



# Mental health is everyone's business. Let's take care of it.

**With Canadians spending more waking hours at work** than anywhere else, the workplace plays a significant role in our quality of life and greatly influences overall health and wellness.

Having a mentally healthy workforce is good for business – it can enhance performance and lower costs associated with disability, absenteeism and presenteeism.

## The facts speak volumes: we need change.

Work can contribute to and enhance mental health, but it can also negatively affect it. Poor mental health and mental illness can be costly to an organization and to the broader economy.

**44% of workers** say they have or have had mental health issues or mental illness.

If we include families and caregivers, **mental health problems and illnesses impact almost everyone** in some way.

**500,000 Canadians** will miss work this week due to mental health issues or illness.

**At least \$50 billion** is the annual economic cost of mental illness in Canada.

While 82% of senior executives stated that their company promotes a mentally healthy work environment, **only 30% of employees believe** this is the case.

## Stigma and lack of understanding are part of the problem.

**Only 1/3** of those facing mental health challenges access help.

**Only 23% would talk** about their mental illness with their employer.

## Taking a proactive approach has positive benefits.

**Up to 25% of disability costs** associated with mental health problems could be avoided by taking action.

In Australia, research found an **average positive ROI of 2.3 dollars** for every dollar invested in workplace mental health initiatives.

Start driving positive change in your workplace with *Not Myself Today*®.

Visit [notmyselftoday.ca](http://notmyselftoday.ca)

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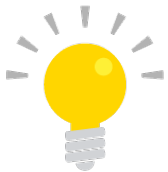
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# Helping employers build healthier workplaces.

**To address mental health problems in the workplace** and to create work environments that promote mental health and wellness, employers need proven, practical solutions.

**Not Myself Today** is an evidence-informed solution – offered by Partners for Mental Health – that helps employers transform mental health at work.

This workplace mental health initiative helps companies engage their broader workforce to:



**1 Build greater awareness and understanding of mental health and mental illness**



**2 Reduce stigma**



**3 Foster safe and supportive work cultures**

*Not Myself Today* is based on a shared insight – the feeling of not being oneself – that connects people to the topic of mental health and helps build empathy for those who may be facing challenges.

Participating companies and organizations receive a toolkit (physical and digital) containing hands-on activities, tools and resources, as well as ongoing support to engage their workforce around this critical issue throughout the year.

***Not Myself Today* helps employers work towards the National Standard for Psychological Health and Safety in the Workplace.**

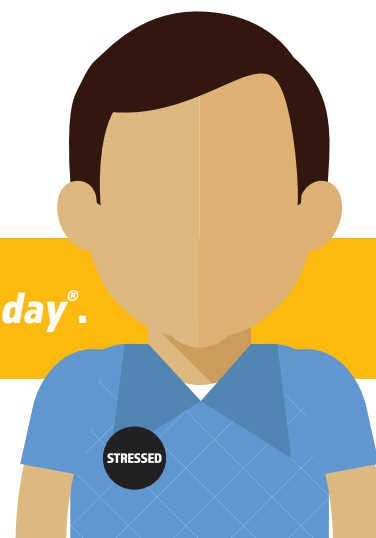
Of the 13 factors that contribute to a psychologically safe and healthy workplace, *Not Myself Today* supports the following factors:

- Psychological and social support
- Psychological protection
- Organizational culture
- Civility and respect
- Involvement and influence
- Recognition and reward

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# What do participating companies receive?

**Companies who invest\* and participate in Not Myself Today** receive employee engagement activities, tools and resources (physical and digital) that are proven to work in a variety of work environments. *Not Myself Today* is evaluated annually and new features are introduced every year.

## The Toolkit

Receive a physical and digital toolkit that offers different plans, activities, tools and resources to engage your workforce during key time periods or throughout the year:

- **Planning** – includes different plan options, implementation guides and orientation support
- **Kick-off** – includes customizable communications, PowerPoints, short videos and more
- **Awareness-building materials** – includes posters, postcards, web banners, infographics and more
- **Engagement** – provides six different engagement activities, tools and resources and learning opportunities (e.g. short webinar videos) focused on: **1)** building greater awareness and understanding of mental health and mental illness, **2)** reducing stigma, and **3)** fostering safe and supportive work cultures.

