



Some Ideas and Talking Points for Rolling Out EAP Services

1. Make it personal.

- a. The more this comes from upper leadership/ownership the better!
- b. The more you can frame this as tied to company values the better!
- c. The more you can tie this to the challenges any recent challenges the better (your responsiveness to growing mental health challenges in your industry, on your island, Covid, wildfires, etc.).

2. Reassure **CONFIDENTIALITY**.

- a. Your employer values your privacy.
- b. Your EAP would never release any information about you or what you talked about unless you wanted them to and signed your permission.
- c. The only thing EAP shares is non-identifiable data (like the number of people who come in, the gender and island of people who use the services).
- d. The EAP doesn't diagnose you, and it's not part of your healthcare record.

3. Reassure it's **FREE**.

- a. Your employer provides this as a benefit, you don't pay anything, there's no copay.
- b. We're giving you this because we care about you, your ohana, and all those issues that impact your life and your work.
- c. You can use the benefit, and you can share the benefit with ohana who live with you.

4. Reassure it's **LOCAL** and that you **TRUST** the EAP.

- a. You now have (free!) access to LOCAL counseling (78 counselors across the Hawaiian islands [+ counselors available to our employees in X/Y/Z]), local eldercare support, local mediation, and help for financial challenges, legal issues, and identity theft.
- b. The counseling benefit is for [X number of] free sessions with a local counselor, a short-term, solution-focused approach to helping resolve issues or finding ongoing support. Face-to-face as well as Telehealth (video or phone) counseling is available to you and the family members who live with you.
- c. Employee Assistance of the Pacific is Hawaii's largest EAP, they know our company and our workers and local issues, we trust them, and we encourage you to take advantage of this new resource (starting on this date) because we care about you!