



Transforming Mental Health at Work

Not Myself Today® Program

Introduction

What We Do

At **CMHA** we are working to keep people mentally healthy in the first place. To act before mental illness, so that it doesn't take hold. Our work is about keeping people out of crisis. It is about keeping people out of hospitals, both before mental illness can occur, and after a crisis has passed.

OUR VISION

CMHA works towards a Canada where mental health care access is a human right.

OUR MISSION

As the nationwide leader and champion for mental health, CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience, and support recovery from mental illness.

Why should you Implement Not Myself Today?

Companies that invested in mental health programs for one year saw a median ROI of \$1.62 for every dollar spent, which increased to \$2.18 for those with programs in place for three or more years

- Poor mental health costs businesses **\$1,495 per employee per year.**
- People with mental health conditions are **3x more likely to have a long-term absence** from work.
- Mentally healthy workplaces are proven to be profitable for business because it increases productivity in your staff, reduces absenteeism and reduces challenges with recruitment and retention.
- Mental illness is a leading cause of disability claims globally.

Why should you Implement Not Myself Today?

Employee expectations have changed post pandemic. Employees want more than just an EAP, or a wellness stipend. Workers expect their organization to support their holistic health and validate their thoughts and feelings. Investing in the shift to **human sustainability**, and prioritizing well-being will pay off in the short and long term!

- Employees across Canada face growing burnout and mental health challenges
- Across Canada, employees are reporting higher levels of stress, **compassion fatigue**, and **burnout**, driven by **increased workloads**, and ongoing systemic issues.
- NMT **promotes psychological safety and mental health literacy** in a way that respects diverse experiences and identities. It empowers employees to better manage mental health at work.
- Not Myself Today supports both **individual resilience and collective culture change**

Not Myself Today - Objectives

Not Myself Today is an evidence-based, proactive and inclusive mental health campaign that helps employers transform mental health at work. This workplace mental health initiative helps organizations:



Support employee
mental health and
promote self-care
effectively



Reduce stigma



Train and Equip
Managers to support their
teams



Foster safe and
supportive work cultures

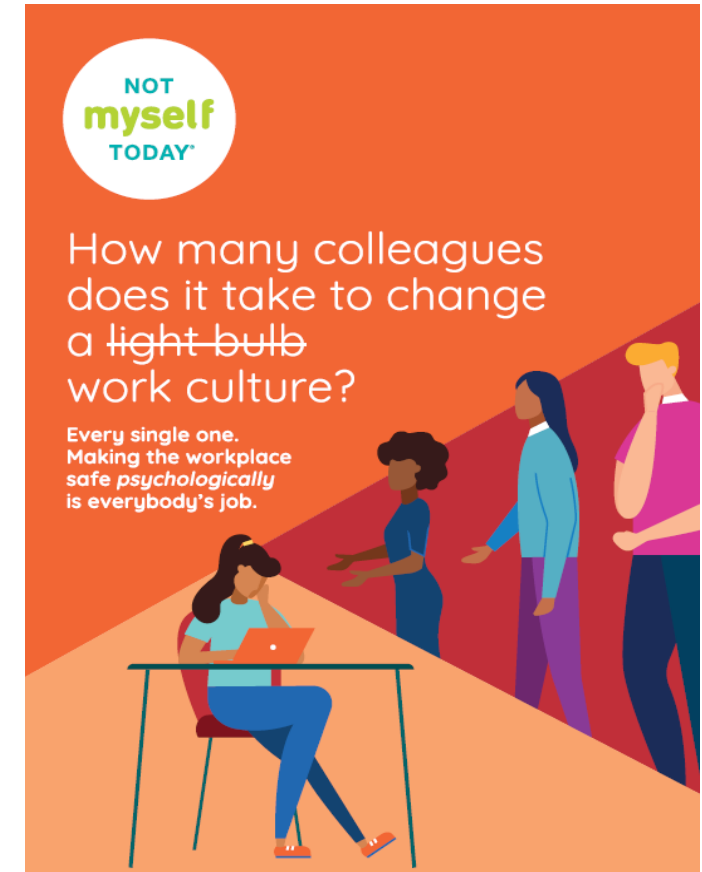
Through a comprehensive Mental Health Toolkit with attention-getting materials, turnkey activities, and resources, Not Myself Today helps to break down barriers and makes mental health engaging and accessible to all employees.

