP are less likely to get care.



Download the *Conversations with employees on mental health and substance use* guide from the Behavioral Health toolkit for tips on talking to your employees about mental health or substance use concerns and directing them to the care they need.

\* Blue Cross Blue Shield of Michigan research study conducted by Gongos in December 2020

# EMAIL

FILE TYPES: MSG/.OFT, .EMLTPL, .HTML

# NEWSLETTERS

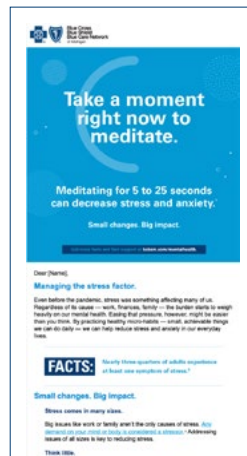
FILE TYPES: .PDF | DIMENSIONS: 8.5 x 11

1



Behavioral Health Awareness: Talking about mental health

2



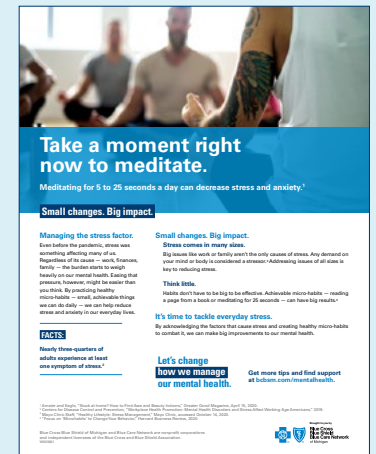
Behavioral Health Tips: Meditation

1



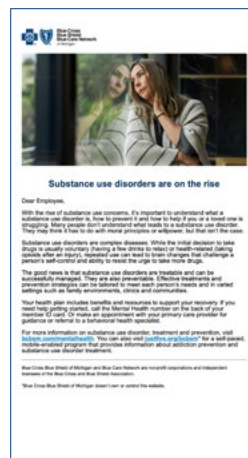
Behavioral Health Awareness: Talking about mental health

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Behavioral Health Tips: Meditation

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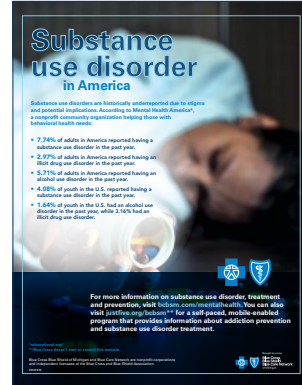
Behavioral Health Awareness: Substance Use Disorder

# POSTERS

FILE TYPES: .PDF | DIMENSIONS: 8.5 x 11 or 11 x 14



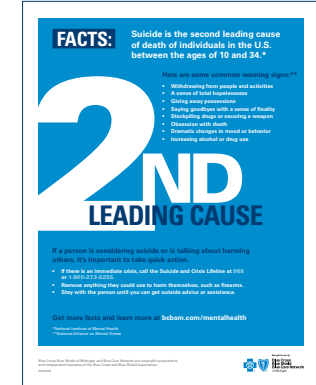
Behavioral Health Awareness: Talking about mental health



Behavioral Health Awareness: Substance use disorder



Behavioral Health Awareness: Dealing with a crisis



Behavioral Health Awareness: Suicide prevention



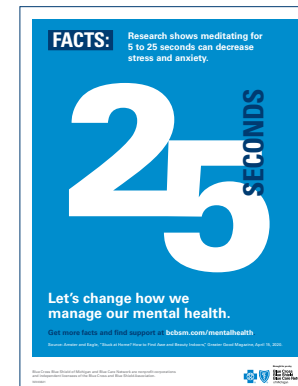
Behavioral Health Awareness: Stigma



Behavioral Health Tips: Dealing with loneliness



Behavioral Health Tips: Micro-habits to alleviate stress



Behavioral Health Tips: Meditation



Behavioral Health Tips: Caregiver health

# FLYERS

FILE TYPES: .PDF | DIMENSIONS: 8.5 x 11

**Substance use disorder in America**

Substance use disorders are increasingly underreported due to stigma and prescription medications. According to Mental Health Awareness, a nonprofit community organization helping those with behavioral health needs:

