

## Honorable Mention for the 2022 Carolyn C. Mattingly Award for Mental Health in the Workplace

The Carolyn C. Mattingly Award for Mental Health in the Workplace recognizes and celebrates exemplary organizations that advance the mental health and well-being of their workforce. Learn more here: <https://theluvproject.org/workplaceaward/>

### PROGRAM OVERVIEW

Associated Bank, headquartered in Green Bay, Wisconsin, offers a full range of financial products and services from more than 200 banking locations serving more than 100 communities throughout Wisconsin, Illinois and Minnesota, in addition to loan production offices in Indiana, Michigan, Missouri, New York, Ohio and Texas. A core tenet of the company's philosophy is that **mental health is a cornerstone and essential element of any workplace well-being program and culture**, and that it is their responsibility to support mental health by approaching it with a **holistic** lens. Associated Bank actively incorporates employee feedback to ensure resources are accessible, appropriate, timely, and effective in supporting employee mental health and well-being.

#### EMPLOYER-SPONSORED MENTAL HEALTH BENEFITS AND RESOURCES

- **Full coverage** for:
  - In-network preventative care, with no lifetime max benefit for essential benefits; and
  - An initial virtual behavioral health consultation and subsequent appointments once the deductible is met.
- **Well-promoted** and **comprehensive EAP** with a **dedicated specialist** to guide employees to resources.

#### WORKPLACE POLICIES AND PRACTICES

- **Safety leaves** available for employees.
- **Full-time HR Advisory Center** to address workplace harassment and discrimination.

#### WORKPLACE CULTURE AND ENVIRONMENT

- Employees are empowered to prioritize mental health.
- Classes available to support physical, mental, and financial health, with **incentives** for mental health programming to **destigmatize** aid-seeking behaviors.
- **Volunteer time off**.
- **Reimbursement** for fitness resources.


### “ INNOVATION

Our new online well-being platform has opened additional ways for us to share content such as presentations and challenges. It also offers a way for colleagues to share details from their personal well-being journey on a social feed to help empower others. We will continue to grow and evolve as a well-being program and look forward to 2023 and beyond.”

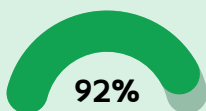
#### LEADERSHIP SUPPORT

- Established **Wellbeing Board** to address employee health and job satisfaction.
- **Required training** for leaders to support mental health initiatives in the workplace.

#### PROGRAM IMPACT

- **Yearly improvements** in employee perception that the company cares about their well-being.
-  **87%** of employees indicate they **would utilize EAP resources again**.

#### OUTCOMES



92%

of employees report **satisfaction** with EAP.

#### LESSONS LEARNED



**Minimizing accessibility barriers** to holistic wellness is effective in improving program utilization for employees.