The Not Myself Today Toolkit



Canadian Mental
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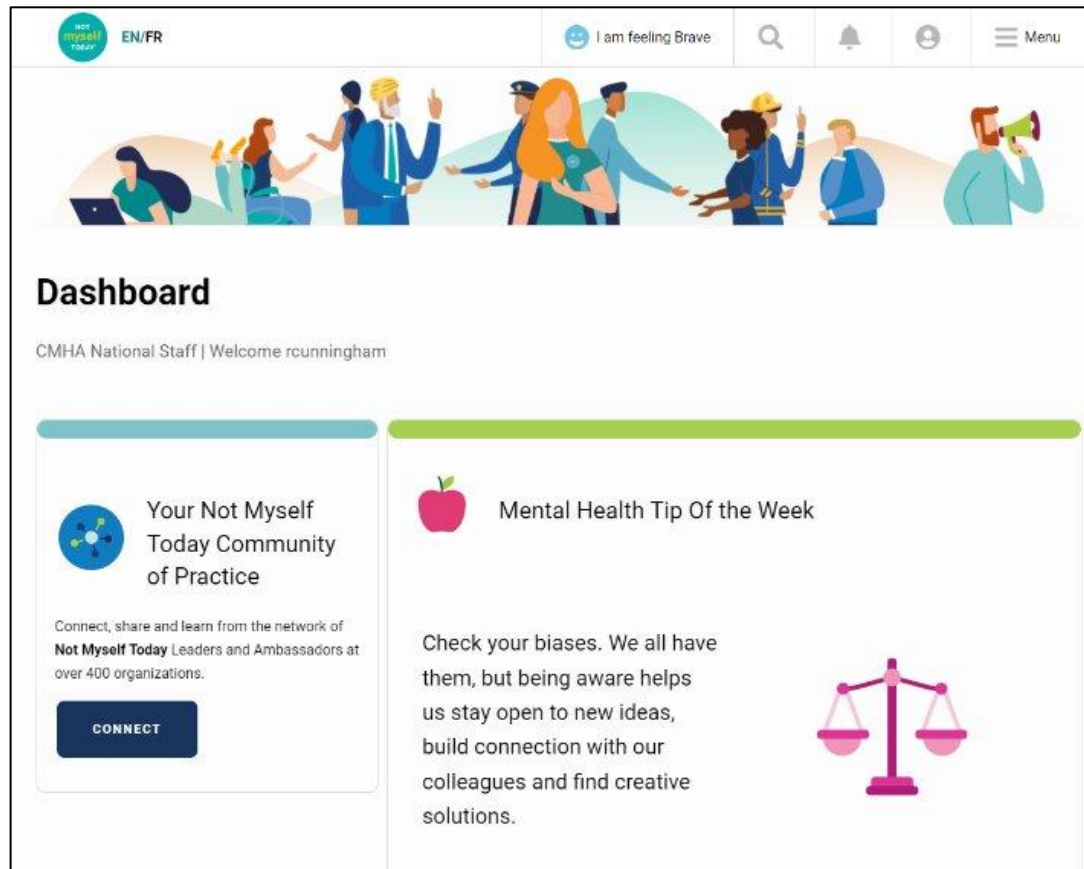
- Posters
- Pledge Signs
- Kick-off video
- Kick-off presentation
- Infographics



Find out how to be part of a supportive culture at
notmyselftoday.ca/culture



Digital Portal Walk-Through



- Planning Tools
- Communication Tools
- Webinars and Videos
- Resource sheets + Worksheets
- Activities
- Analytics
- Manager Resources
- Tips and To do actions

Five Core Learning Modules



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Modules for **Not Myself Today**:

1. Learning the Basics
2. Working with Emotions
3. Addressing Stress
4. Building Culture
5. Talking Openly

Each module contains introductory videos, awareness-building materials, webinars, engagement activities and resource sheets.

