

# ASPENSTRONG

## ORGANIZATION

Aspen Strong is a 501 Cs not-for-profit organization promoting mental hygiene and connecting the valley's mental health resources. For residents and employees located in Aspen to Parachute corridor, [aspenstrong.org](http://aspenstrong.org) is a safe, anonymous, and confidential place to connect with people and to connect with resources to empower emotional literacy.

## VISION

- To have every business in the Roaring Fork Valley include mental hygiene within their organizational structure to address collective and individual wellbeing.
- To replicate Aspen Strong Screening Initiative to provide to other small communities statewide with goals of
  - *Increasing community-centered efforts.*
    - *Create communities that promote healthy community dialogue where suicide is recognized as preventable and mental hygiene is embraced and supported within community and organizational structure;*
  - *Reducing stigma.*
  - *Improving engagement.*
    - *Connect more people and communities in need of mental health services with support;*
  - *Improving messaging.*
  - *Making care accessible & anonymously available.*
  - *Decreasing statewide suicide and crisis rates.*

## WORKPLACE PARTNERSHIP

Aspen Strong's sustainable commitment to our community depends on strong partnerships to assist us with carrying out our vision. Our partnerships with businesses strengthen our mission to meet the individual needs of our valley by addressing the collective need throughout the Roaring Fork Valley. Additionally, partnerships with Aspen Strong empower employers to deliver mental health programs and equip their employees with tools to address their mental health needs that increase the bottom line and ultimately strengthen their organization; and OUR community!

## DATA

SAMHSA reports nearly **A QUARTER OF THE U.S. WORKFORCE – 28 MILLION WORKERS AGES 18–54 – EXPERIENCE A MENTAL OR SUBSTANCE ABUSE DISORDER.** This study found that the most prevalent illnesses in the workplace are:

- alcohol abuse/dependence (9 percent of workers);
- major depression (8 percent);
- social phobia,
- an anxiety disorder (7 percent).

**71 PERCENT OF WORKERS WITH MENTAL ILLNESSES HAVE NEVER SOUGHT HELP FROM A MEDICAL OR MENTAL HEALTH SPECIALIST FOR THEIR SYMPTOMS.** (Workplaces that Thrive; SAMHSA Publication 2004).

### **UNTREATED DEPRESSION IS COSTLY...**

Patients with depressive symptoms spend more days in bed than those with **DIABETES, ARTHRITIS, BACK PROBLEMS, LUNG PROBLEMS, OR GASTROINTESTINAL DISORDERS.** Estimates of the total cost of depression to the Nation in 1990 range from **\$30 TO \$44 BILLION.**

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Common reasons people do not seek treatment: **COST, FEAR, NOT KNOWING WHERE TO GO FOR SERVICES, CONCERN ABOUT CONFIDENTIALITY, THE OPINIONS OF NEIGHBORS, EMPLOYERS, AND COMMUNITY.**

(Workplaces that Thrive; SAMHSA Publication 2004).

**80% OF INTERNET USERS, OR ABOUT 93 MILLION AMERICANS, HAVE SEARCHED FOR A HEALTH-RELATED TOPIC ONLINE.**

**65% OF YOUNG PEOPLE EXPERIENCING MENTAL HEALTH PROBLEMS WILL NOT SEEK FACE-TO-FACE HELP.**

## SCREENINGS & EDUCATION

How screening can help employees and your bottom line: Connection, Detection, Protection... can have a significant impact on the lives of those who experience mental health issues and can also improve worker productivity and decrease the cost of providing health insurance. In reflection of the data presented above, how are these statistics impacting your workplace?

## PROMOTION & SUPPORT

Our goal is to help your front line staff and HR to integrate and promote good mental hygiene practices for your business. Our team will consult and connect your business to Aspen Strong's online resources and lead you through the process to determine how our tools can complement your existing mental health programming.

### Aspen Strong Resources

- Workplace [toolkit](#) for employer:
  - Promotional & educational materials and messaging.
  - Social media posts.
  - Promotional messaging for emails/blog.
  - Posters and wallet cards to distribute and boost efforts.
  - Articles to support emotional literacy around mental illness.
- Workplace [toolkit](#) for employee (under development):
  - How to connect and talk with your EAP, HR, a specialist, crisis when in need.
  - Downloadable tools to expand employees emotional literacy and toolbox.
  - Videos on connecting to people.
- Aspen Strong Directory
- Aspen Strong Support Calendar
- Online, anonymous [screenings](#)
- Community trainings and education to support emotional literacy in your business and help your team to identify performance problems that may indicate worker distress and possible need for referral and evaluation.
- Employee Assistance Program (EAP) or other appropriate supports.

