



**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.

We're *here* to help.



Mental health and substance use 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



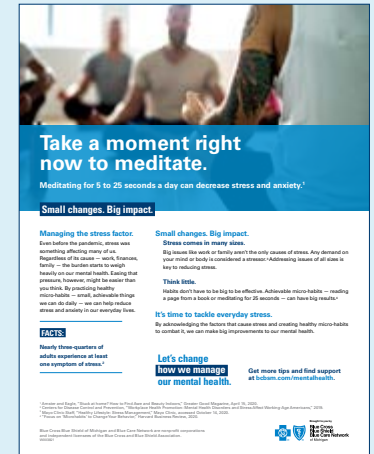
Behavioral Health Awareness: Substance Use Disorder

1



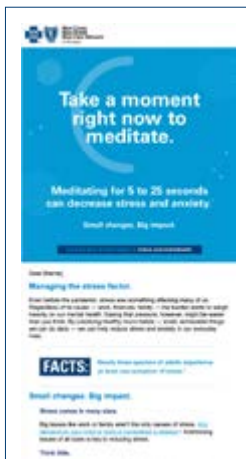
Behavioral Health Awareness: Talking about mental health

2



Behavioral Health Tips: Meditation

3



Behavioral Health Tips: Meditation

4



myStrength by Livongo®

# POSTERS

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



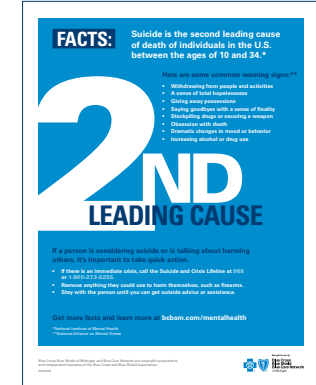
Behavioral Health Awareness: Talking about mental health



Behavioral Health Awareness: Substance use disorder



Behavioral Health Awareness: Dealing with a crisis



Behavioral Health Awareness: Suicide prevention



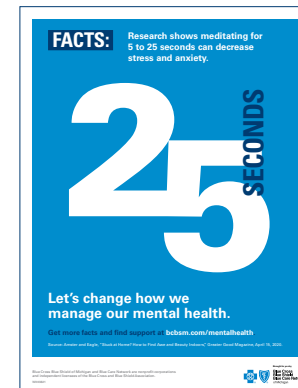
Behavioral Health Awareness: Stigma



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 poor understanding. According to the National Institute on Drug Abuse, a national community organization helping those with substance use disorders:

- 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 adults in America reported having a substance use disorder in the past year.
- 4.0% of youth in the U.S. reported having a substance use disorder in the past year.
- 5.6% of youth in the U.S. had at least one episode in the past year, while 3.4% had an alcohol use disorder.

For more information on substance use disorders, treatment and prevention, visit [www.mentalhealth.gov](http://www.mentalhealth.gov). You can also visit [online.elpi.com](http://online.elpi.com) 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.**

Warning signs of suicidal thoughts include:

- Withdrawing from people and activities
- A sense of hopelessness
- Giving away possessions
- Seeking isolation or a sense of death
- Expressing thoughts of suicide or death
- Obsessive thoughts of injury or a method to harm oneself
- Increasing use of alcohol or another substance

**2ND LEADING CAUSE**

If a person is considering suicide or is talking about harming others, it's important to take quick action.

It's important to know the warning signs.

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

**2. If a person is considering suicide or is talking about harming others, it's important to take quick action.**

Some warning signs include:

- Changes in mood
- Changes in behavior
- Changes in appearance
- Changes in eating and sleeping patterns
- Changes in social interactions
- Changes in work or school performance
- Changes in hygiene
- Changes in communication
- Changes in self-harm or suicidal thoughts
- Changes in substance use
- Changes in religious or spiritual beliefs
- Changes in thinking
- Changes in decision-making
- Changes in risk-taking
- Changes in judgment
- Changes in memory
- Changes in concentration
- Changes in attention
- Changes in focus
- Changes in motivation
- Changes in energy
- Changes in stamina
- Changes in endurance
- Changes in strength
- Changes in speed
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- Changes in precision
- Changes in detail
- Changes in organization
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- Changes in esotericisms
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Get more tips 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 disorders are treatable.

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

**2. If a person is considering suicide or is talking about harming others, it's important to take quick action.**

Some warning signs include:

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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 response after experiencing a crisis. We're here to provide crisis care options, including 24/7 crisis support.

**Crisis care options**

**Options for immediate help**

**Options to receive**

**Options to go**

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**

**FACTS: 43 percent of seniors feel lonely or isolated.**

**Loneliness and isolation are preventable.**

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.

**A caregiver's role**

**How to stay healthy**

**Tips to prevent**

**How to stay healthy**

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

Behavioral Health Tips: Caregiver health

**Help to Live Your Best Possible Life**

With myStrength by Livongo you get a personalized program to help with stress, anxiety, sleep, and much more.

**GET STARTED**

Visit [myStrength.livongo.com](http://myStrength.livongo.com) to get started.

myStrength® by Livongo

**Frequently Asked Questions for myStrength by Livongo**

**Q: What is myStrength by Livongo?**

**Q: Is this really free? How can that be?**

**Q: Do I have to download the mobile app?**

**Q: Will my information be safe?**

**Q: Can I cancel my membership?**

**Q: How do I enroll?**

Visit [myStrength.livongo.com](http://myStrength.livongo.com) to get started.

myStrength® by Livongo: FAQ

**Behavioral health care options**

Behavioral health care options include:

Behavioral Health Care Option	What it is	How to access it	How to use it
<b>Behavioral Health Assessment</b>	A comprehensive assessment of your behavioral health needs.	Available through your primary care provider or a behavioral health specialist.	Used to identify areas of concern and develop a treatment plan.
<b>Behavioral Health Counseling</b>	One-on-one sessions with a behavioral health specialist.	Available through your primary care provider or a behavioral health specialist.	Used to address specific behavioral health concerns.
<b>Behavioral Health Group Therapy</b>	Group sessions with other members who have similar concerns.	Available through your primary care provider or a behavioral health specialist.	Used to share experiences and learn from others.
<b>Behavioral Health Medication Management</b>	Management of medications used to treat behavioral health conditions.	Available through your primary care provider or a behavioral health specialist.	Used to ensure proper use and monitor side effects.
<b>Behavioral Health Telehealth</b>	Virtual sessions with a behavioral health specialist.	Available through your primary care provider or a behavioral health specialist.	Used to provide convenient access to care.

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

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<b>Behavioral Health Telehealth</b>	Virtual sessions with a behavioral health specialist.	Available through your primary care provider or a behavioral health specialist.	Used to provide convenient access to care.

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

**Feeling stressed? Overwhelmed? Exhausted? AbleTo can help.**

AbleTo is a virtual behavioral health provider connected with your health plan that offers convenient and confidential care to help you manage stress and anxiety. AbleTo includes services from a 24/7 Behavioral Health Support team.

**AbleTo providers offer:**

- 24/7 virtual behavioral health support
- Personalized care for your unique needs
- Weekly one-on-one sessions that last up to 40 minutes

**AbleTo services:**

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

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									
Email Template 4									
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.

We're *here* 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.