



## Mental Health Member Content

Campaign guidelines for super fund  
marcomms and customer experience teams

**TAL**





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# Introduction

At TAL we see health as a holistic concept with physical, mental, and financial wellbeing interconnected, which is why we're passionate about empowering you as our fund partners to support your members to live their best life through good health.

As part of TAL Health for Life, we've curated a suite of content that you can share with your members. The content is designed specifically to support members in taking a positive approach to their mental health and wellbeing.

We've designed the content to make it easier for fund marcomms and member engagement teams to provide member communications that are both topical and engaging.



# Why do we need to engage members in a conversation about Mental Health?

At TAL, we've seen claims for mental health conditions top the list for accepted claims in the last year.

In the broader community context, the Australian Bureau of Statistics provides insights into the high prevalence of mental health conditions experienced by Australians.

The report indicates that over 2 in 5, or more than 44%<sup>1</sup> of Australian adults have experienced a mental disorder at some time. This means there's never been a more important time to shine a light on the positive steps your members can take for better mental health.

1. <https://www.aihw.gov.au/mental-health/topic-areas/mental-illness>

Claims statistics based on total number of assessed claims (including funeral insurance) that were accepted between 1 April 2022 and 31 March 2023. A claim is assessed in order to determine whether or not the claim is payable. A claim is accepted when the claim is determined to be payable



## Mental Health Conditions

Including Post-Traumatic Stress Disorder & Depression

# 19%

of all the claims we accepted.

### The payments for Mental Health related claims fell into the following product categories:



4% Life Insurance

28% TPD Insurance

68% Income Protection

# Let's get started

The suite of campaign materials are designed for a mix-and-match approach so that you can select the content the best suits your members. There's a range of topics, so there'll be something to suit everyone. Use as much, or as little as you'd like and choose the timing that suits your communications plan.

## Campaign assets

To kick things off we have a selection of content including articles and the accompanying eDM suggested copy for you to share:

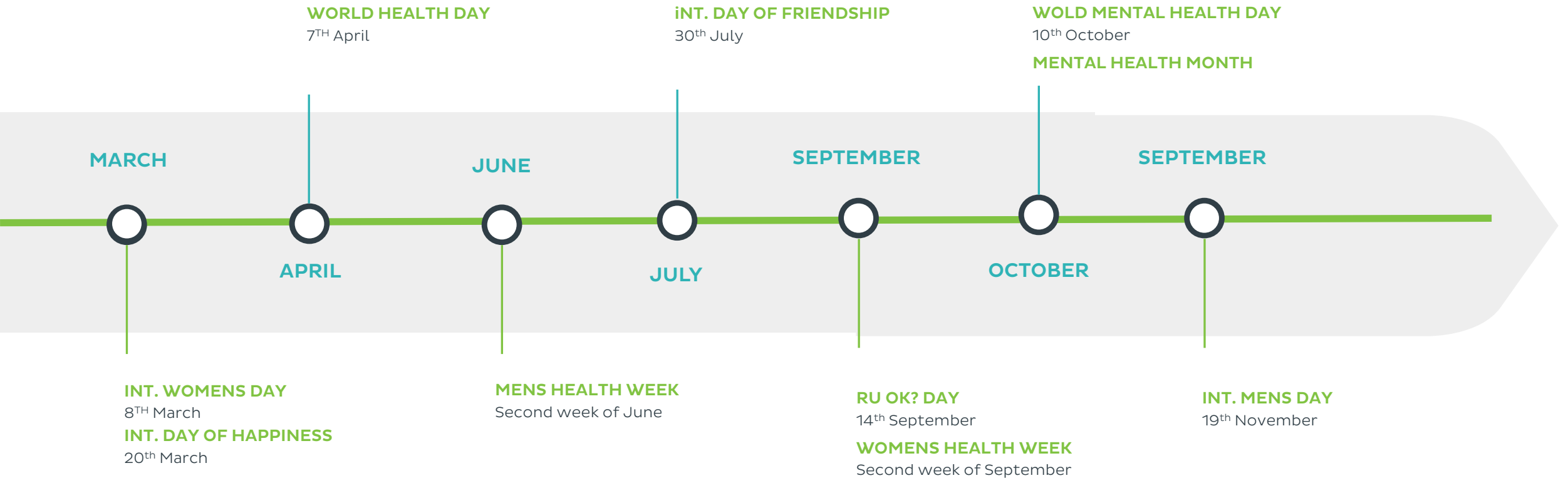
You'll find the assets available for download on the [Group HQ Member Content – Health](#) page.

Content	Description
eDM copy	Suggested customisable copy for member eDMs
Member blog	Reducing the impact of financial stress
Member blog	Eating well for mental health
Member blog	Staying connected
Member blog	The power of gratitude
Member brochure	Understanding mental health
Member brochure	Relationships
Member brochure	Looking after yourself
Member brochure	Resilience



# Opportunities for engagement

Key dates for public health campaigns aligned to the promotion of positive mental health.



# Headlight

Headlight is an online screening tool which helps members take control of their mental health by providing a personal wellbeing score and free, evidence-based resources.

## HEADLIGHT

A simple and effective mental wellbeing program, free for all members and accessed through a safe and secure online tool

## CUSTOMER PROPOSITION

A guiding light to explore their mental health

### FAST

Secure questionnaire, 2-3 minutes to complete

### SIMPLE

Easy to understand mental wellbeing score

### PERSONAL

Tailored resources based on personal risk factors

### ACCESSIBLE

Programs that support a wide range of needs and behaviours

### EVIDENCE-BASED

Based on leading mental health research and resources

**IMPORTANT:** If you'd like to feature Headlight for your members during Mental Health Month, please ensure that you use your existing unique URL. If you don't have one currently, please contact your TAL CM to obtain a unique URL. We'll only be able to provide member access reporting where a unique URL is used.



We've partnered with leading academic researchers at the University of Sydney's Brain & Mind Centre to bring evidence-based prevention programs to your members.

# Supporting content

## Mental health guide and fact sheets

On the [GroupHQMemberContent –Health](#) page you'll find an Understanding Mental Health brochure and a range of fact sheets prepared with our partner Assure Programs, who focus on the mental health and wellbeing of individuals to enhance performance in organisations.

## Financial Health Whitepaper

We've undertaken research to examine financial literacy in the Australian workforce, and the impact of financial stress on an employee's financial, mental and physical health, as well as their productivity in the workplace. Download our [Financial Health whitepaper](#) to find out how together we can help build a healthier and more productive workforce.

## Mental Health Whitepaper

TAL's [Mental Health and Life Insurance whitepaper](#) provides insights, research and perspectives from industry experience.





# Questions?

If you have any questions, please get in touch with your TAL Client Manager.

## Feedback

We'd love to know what you think of the campaign, so we'd appreciate it if you'd take a few minutes to provide us with feedback via our survey which will be distributed at the conclusion of Mental Health Month.