- 7.2% of adults in America reported having a substance use disorder in the past year.
- 2.7% of adults in America reported having an alcohol use disorder in the past year.
- 5.2% of youth in the U.S. reported having a substance use disorder in the past year.
- 4.0% of youth in the U.S. had an alcohol use disorder in the past year, while 1.6% had an alcohol use disorder.

For more information on substance use disorder, treatment and prevention, visit [bcbsm.com/mentalhealth](http://bcbsm.com/mentalhealth) or call 1-800-368-6777. For a self-paced, mobile-enabled program that provides information about addiction prevention and substance use disorder treatment.

Behavioral Health Awareness: Substance use disorder

**FACTS:** Suicide is the second leading cause of death of individuals in the U.S. between the ages of 10 and 34.<sup>1</sup>

**2ND LEADING CAUSE**

There are many warning signs, including signs such as:

- Withdrawal from people and activities
- A sense of hopelessness
- Giving away possessions
- Writing goodbye letters or a letter of apology
- Searching for ways to harm oneself
- Changes in sleeping or eating behavior
- Increased use of alcohol or drugs

**It's important to know the warning signs.**

**It's important to talk to others.**

**Some warning signs include:**

- Feeling hopeless
- Feeling like a burden
- Feeling like life isn't worth living
- Feeling like death would be better
- Feeling like you're a burden to others
- Feeling like you're a burden to others
- Feeling like you're a burden to others

Get more facts and learn more at [bcbsm.com/mentalhealth](http://bcbsm.com/mentalhealth)

Behavioral Health Awareness: Suicide prevention

**Know the signs of a crisis.**

**Most mental and substance use disorder symptoms:**

- Feeling hopeless
- Feeling like a burden
- Feeling like life isn't worth living
- Feeling like you're a burden to others
- Feeling like you're a burden to others
- Feeling like you're a burden to others

**It's important to know the warning signs.**

**It's important to talk to others.**

**Some warning signs include:**

- Feeling hopeless
- Feeling like a burden
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- Feeling like you're a burden to others
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Behavioral Health Awareness: Dealing with a crisis

**Help in times of crisis.**

People with mental health conditions often don't receive the appropriate support when experiencing a crisis. Here's how to find people to rely on and how to get help when you need it.

**Crisis care options:**

- 24-hour crisis line:** A crisis line is a phone number you can call 24 hours a day for help. Some crisis lines offer text messaging or video chat options.
- Mobile crisis team:** A mobile crisis team is a group of professionals who can provide support and help with crisis situations. They can be reached by phone or in person.
- Emergency room:** If you're in a crisis situation and need immediate help, you can go to the emergency room. They can provide medical care and help with crisis situations.

Get more tips and learn more at [bcbsm.com/mentalhealth](http://bcbsm.com/mentalhealth)

Behavioral Health Tips: Crisis care options

**5 tips to fight loneliness.**

**Loneliness and isolation:** Loneliness is a feeling of being alone and isolated. It can be a result of social isolation, which is a lack of contact with other people. Loneliness can lead to mental health problems and physical health problems.

**5 tips to fight loneliness:**

1. **Reach out to others:** Try to reach out to others and let them know you're struggling. This can be done through text, phone, or in person.
2. **Join a group:** Join a group or club that interests you. This can help you meet new people and build a support network.
3. **Volunteer:** Volunteering can help you meet new people and build a sense of purpose.
4. **Take care of yourself:** Taking care of yourself can help you feel better and more confident. This includes eating well, exercising, and getting enough sleep.
5. **Seek professional help:** If you're struggling with loneliness, you may want to seek professional help. A therapist can help you understand why you're feeling lonely and provide strategies to help you feel better.