Module on Medical Cannabis is also available



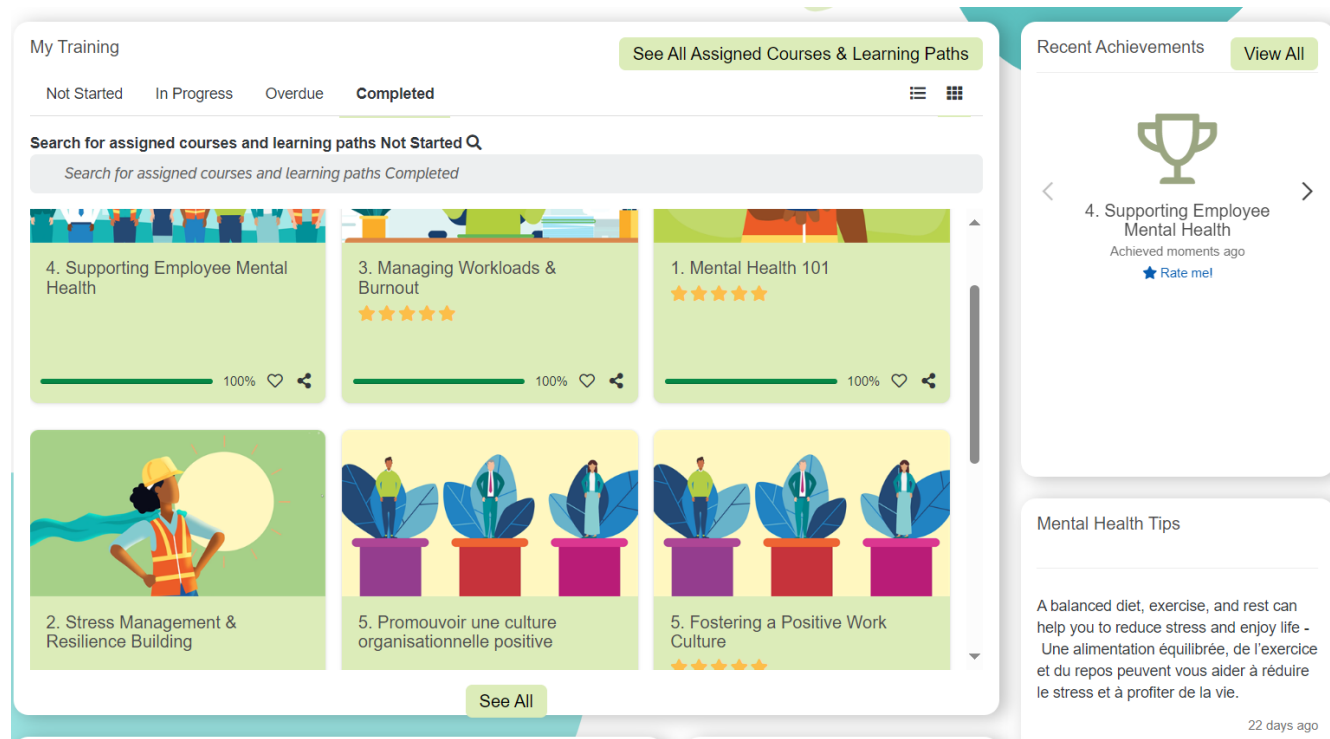
Stats on the Importance of Managers

Effective manager training is associated with many employee indicators of well-being such as:

- **A 28% reduction of work-related sick leave**
- **A 27% reduction of mental health disability duration**
- **A 20% reduction of mental health disability related costs**
- Increase in engagement and productivity
- Higher retention and attraction

Our Investment in Managers

An interactive eLearning series + resource library dedicated to Managers.



Animations
+
Expert interviews
+
Interactive video simulations
+
Knowledge check activities
+
Interactive quizzing
+
Gamification



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How does Not Myself Today add value to your existing efforts?

It takes a PROACTIVE approach towards mental health and helps you LEAD mental health conversations in the workplace, thereby bringing validation and building psychological safety for the staff.

- Offers a cost-effective year-long solution
 - Helps in reducing absenteeism
 - Supports and guides with challenges related to burnout and workload
 - Enhances employee productivity in the long term
-
- It is an INCLUSIVE and WORKPLACE focused campaign; not just individual focused
 - It is an intuitive, well planned and a user-friendly program
 - Flexible and adaptable to the culture and practices of your organization
 - Easily integrates with your existing wellness initiatives and efforts
 - Promotes mental health awareness and self-care amongst employees
 - Provides the floor for open and respectful mental health conversations
 - Increases psychological and emotional safety in the workplace
 - Builds empathy and compassion amongst individuals

Creating meaningful impact for individuals



Employees participating in **Not Myself Today** are more likely to:



Pay more attention to their mental health and wellbeing



Have a conversation with a co-worker about their mental health



Challenge negative stereotypes and attitudes



Talk to their employer if they experience a mental health issue



Access resources made available through their employer

Source: NMT 2017 independent evaluation by Propel Centre for Population Health Impact (University of Waterloo)



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What Our Clients Are Saying

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Since we started, hundreds of organizations and over **1 million employees** have joined **Not Myself Today** and invested in employee mental health.

96%

of companies agreed that Not Myself Today helped to increase employee awareness and understanding of mental health and mental illness

98%

agreed it prompted conversation and dialogue about mental health in the workplace

88%

agreed it increased employee awareness of available mental health resources

91%

agreed it helped to create a more supportive work environment

Source: NMT 2020 independent evaluation by Institute of Work and Health (University of Toronto)

Not Myself Today in Action!



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Kindness Cards

A little kindness goes a long way.
Give some today.

