

Launching your Employee Assistance Program

An EAP only helps when people know it's there and trust it. Here's a simple way to give yours a strong start and keep it front of mind.

WHY THE LAUNCH MATTERS

Awareness

People can't use support they don't know about.

Trust

Clear messages on confidentiality remove the biggest barrier.

Access

Easy ways to reach support make the first step smaller.

FOUR STAGES TO A STRONG START

1

Prepare

Agree who's eligible, nominate an internal champion and brief your leadership team on why the EAP matters.

2

Launch

Announce it through more than one channel, such as email, intranet, team meetings and posters, so the message reaches everyone.

3

Embed

Build the EAP into onboarding, policies and everyday conversations so it becomes part of how you work.

4

Review

Check in on awareness and use regularly, and refresh your messages as your workforce changes.

KEEP IT FRONT OF MIND

One launch isn't enough

Light, regular reminders keep support visible. Tie them to moments that already matter to your people.

New year

Re-introduce the EAP as people reset.

Busy periods

Remind teams before peak workloads.

Awareness days

R U OK? Day and Mental Health Month.

Times of change

Restructures, incidents or the festive season.

MANAGERS MAKE THE DIFFERENCE

- ✓ Mention the EAP early, not just in a crisis
- ✓ Know how to suggest it in a supportive way
- ✓ Use it themselves for advice on tough conversations

SAY IT SIMPLY

"Our EAP is free, confidential support for you and your family, for anything affecting your work or life. We'll never know who uses it."

Sample key message

SIGNS IT'S WORKING

Employees can name how to access it

Managers refer with confidence

Use is steady, not just after incidents

WHEN YOU PARTNER WITH CONVERGE

We do the heavy lifting on launch and engagement

- ✓ Our full onboarding and engagement playbook
- ✓ A dedicated account manager
- ✓ Ready-to-use launch materials
- ✓ Regular de-identified reporting

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