

## Program Promotion

*The full value of the EAP is best realized when staff members are aware of the program and its operation.*

*We provide the following materials in the Wellspring Family Services EAP introduction:*

### Letter of Introduction

Available for distribution to all staff members, our one page letters include an introduction to the EAP and encourage families to use the service, while stressing confidentiality and a statement indicating there is no charge for services.

### Posters

For display on bulletin boards, HR offices, and even in the rest rooms, these colorful posters list reasons for contacting the EAP, stress confidentiality and provide the toll free 800 number.

### Brochures

These handy reference brochures should be distributed to all staff members, with additional supplies going to supervisors, Human Resources and other appropriate individuals who may make referrals at a later time.

### Flyers

Flyers can be used at health and benefit fairs as well as in new staff benefit orientation packets.

### Online Newsletter

Each quarter Wellspring Family Services EAP distributes "The Source." This newsletter presents timely and helpful articles and stresses the availability of the EAP to help in solving personal problems. The Source is available online and electronically in PDF format. Hardcopies are also available for a nominal charge.

## Wellspring Family Services EAP

It's to Your Benefit

206.903.2302

### Supporting Your In-House Promotions

**Envelope Stuffers:** EAP reminders are available for inclusion in mailings to staff or included as payroll envelope stuffers.

**In-House Publications:** We are happy to provide health and family related articles for your in-house newsletter.

**E-Mail Program Promotions:** We provide quarterly promotional material available for e-mail and Internet/Intranet distribution. Staff members can also request more information or to have EAP-related questions answered.

### Employee and Supervisor Orientation:

Orientations can be offered in a variety of formats, from online to on-site presentations.

Supervisor orientation acquaints them with how to refer employees for services. When Managers and Supervisors are comfortable with the EAP and its service components, they will find themselves making both formal and informal referrals to the program.