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 partnersformentalhealth
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](http://notmyselftoday.ca) to access all toolkit materials, resources and support.

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](http://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.

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

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

And the list continues to grow.

2016 Not Myself Today Participants

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

partnersformentalhealth NOTMYSELFTODOCA

May 2016 Globe & Mail
Drive positive change in your workplace.

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

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)

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

Source: 2015 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.”

**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.”

**National Leasing**

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