Get more tips and learn more at [bcbsm.com/mentalhealth](http://bcbsm.com/mentalhealth)

Behavioral Health Tips: Dealing with Loneliness

**Caregiver health**

**The best care starts with self-care.**

**As a caregiver, you:**

- Take care of yourself
- Take care of others
- Take care of yourself
- Take care of others
- Take care of yourself
- Take care of others

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Behavioral Health Tips: Caregiver health

**Behavioral health care options**

Your health plan gives you access to a variety of behavioral health care options. Options include in-person treatment, virtual care, and more.

Service	Description	How to use it	How to access it
<b>IN-PERSON CARE</b>			
Therapy	Individual, group, or family therapy with a licensed therapist.	Call your provider or visit a community mental health center.	Call your provider or visit a community mental health center.
Medication management	Regular visits with a psychiatrist or other mental health professional to manage your medication.	Call your provider or visit a community mental health center.	Call your provider or visit a community mental health center.
Support groups	Groups of people who share similar experiences and provide mutual support.	Call your provider or visit a community mental health center.	Call your provider or visit a community mental health center.
<b>VIRTUAL CARE</b>			
Teletherapy	Individual, group, or family therapy via video chat.	Call your provider or visit a community mental health center.	Call your provider or visit a community mental health center.
Virtual care	Virtual care services, including teletherapy, virtual support groups, and virtual medication management.	Call your provider or visit a community mental health center.	Call your provider or visit a community mental health center.

Get more tips and learn more at [bcbsm.com/mentalhealth](http://bcbsm.com/mentalhealth)

Behavioral Health Tips: Care options (for members under 65)

**Behavioral health care options**

Your health plan gives you access to a variety of behavioral health care options. Options include in-person treatment, virtual care, and more.

With your **Blue Cross Blue Shield of Michigan** or **Blue Cross Network** health plan, you have access to a variety of care options and resources to treat mental health and substance use disorder symptoms. Options include virtual care, in-person treatment, teletherapy, and more.

Get more tips and learn more at [bcbsm.com/mentalhealth](http://bcbsm.com/mentalhealth)

Behavioral Health Tips: Care options (for members over 65)

**AbleTo can help.**

AbleTo is a virtual behavioral health provider connected with your health plan that offers convenient and confidential care for stress, anxiety, depression, and more. AbleTo includes access to over 2,000 licensed therapists nationwide.

**AbleTo providers offer:**

- 24/7 access to licensed behavioral health professionals
- Personalized care for stress, anxiety, or depression
- Weekly care with 15-minute sessions

**AbleTo services:**

- Available to members 18 and older
- Subject to your health plan's behavioral health out-of-pocket costs
- Offer digital tools and resources to support you between sessions

Get more tips and learn more at [bcbsm.com/mentalhealth](http://bcbsm.com/mentalhealth)

Behavioral Health Tips: AbleTo

# DIGITAL IMAGES

FILE TYPES: .JPG | DIMENSIONS: 1920 x 1080



*Behavioral Health Awareness:  
Dealing with a crisis*



*Behavioral Health Awareness:  
Suicide prevention*



*Behavioral Health Tips:  
Dealing with loneliness*





# CAMPAIGN PLANNER

The campaign timeline and rollout below is just an example of how you can effectively communicate the Blue Cross Behavioral Health content with your employees. Feel free to disseminate these materials as you see fit, although we encourage a multi-faceted approach for the best member experience.

	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
Email Template 1									
Newsletter Template 1									
Email Template 2									
Newsletter Template 2									
Email Template 3									
Posters									
Flyers									
Digital images									



Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan



Download your Behavioral Health toolkit today at [bcbsm.com/engage](https://bcbsm.com/engage).

Contact your sales account manager or agent if you have questions.

**READY  
TO HELP**



Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.