



Mental Health Messaging During Onboarding

About

NAMI-NYC's Workplace Mental Health Initiative provides custom support to employers seeking to promote employee wellbeing and supportive mental health practices in the workplace while reducing stigma towards mental illnesses. *From Day One* is a signature initiative from the NAMI-NYC Workplace Mental Health Initiative that provides a framework for thoughtfully incorporating mental health messaging into onboarding.

The Issue

Poor mental health is impacting employee and organizational health:

- Over 20% of adults in the US experience a diagnosis of mental illness in a given year, which means the impact on the US workforce is substantial.¹
- 61% of U.S. workers reported at least one symptom of a mental health condition in 2023.²
- 86% of employers now list mental health as a top concern.³
- The World Health Organization estimates that depression and anxiety disorders alone cost the global economy \$1 trillion each year in lost productivity.⁴

Employees, more than ever, are expecting their employer to support their mental health:

- 92% of workers said that it was important to them to work for an organization that provides support for employee mental health.⁵
- 74% of American employees think it's appropriate to talk about mental health concerns at work.⁶
- 85% said that behavioral health benefits were one of the most important benefits when evaluating a new job.⁷

Onboarding is a quick, easy, low-cost initiative to promote employee mental health:

- A strong onboarding process facilitates high levels of performance, job satisfaction, and reduces staff turnover.⁸
- Employees who experience a good onboarding experience are much more likely to stay with their employer, feel more connected with the company, and feel like the company cares about them and their growth.⁹

Effective orientation sessions go beyond the basics of sharing information by:

- Demonstrating the organization cares about diverse employee well-being
- Cultivating a sense of inclusion and belonging
- Valuing effective and open communication
- Recognizing everyone can contribute to the workplace from the beginning

FROM DAY ONE



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The Solution

From Day One provides the tools to implement this initiative including:

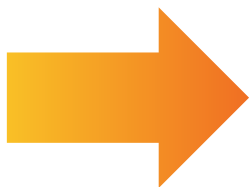
- Onboarding presentation template
- Suggested scripts
- Storytelling about mental health in the workplace
- Suggested implementation steps
- Evaluation metrics

Companies can expect their employees to:

- Be more knowledgeable about common mental health challenges and their impact on the workplace
- Retain information about companies' resources to support mental health
- Attend employee resource groups (ERGs)
- Feel the leadership's authentic support of employee mental health
- Be more comfortable accessing mental health resources provided by the workplace

All of which can lead to:

- Healthier, more productive employees
- Decreased disability and healthcare costs
- Higher retention of valued employees



Join our Workplace Mental Health Initiative, leading in best practices for employee engagement and workplace mental health. Learn more at [naminyc.org/workplace](https://www.naminyc.org/workplace).

¹ National Institute of Mental Health. (n.d.). *Mental illness*. U.S. Department of Health and Human Services, National Institutes of Health. <https://www.nimh.nih.gov/health/statistics/mental-illness>.

² Mind Share Partners. *2023 Mental Health at Work Survey*. https://www.mindsharepartners.org/_files/ugd/94aa4e_f2974ff18c934d5ba0727956d8003195.pdf.

³ Willis Towers Watson. (2022, January). *Employers pinpoint workforce mental health as one of HR's top priorities for 2022*.

<https://www.wtwco.com/en-us/news/2022/01/employers-pinpoint-workforce-mental-health-as-one-of-hrs-top-priorities-for-2022>

⁴ World Health Organization. (2017). *Depression and other common mental disorders: Global health estimates*.

<https://www.who.int/publications/i/item/depression-global-health-estimates>.

⁵ American Psychological Association. (2023). *Work in America Survey*. <https://www.apa.org/pubs/reports/work-in-america/2023-workplace-health-well-being>

⁶ National Alliance on Mental Illness. (2024). *The 2024 NAMI workplace mental health poll*.

<https://nami.org/Support-Education/Publications-Reports/Survey-Reports/The-2024-NAMI-Workplace-Mental-Health-Poll>.

⁷ McKinsey. (2020). *Mental health in the workplace: The coming revolution*.

<https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/mental-health-in-the-workplace-the-coming-revolution>.

⁸ Bauer, T.N. (2010). *Onboarding New Employees: Maximizing Success*. SHRM Foundation's Effective Practice Guidelines Series.

<https://www.shrm.org/hr-today/trends-and-forecasting/special-reports-and-expert-views/documents/onboarding-new-employees.pdf>.

⁹ Tomaskovic-Devey, D. & Orellana, R. (2022). *The Key to Retaining Young Workers? Better Onboarding*. Harvard Business Review.

<https://hbr.org/2022/05/the-key-to-retaining-young-workers-better-onboarding>.