We provide a **People Manager's Guide** that offers additional guidance, resources and tools to anyone within the organization that manages or supervises people.

Participating companies also receive access to a members-only online portal at **notmyselftoday.ca** to access all toolkit materials, resources and support.



2016 Toolkit

## Planning and Evaluation

Leverage planning and evaluation tools by an independent research team at the Propel Centre for Population Health Impact (University of Waterloo) to gather insights and perspective on mental health in your organization's workplace environment, and assess the impact from *Not Myself Today*.

## National Recognition

Be recognized as an innovative leader in a full-page ad in the *Globe & Mail* during Mental Health Week in May 2017 and on **notmyselftoday.ca** throughout the year.

*\* All funds generated by Not Myself Today directly support the work of Partners for Mental Health and the development, execution and evaluation of the initiative.*

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# Join the movement. Join the companies taking action.

So far, more than 320 companies and organizations (and a quarter of a million employees), of every size/sector have brought Not Myself Today to their workplace.

## 2016 Not Myself Today Participants

And the list continues to grow.

**Join the MOVEMENT**

Be one of the companies that puts mental health at the top of their agenda.

**FOUNDING SPONSORS**

Landbeck, Scotiabank, nexen, CN, PennWest, COGECO, Northbridge, Indigo, ONEX.

**2016 NOT MYSELF TODAY PARTICIPANTS**

ABELL PEST CONTROL INC., ACCENTURE, AGRI-CORP, AGS REHAB SOLUTIONS INC., ALBERTA GAMING & LIQUOR COMMISSION, ALBERTA HEALTH SERVICES, ALBERTA LABOUR, ALBERTA SCHOOL EMPLOYEE BENEFIT PLAN, ALCOOL NB LIQUOR, ALGOMA PUBLIC HEALTH, ARCELORMITTAL DOFASCO, ARCHEALTH MANAGEMENT SOLUTIONS OF CANADA, ART & SCIENCE, ASSINIBOINE COMMUNITY COLLEGE, ASSOCIATION OF JUSTICE COUNSEL, ATB FINANCIAL, ATHABASCA UNIVERSITY, ATLANTIC CANADA OPPORTUNITIES AGENCY, ATLANTIC LOTTERY, BACK IN MOTION, BEAU'S ALL NATURAL BREWING CO., BENEFITS BY DESIGN INC. (IBDI), BEST DOCTORS CANADA INC., BIRCHCLIFF ENERGY LTD., BIRCHWOOD AUTOMOTIVE GROUP, BONA BUILDING AND MANAGEMENT COMPANY LTD., BRITISH COLUMBIA RAPID TRANSIT COMPANY LTD., BROCK CANADA, BRUCE POWER, BRUCE-GREY CATHOLIC DISTRICT SCHOOL BOARD, BULLFROG POWER, CAISSE DES JARDINS DE DRUMMONDVILLE, CALGARY HUMANE SOCIETY, CAMECO CORPORATION, CANADA BORDER SERVICES AGENCY, CANADA EMPLOYMENT & IMMIGRATION UNION, CANADA MORTGAGE AND HOUSING CORPORATION, CANADA SCHOOL OF PUBLIC SERVICE - ONTARIO REGION, CANADIAN FEDERATION OF NURSES UNIONS, CANADIAN FOOD INSPECTION AGENCY, CANADIAN FOUNDATION FOR HEALTHCARE IMPROVEMENT, CANADIAN HARD OF HEARING ASSOCIATION - NEWFOUNDLAND AND LABRADOR, CANADIAN HUMAN RIGHTS COMMISSION, CANADIAN INSTITUTES OF HEALTH RESEARCH, CANADIAN MENTAL HEALTH ASSOCIATION, CANADIAN NUCLEAR SAFETY COMMISSION, CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION, CANADIAN TIRE CORPORATION LTD., CATHOLIC DISTRICT SCHOOL BOARD OF EASTERN ONTARIO, CENTRAL ALBERTA WOMEN'S EMERGENCY SHELTER, CENTRE DE SANTÉ COMMUNAUTAIRE DE L'ESTRIE, CENTRE DE SANTÉ COMMUNAUTAIRE DE NIPISSING OUEST, CHAMPLAIN COMMUNITY CARE ACCESS CENTRE, CHARTERED PROFESSIONAL ACCOUNTANTS OF CANADA, CHATHAM-KENT PUBLIC HEALTH UNIT, CITY OF KITCHENER, CORPORATION OF THE COUNTY OF NORTHUMBERLAND, D.M. WILLS ASSOCIATES LTD., DZL