To: Monique Ayoung

From: Rucha Shelat

Because you:

- ☐ went above and beyond
- ☐ saved my bacon
- ☒ are a great listener
- ☐ do amazing work
- ☐ took one for the team
- ☐ made me smile today
- ☒ Made me feel better

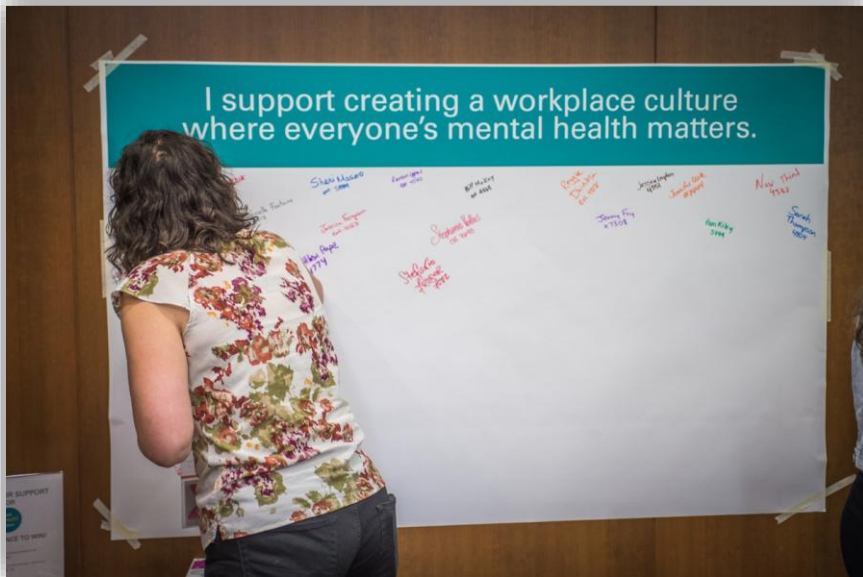
You can ask me for:

- ☐ a high five
- ☐ a pep talk
- ☐ a coffee run
- ☐ an IOU
- ☒ my best joke
- ☐ a silly selfie
- ☐



Learn why kindness matters at
notmyselftoday.ca/culture

Not Myself Today in Action!

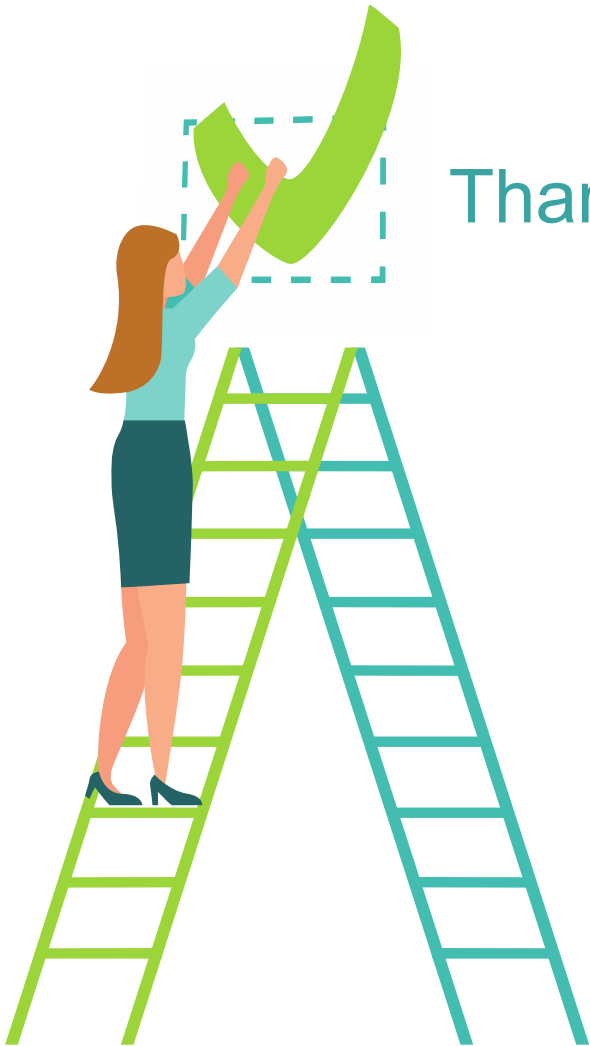


QnA Corner Board

“**Not Myself Today**® has been a vital component of our mental health awareness program providing a unique employee pro-engagement tool that cultivates meaningful conversations and deeper understanding about mental health in the workplace.”

ATCO

Dave Klatchuk
Director, Health, Safety, Environment &
Quality,
ATCO Pipelines & Liquids Global Business
Unit



Thank you for driving positive change in your workplace!

Rucha Shelat

National Account Manager

Workplace Mental Health

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