## PARTNERSHIP OPPORTUNITIES

### **All Partnerships include:**

- **Recognition on the Aspen Strong website and email posts.**
- **If applicable, presence at your health fairs or community events.**
- **Downloadable Marketing & Promotion Materials for you business.**

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- **Monthly emails supporting your HR/Leadership team with promotional language and updates on current education, trainings, and events supporting mental health.**

## **Screening Partner \$300**

- 30 minute consulting on current mental hygiene practices for your business.
- 30 minute workshop for employed staff on 'Maintaining Mental Hygiene in the Workplace' \*
- 3 Flyers for your business promoting screenings/toolkit. (Spanish & English)
- Up to 100 wallet cards for your business to promote screenings and connection resources\*\*

## **Screening Partner Plus \$600**

- *Individualized screening URL for your business*
- 30 minute consulting on current mental hygiene practices for your business.
- 30 minute workshop for employed staff on 'Maintaining Mental Hygiene in the Workplace'\*
- 3 Personalized Flyers for your business promoting screenings/toolkit. (Spanish & English)
- Up to 200 *personalized wallet cards* for your business to promote screenings and connection resources\*\*

## **Aspen Strong Partner Bronze \$1000**

- 1 hour consulting on current mental hygiene practices for your business.
- 1 hour workshop for employed staff on 'Maintaining Mental Hygiene in the Workplace'\*
- **Partnership recognition at our HIKE event.**
- 3 Personalized Flyers for your business promoting screenings/toolkit. (Spanish & English)
- Up to 200 personalized wallet cards for your business to promote screenings and connection resources\*\*
- **2 Symposium passes for our Community Event**
- **6 HIKE HOPE HEAL passes**
- **Discounted purchase of tickets for our Symposium Community Event and Intensive workshop**

## **Aspen Strong Partner Bronze Plus \$1250**

- Same as Silver but with *individualized screening URL for your business*

## **Aspen Strong Partner Silver \$2000**

- 1 hour consulting on current mental hygiene practices for your business.

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- 1 hour workshop for employed staff on 'Maintaining Mental Hygiene in the Workplace'\*
- **Partnership Recognition at our ANNUAL events: Symposium & HIKE**
- 6 Personalized Flyers for your business promoting screenings/toolkit. (Spanish & English)
- Up to 200 personalized wallet cards for your business \*\*
- **2 Premier Symposium passes for our Community Event**
- **6 HIKE HOPE HEAL passes**
- **Discounted purchase of tickets for our Community Event and Intensive workshop**

## Aspen Strong Partner Silver Plus \$2250

- Same as Silver but with *Individualized screening URL for your business*

## Aspen Strong Partner Gold \$5000

- 2 - 1hour consulting on current mental hygiene practices for your business.
- 2 - 1hour workshop for employed staff on 'Maintaining Mental Hygiene in the Workplace'\*
- **Premier Partnership Recognition on website and for ANNUAL events: Symposium & HIKE**
- 6 Personalized Flyers for your business promoting screenings/toolkit. (Spanish & English)
- Up to 200 personalized wallet cards for your business \*\*
- **4 Premier Symposium passes for our Community Event + 5 general admission passes**
- **2 Passes to Intensive Symposium Workshop**
- **6 HIKE HOPE HEAL passes**
- **Discounted purchase of tickets for our Community Event and Intensive workshop**

## Aspen Strong Partner Gold Plus \$5250

- Same as Gold but with *Individualized screening URL for your business*

\*Additional costs may accrue if you request continued workshop time.

\*\*Additional costs may accrue with marketing materials if your business requests additional materials through our sources.

\*\*\* Materials can be supported for your employees or consumers.

**COMPANIES WITH THE MOST EFFECTIVE HEALTH AND PRODUCTIVITY PROGRAMS  
ACHIEVED 11% MORE REVENUE PER EMPLOYEE, DELIVERED 28% HIGHER  
SHAREHOLDER RETURNS, AND HAD LOWER MEDICAL TRENDS AND FEWER ABSENCES  
PER EMPLOYEE.**