1. **Pre-launch email (send one week ahead of launch)**

**Subject line: Coming soon – Increasing awareness about mental health**

Mental health is an important part of your overall health. It includes your emotional, psychological and social well-being. It affects how you think, feel and act. Being mentally healthy can promote productivity and success in work, school, parenting, caregiving or other important aspects of your day-to-day life.

That’s why we’re launching an employee wellness campaign, *Increasing awareness about mental health*. By participating in this four-week campaign, you’ll learn:

* What mental health is and why it’s important
* Who’s at risk for mental health issues
* How to recognize depression and other mental health conditions
* How to promote positive mental health and well-being

*Increasing awareness about mental health* will kick off on [date]. Look for more information, coming next week.

Thank you.

1. **Kick-off email (Week 1, Monday morning)**

**Subject line: Get started – Increasing awareness about mental health**

**Attachments (3): What is mental health and why is it important?; Take charge of your mental health; Employee challenge**

You’re invited to join our month-long wellness campaign, *Increasing awareness about mental health*, which kicks off today.

This week, we’re starting the conversation about mental health with an overview of mental health and why it’s important and tips to take charge of your mental health. To learn more, read the attached handout and flyer.

You’ll also have the chance to participate in an employee challenge, “Make your mental health a priority.” Starting today, this challenge is a four-week program that invites you to put the new information and skills you’re learning about mental health into action. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.]

You can make a difference in your own mental health and the health of others. Keep an eye out for more educational materials about mental health, coming next week.

Thank you.

1. **Week 2 email (Monday morning)**

**Subject line: Week 2 – Increasing awareness about mental health**

**Attachments (3): Support for those who are most vulnerable; Adolescent mental health and the COVID-19 pandemic; Adolescent mental health and technology**

Welcome to the second week of our month-long wellness campaign, *Increasing awareness about mental health*.

This week, we’re looking deeper into who is most at risk for mental illness. If you’re a parent, you’ll especially be interested in reading more about two common sources of poor mental health among adolescents today: the COVID-19 pandemic and social media. To learn more, read the attached flyers.

If you’re participating in our four-week employee challenge, “Make your mental health a priority,” be sure you’re tracking your progress in the challenge form sent during the first week of the wellness campaign. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.]

Remember, you can make a difference in your own mental health and the health of others. Keep an eye out for more educational materials about mental health, coming next week.

Thank you.

1. **Week 3 email (Monday morning)**

**Subject line: Week 3 – Increasing awareness about mental health**

**Attachments (3): Common warning signs and symptoms of mental illness; Depression – more than just “the blues”; Mental health services**

Welcome to the third week of our month-long wellness campaign, *Increasing awareness about mental health*.

This week, we’ll review how to recognize depression and other mental health conditions and how to navigate support and resources that are right for you. To learn more, read the attached handouts and flyer.

If you’re participating in our four-week employee challenge, “Make your mental health a priority,” be sure you’re tracking your progress in the challenge form sent during the first week of the wellness campaign. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.]

Remember, you can make a difference in your own mental health and the health of others. Keep an eye out for more educational materials about mental health, coming next week.

Thank you.

1. **Week 4 email (Monday morning)**

**Subject line: Week 4 – Increasing awareness about mental health**

**Attachments (2): Help for troubled co-workers; Promoting positive mental health and well-being**

Welcome to the fourth and final week of our month-long wellness campaign, *Increasing awareness about mental health*.

This week, we’ll end our wellness campaign with how to promote positive mental health and well-being among yourself and others, including your co-workers. To learn more, read the attached handout and flyer.

If you’re participating in our four-week employee challenge, “Make your mental health a priority,” be sure you’re tracking your progress in the challenge form sent during the first week of the wellness campaign. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.] At the end of the week, please turn in your completed employee challenge form to [name]. Finish strong!

Thank you for participating in *Increasing awareness about mental health*. Remember, you can make a difference in your own mental health and the health of others.

1. **Week 4 (optional)**

**Subject line: Are you up for the challenge? – Increasing awareness about mental health**

**Attachments (1): Organizational challenge**

One of the major goals of our month-long employee wellness campaign, *Increasing awareness about mental health*, is to reduce the stigma associated with mental health. Learning more and talking openly about mental health issues can help yourself and others better understand existing mental health issues and can even prevent sometimes dangerous complications linked to mental illnesses.

As an organization we want to do our part to spread accurate and reliable information about mental health. This week, we challenge you to spread the word about mental health by sharing the handouts and flyers provided during this campaign with as many others as possible. This could be a family member, friend, neighbor or anyone in your community.

Together, we can get the conversation started about mental health. See the attachment for information about how you can help.

Thank you.

1. **Follow up email (use week after campaign end)**

**Subject line: We want your feedback – Increasing awareness about mental health**

**Attachments (1): Employee evaluation**

Thank you for participating in our month-long wellness campaign, *Increasing awareness about mental health*.

Please take a few moments to complete the brief survey, attached, to tell us your thoughts about the campaign. Your opinion is very important to us.