



Internal Campaign Guide

World Mental Health Day

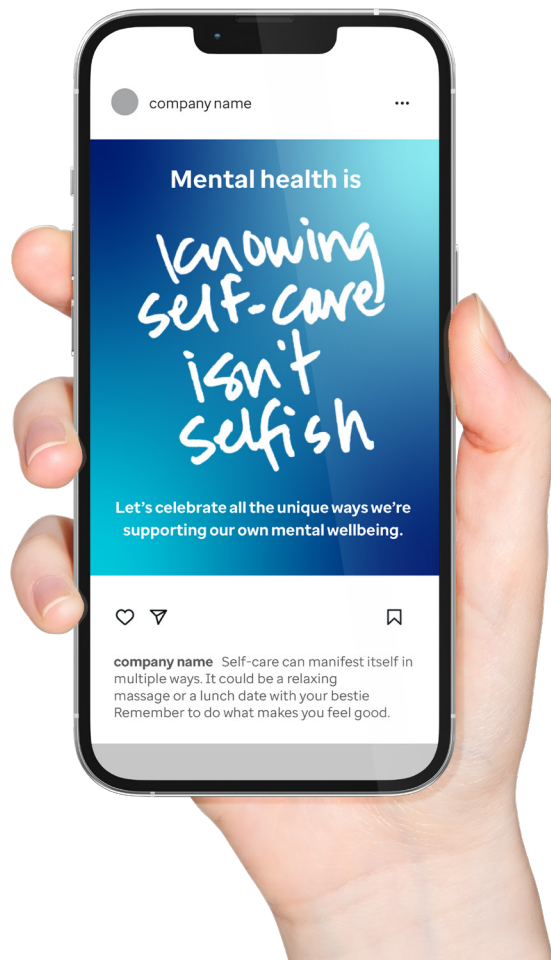
At Optum, we believe that mental health is a vital part of overall well-being, especially in the workplace. That's why we're encouraging companies to take an active role in promoting mental health awareness by launching their own internal campaigns. By creating a space where employees feel empowered to share how they practice self-care and maintain their mental well-being, organizations can foster a more supportive, open and resilient work culture.

This set of instructions and ideas is designed to help facilitate your campaign – providing guidance, inspiration and tools to make your initiative impactful and inclusive.

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Objective

To promote awareness and support for mental health in the workplace by encouraging employees to share how they practice self-care and maintain their mental well-being.



1. Launch the campaign with a clear message

- Create a campaign theme (e.g., “Mental health is knowing self-care isn’t selfish”)
- Announce the campaign via internal communication channels (email, intranet, etc.).
- Explain the importance of mental health and how self-care contributes to overall well-being

2. Solicit photo and story submissions

- Invite employees to submit photos and short descriptions that reflect how they practice self-care (Walking in nature, journaling, meditating, spending time with pets, traveling, creative hobbies and more).
- Provide a simple submission form on your internal site or platform
- Include a deadline and any guidelines (e.g., appropriate content, word limit for descriptions)

3. Promote participation

- Share examples from leadership or early participants to inspire others
- Offer incentives like wellness-themed prizes or recognition in a company newsletter
- Use posters, digital signage or internal social media to keep the campaign visible

4. Activate marketing

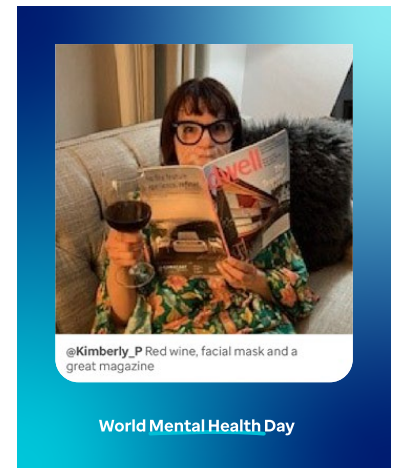
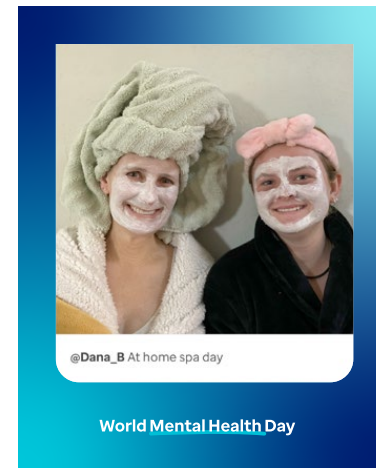
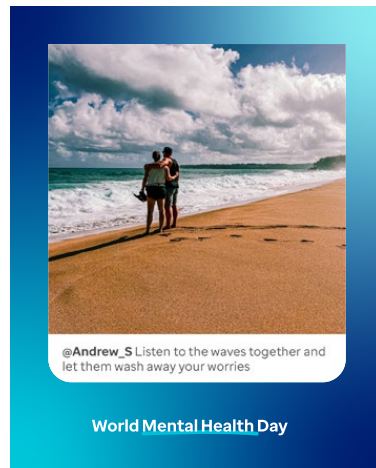
- Use the included toolkit to support your visuals for the campaign by plugging in your selected submission images into the template
- Highlight a few stories each week leading up to World Mental Health Day
- Activation placement options:
 - Launch a paid or organic (unpaid) campaign on your social media channels
 - Create a digital gallery or slideshow on your intranet
 - Print a collage or create a video montage for a more lasting impact

5. Follow up and keep the momentum

- Thank participants and share the impact of the campaign
- Provide ongoing mental health resources and support
- Consider making this an annual tradition or integrating it into your wellness program

Outcome

This campaign is a fun and meaningful way to engage employees while celebrating their efforts to care for their mental health. By sharing self-care practices, teams can build a more supportive workplace culture. As part of World Mental Health Day, it's a great opportunity to raise awareness and show your organization's commitment to well-being.



Please use the art on the following pages for use within your own campaign.



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