

Tips for Launching My Stress Tools



Send introduction email to all employees and include the “Welcome to My Stress Tools” as attachment. (send out from leadership, if possible)



Post the pre-made ads online and in-person locations.



Provide opportunities for employees to watch the *My Stress Tools* demo video.



Hold *My Stress Tools* start-up meetings to introduce the tools and highlight features.



Pass out your customized Stress Test cards whenever possible.

My Stress Tools Promotion and Engagement Ideas

- Send out monthly encouragement emails with new MST monthly email as attachment. (Try to send on or around same date)
- Include leadership in promotional activities as much as possible
- Identify department/district/location “My Stress Tools Champions” to be primary contacts who are most familiar with the site, updates, and promotions.
- Encourage internal resource and DEI groups to promote and review *My Stress Tools* at events
- Provide live webinars on using *My Stress Tools* and add MST reminder on all wellness webinars.



My Stress Tools Promotion and Engagement Ideas



Implement a “Calm and Collect” incentive campaign.



Create a small group reward challenge for completing “My Stress Profile.”



Utilize analytics to evaluate the effectiveness of new promotional efforts or campaigns. Use data to identify higher stress areas to target with support and timely resources.



Continue to use the *MST* ads and customized Stress Test cards at employee events.



Partner with your EAP Counselors to recommend *My Stress Tools* to their clients to assist with their goals and plans.

My Stress Tools Promotion and Engagement Ideas

- Connect use of *My Stress Tools* as support for current reported news on employee burnout, suicide prevention, the stress of political unrest and more.
- Use one of *My Stress Tool's* features as an intro activity to start meetings, conferences, company events.
- Ask employees to share and/or demonstrate their favorite *My Stress Tools* feature for ice-breakers and team building exercises.
- Encourage employees to use My Stress Tools on their prep or break time or relaxing background while they work.
- Let employees know they can share MST with family members. They can help their kids learn valuable stress management skills

Any questions please email Becky@StressStop.com