



The

ICU

Workplace Mental Health
Awareness Program



The ICU Program is a mental health awareness campaign designed specifically for the workplace. It was designed to reduce the stigma of mental illness and to encourage employees to take actions to support themselves and their co-workers. It uses the medical ICU concept (intensive care unit) as a means to communicate that those with emotional injury or illness may need help, just as those with a physical injury may need medical attention. In this case, ICU becomes “I see you”.

This program was created by DuPont’s Employee Assistance Program, and donated to the American Psychiatric Association’s Center for Workplace Mental Health so that others can benefit from the approach and materials, free of charge.

FREE materials and implementation support are available:

- Videos explaining the ICU Program
- Leadership presentation template
- Customizable email template
- Implementation guide
- Customizable flyer
- Pre- and post- evaluation questionnaires



Download materials at:

workplacementalhealth.org/Employer-Resources/ICU

Connections for Mental Wellness offers complimentary consultation

We have worked with and can provide background on how several local companies decided to implement this program and share an overview of their results. Upon request, we can also provide contact information for company representatives who have agreed to act as a resource for others considering implementing the ICU program.

Source: American Psychiatric Association Foundation, Center for Workplace Mental Health



Connections
for mental wellness

www.connectionsmd.org

IDENTIFY
CONNECT
UNDERSTAND



For more information,
email Rebecca Fairman at
Rebecca@connectionsmd.org
or call **920-562-9691**.



This project is funded by the Advancing a Healthier Wisconsin Endowment at the Medical College of Wisconsin.