

The Carolyn C. Mattingly Award for  
**MENTAL HEALTH  
IN THE WORKPLACE**



**THE LUVU PROJECT**  
In Memory of Carolyn C. Mattingly



**Associated  
Bank**



## 2023 CAROLYN C. MATTINGLY AWARD WINNER 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://theluvuproject.org/workplaceaward/>*

### PROGRAM OVERVIEW

Associated Bank has total assets of \$41 billion and is the largest bank holding company based in Wisconsin. Headquartered in Green Bay, Associated is a leading Midwest banking franchise, offering a full range of financial products and services from more than 200 banking locations serving more than 100 communities throughout Wisconsin and Minnesota.

The bank takes a holistic approach that focuses on education, empowerment, and creating a supportive environment for identifying and addressing workforce mental health concerns. In 2022, Associated established a strategic well-being goal to increase utilization of the Employee Assistance Program using promotions and live webinars. The bank introduced a new wellbeing platform with engaging challenges, and space for colleagues to share successes and positive experiences in a welcoming environment.



**NOTICE.  
TALK.  
ACT  
AT  
WORK.**

#### TRAINING

30-minute training focuses on

- Understanding mental health impacts on employees and organization
- Addressing concerns supportively
- Promoting available resources

### PROGRAM HIGHLIGHTS

- **Educational video** series on stress management practices for stress relief
- **7 Colleague Resource Groups (CRGs)** foster a culture of social connectedness and inclusion
- **Full-time Colleague Care Team**
- **HR Advisory Center assisting colleagues** with questions and concerns about work environment, performance, and policies
- **Annual engagement survey** to monitor sentiments on workplace, leadership, and culture
- **Annual mental health support training** for leaders
- **Comprehensive Total Wellbeing Platform**
  - Offers activities and challenges to support physical, financial, and mental health
- **“Above and Beyond”** Colleague Recognition Portal
- **Flexible time off** for exempt colleagues
- **Paid time off** for non-exempt colleagues
  - Minimum 13 days PTO
  - 11.5 paid holidays
  - 10 days of sick leave
- Live and recorded **educational presentations**

### PROGRAM IMPACT

- High participation rate (90%) on annual engagement survey with positive results pointing to a healthy company culture
- Early engagement rate in a new wellness platform with 85% participation in an annual wellness exam.
- Volunteer program with 58% participation rate

## DEDICATED SUPPORT FOR EMPLOYEE WELLBEING

- Total Well-Being team with full-time Well-Being Program Manager and Health Promotion Specialists.
  - Aims to educate and empower colleagues' health and well-being journey using activities, challenges, and educational opportunities throughout the year.
- 50 Well-Being Ambassadors
  - Instrumental in disseminating initiatives with >80% of colleagues supporting well-being
- Well-Being Board
  - Group of 8-10 senior leaders meeting quarterly to review and discuss high-level strategy and priorities for the well-being program
  - integral to bringing Notice. Talk. Act. training to the bank in 2021
- Transition to a virtual approach offering live virtual fitness classes and health coaching services
- Notice. Talk. Act at Work required annual leadership training course available to employees through the year
- 'Limeade Total Well-being Platform'
  - New comprehensive platform onboarded in late 2022 with activities, challenges, educational opportunities, etc.
  - >50% of employees joined since launch



## BENEFITS

### NO MAXIMUM LIFETIME BENEFIT FOR ESSENTIAL BENEFITS TREATMENTS (PHYSICAL AND MENTAL HEALTH)

- Inpatient
- Residential
- Partial Hospitalization/Day
- Intensive Outpatient
- Outpatient

### ADDITIONAL SERVICES

- Diagnostic evaluations, assessment, and treatment planning
- Medication management
- Individual, family, and group therapy
- Crisis intervention



***"Mental health is a core component of our total well-being for our entire colleague base, fully knowing that mental health is something which crosses all identities such as socioeconomic status, age, race, gender, sexual orientation, and a multitude of other identities."***

## EAP

### EMPLOYEE ASSISTANCE PROGRAM (EAP)

- Available to all colleagues (regardless of medical plan coverage) and family members of a household on **24/7/365 basis**
- Website provides resources, materials, databases/directories, videos, and programs to support unique needs:
  - Assessments
  - Education for depression, anxiety, and stress
  - Information for
    - Caregiving
    - Parenting
    - School and education
    - Relationships
    - Finance and legal
    - Career and work
- Connect with a master's level EAP specialist providing
  - Consultation
  - Risk screening
  - Advocacy
  - Referrals
  - Educational materials
- In 2023, EAP benefits included free face-to-face 2 counselling sessions from a network of **150,000 therapists** was **increased** from **five** to **eight** visits per issue, per year