CORPORATION, DAVID SUZUKI FOUNDATION, DEARBUND ONTARIO SERVICES, DEPARTMENT OF CANADIAN HERITAGE, DEPARTMENT OF FINANCE CANADA, DIAMOND SCHMITT ARCHITECTS, DYNALIFE DX, EAGLE PROFESSIONAL RESOURCES INC., ECONOMIC INSURANCE, EDMONTON COMMUNITY FOUNDATION, EDMONTON'S FOOD BANK, ELI LILLY CANADA INC., EMERA, EMPLOYEE ASSISTANCE SERVICES OF HEALTH CANADA, ENBRIDGE INC., ENVIRONICS ANALYTICS, EQUITABLE BANK, ERIE ST. CLAIR LHIN, EXCELLENCE CANADA, FEDERAL ECONOMIC DEVELOPMENT AGENCY, FOR SOUTHERN ONTARIO, FOOD BANKS CANADA, FREE THE CHILDREN / ENFANTS, ENTRAIDE & ME TO WE, GE CANADA, GENERAL DYNAMICS MISSION SYSTEMS - CANADA, GOLDCORP, GREAT WEST LIFE / LONDON LIFE / CANADA LIFE, GREEN SHIELD CANADA, HEALTHCARE INSURANCE RECIPROCAL OF CANADA, IMT STANDEN'S LIMITED PARTNERSHIP, INDIGENOUS AND NORTHERN AFFAIRS, INDIGENOUS AND NORTHERN AFFAIRS, SASKATCHEWAN REGION, INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT CANADA, IPSOS CANADA, KEOWATIN PATRICIA DISTRICT SCHOOL BOARD, KPMG, LANARK COUNTY DEPARTMENT OF SOCIAL SERVICES, LCBO, MAGNA INTERNATIONAL INC., MANULIFE FINANCIAL, MCINNIS COOPER, MEDAVIE BLUE CROSS, METHANEX CORPORATION, MHI CANADA AEROSPACE, INC., MILLS COMMUNITY SUPPORT, MILTON COMMUNITY RESOURCE CENTRE, MITUTOYO CANADA INC., MOUNT PLEASANT GROUP, MOUNTAIN EQUIPMENT CO-OP, MUNICIPAL WORLD - CANADA'S MUNICIPAL MAGAZINE, MUSKOKA ALGONQUIN HEALTHCARE, NAL RESOURCES MANAGEMENT LIMITED, NATIONAL LEASING, NATRA CHOCOLATE AMERICA, NAW CANADA, NB POWER, NESTLE PURINA PETCARE CANADA, NEXCOM, NORTHERN LIGHTS COLLEGE, NORTHWEST REGION CHILD & FAMILY SERVICES, NORTON ROSE FULBRIGHT, NOVA SCOTIA DEPARTMENT OF LABOUR & ADVANCED EDUCATION, NOVA SCOTIA HEARING AND SPEECH CENTRES, OFFICE OF WORKFORCE INITIATIVES, HEALTHY ENVIRONMENTS AND CONSUMER SAFETY BRANCH, ONTARIO HOSPITAL ASSOCIATION, ONTARIO MEDICAL ASSOCIATION, ONTARIO PROVINCIAL POLICE, ONTARIO PUBLIC SERVICE EMPLOYEES UNION, OXFORD PROPERTIES GROUP, PCL CONSTRUCTION, PENGROWTH ENERGY CORPORATION, PGI, PINE CREEK SCHOOL DIVISION, POLYTAINERS, POSABILITIES ASSOCIATION OF BC, PRAIRIESKY ROYALTY LTD., PROVIDENCE HEALTH CARE, PUBLIC INC., ROGERS INSURANCE LTD., ROYAL CANADIAN MINT, RUSSELL FOOD EQUIPMENT, SARNIA-LAMBTON WORKFORCE DEVELOPMENT BOARD, SARNIA-LAMBTON REBOUND, SCHNEIDER ELECTRIC SYSTEMS CANADA, SICKKIDS FOUNDATION, SLEEP COUNTRY CANADA, ST. ANDREW'S COLLEGE, ST. THOMAS UNIVERSITY, STATUS OF WOMEN CANADA, STEWART MCKELVEY, SUN LIFE FINANCIAL, SUNNYSBROOK FOUNDATION, SUSTAINABLE DEVELOPMENT TECHNOLOGY CANADA, THE BRITISH COLUMBIA SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (BC SPCA), THE CALGARY FOUNDATION, THE NB ASSOCIATION OF NURSING HOMES, THE TERRY FOX FOUNDATION, THE UNIVERSITY OF BRITISH COLUMBIA, THOMSON REUTERS CANADA, TIMMINS FAMILY COUNSELLING CENTRE INC., TIRE FACILITY SOLUTIONS INC., TORONTO HYDRO-ELECTRIC SYSTEM LIMITED, TOWN OF OKOTOKS, TOWNSHIP OF MAPLETON, TREASURY BOARD OF CANADA SECRETARIAT, UNICEF CANADA, UNITED COUNTIES OF LEEDS AND GRENVILLE, UNITED STEELWORKERS ONTARIO AND ATLANTIC CANADA, UNITED WAY OF GREATER MONCTON AND SOUTHEASTERN NEW BRUNSWICK, UNIVERSITY OF WATERLOO, V FRAAS MANUFACTURING INC., VALE CANADA LIMITED, VANCOUVER ISLAND UNIVERSITY, VETERANS AFFAIRS CANADA, VGH & UBC HOSPITAL FOUNDATION, VICTORIA FOUNDATION, WAYPOINT CENTRE FOR MENTAL HEALTH CARE, WELCH LLP, WESTERN ECONOMIC DIVERSIFICATION CANADA, WORKPLACE DIRECTORATE, WORKPLACE SAFETY & PREVENTION SERVICES, XPLORNET COMMUNICATIONS INC.

Thank you to these companies and organizations that support their employees by supporting their mental health in the workplace.

partnersformentalhealth, NOTMYSELFTODAY, NOTMYSELFTODAY.CA

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## Drive positive change in your workplace.

**The *Not Myself Today* initiative has generated positive results among participating companies.**

**97%** reported positive response from employees

**100%** agreed that it increased employee awareness and understanding of mental health/illness

**97%** agreed that it prompted conversation and dialogue about mental health in workplace

**94%** agreed it increased employee awareness of available mental health resources

**85%** agreed it helped to create a more supportive work environment

We have also seen favourable behaviour changes (or intentions) post campaign, with participating employees being more likely to:

- Pay more attention to their own mental health and well-being
- Support a loved one/friend/colleague living with a mental health problem
- Challenge negative stereotypes and attitudes
- Support fundraising or volunteer to support mental health

*Source: 2014 independent evaluation conducted by the Propel Centre for Population Health Impact (University of Waterloo)*

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## What are participating companies saying?

### ATB Financial®

“ We have been participating in Not Myself Today for four years now. We've seen changes in the way team members and leaders talk about mental health and we have been able to measure the increased use of our employee and family assistance program as evidence that people are seeking help when they need it. ”



“ This engaging and accessible campaign, supported by provided materials, gave employees the opportunity to acknowledge that mental health is a significant part of workplace health. Our CEO's blog on the Not Myself Today campaign was one of the most read internal communications. ”

### MCINNES COOPER

“ The Not Myself Today campaign has been the cornerstone of our mental health initiatives, providing an easy-to-use platform and exceptional resources for both our members and leaders. Not Myself Today has been key in changing the conversation about mental health and diminishing the stigma around mental illness at McInnes Cooper. ”



“ Our annual Not Myself Today campaign has built awareness and understanding of mental health at work. It's reinforced the importance of looking after our own mental health and given us tools for supporting those living with mental illness. The campaign has also changed reactions and fears, and empowered our employees to manage stress effectively and become advocates for a mentally healthy workplace. ”

## Who is Partners for Mental Health?

Not Myself Today is an initiative of Partners for Mental Health. Partners for Mental Health is a national charitable organization accredited by Imagine Canada, that is catalyzing a social movement to change the way people think about, act towards and support mental health and those living with mental illness (charitable registration number 845551605RR0001).

Learn more at [partnersformh.ca](http://partnersformh.ca)

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