

In the workplace, mental health affects

work performance
time management
employee burnout
decision making abilities
staff attitude & behavior
workplace safety
employee engagement
productivity
creativity & innovation
conflict resolution
collaboration
absenteeism
interpersonal relationships
morale & motivation
job satisfaction & employee turnover

a lot.

Mental illness **costs** U.S. businesses between **\$80 - 100 million** annually.

Depression is thought to annually contribute to **400+ million lost work days**.

Depression is ranked as one of the **top three workplace concerns** for employee assistant professionals.

Only 5% of employees **strongly agree** that their employer provides a safe environment for employees living with mental illnesses.

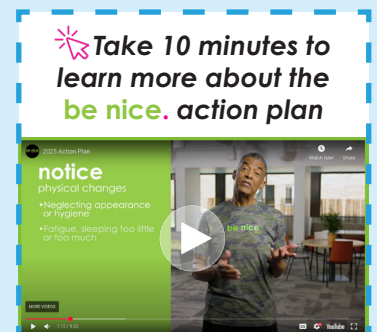
Statistics from National Alliance on Mental Illness

be nice[®]. business can help

be nice. is a proactive program that encourages individuals to recognize changes in mental health and seek professional help early.

It's centered around a four step action plan:

- notice** what is good and right so that you can notice what is different about how someone is thinking, acting, or feeling.
- invite** yourself to start a conversation about the changes you've noticed.
- challenge** stigma. Challenge yourself or someone else to access resources. Challenge yourself to take suicide and crisis seriously.
- empower** yourself and others to engage in protective factors for resilience.



The **be nice.** program includes:

- Access to an online portal full of education tools, resources, videos and more
- Liaison training
- Launch kit with materials
- Exclusive monthly newsletters
- Invitation to **be nice.** business symposium
- Customized 1-on-1 support
- Suicide prevention training for staff
- Business leadership training
- Discount on merchandise



be nice. supports your business

1 Healthier Work Environment

be nice. fosters a psychologically-safe culture where employees feel comfortable openly talking about mental health.

2 Stronger Team Performance

Early mental health support leads to fewer absences, better teamwork, and higher morale.

3 Long-Term Cost Savings

Mental illness costs businesses millions each year. **be nice.** encourages early action to reduce productivity loss and workplace disruptions.

be nice. business is proven to increase suicide-prevention behaviors by creating a shared language around mental health. It builds a culture of compassion, awareness, and connection among employees. Key benefits include stronger mental health support, increased engagement, and alignment with existing wellness initiatives. It also:

Increases mental health awareness by more than
65%

Increases overall kindness by
60%
after program implementation

Decreases disrespect by
50%

Empower your team with **be nice.** business



We believe that with knowledge comes the confidence to take action when it comes to mental health.

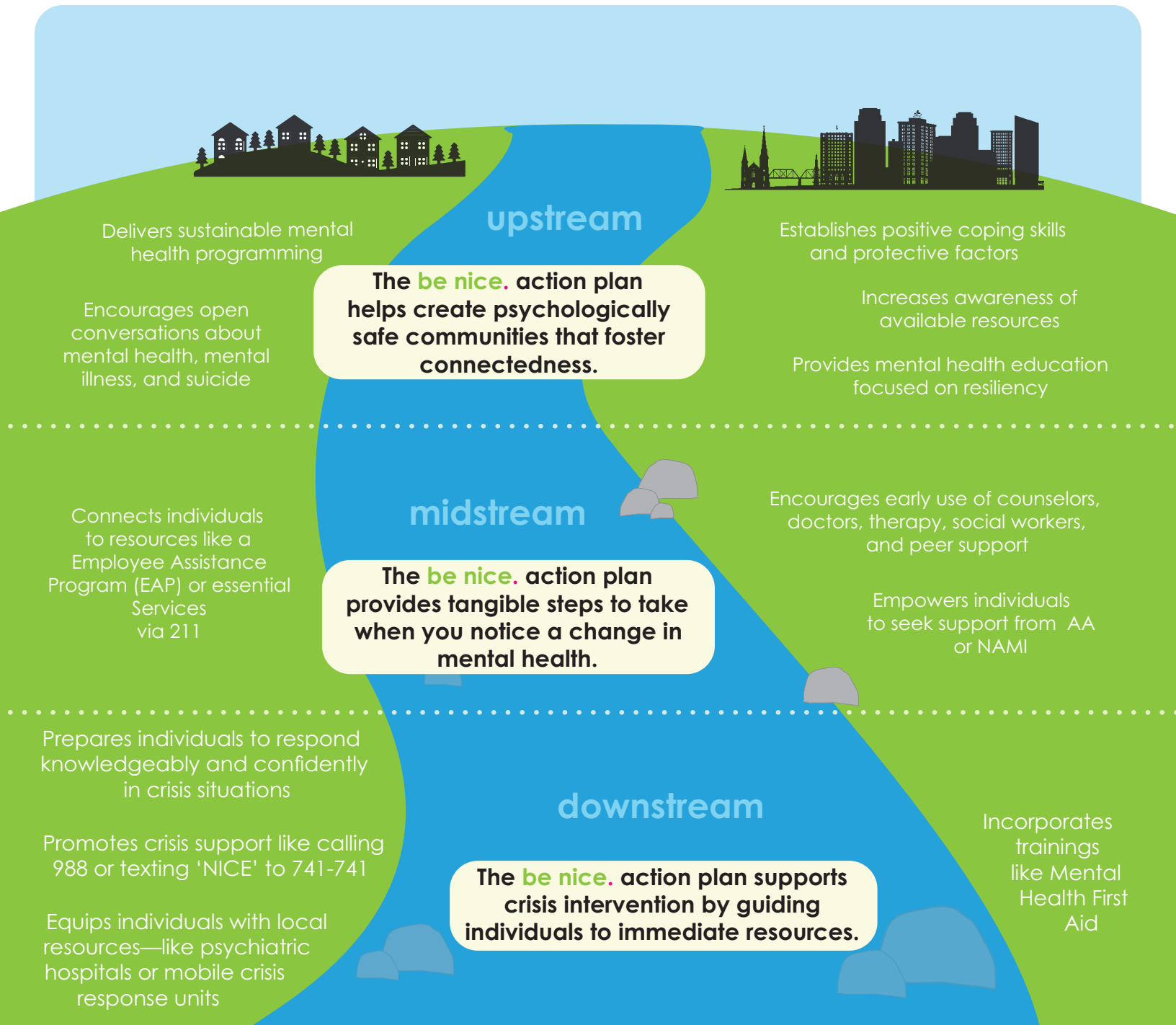
be nice. business is a sustainable initiative that works through a train-the-trainer model. A company's **be nice.** liaisons use their training and materials to bring the **be nice.** action plan to the workplace, helping create a psychologically safe, supportive work environment.

It's a **company-wide approach** that fits businesses of any size. The common language and repetition of the **be nice.** action plan help reduce stigma and empower staff to feel more comfortable having open, honest conversations.



We Focus on Being Upstream

be nice. promotes awareness, education, and protective factors to encourage early intervention and treatment. By engaging communities, identifying protective factors, building positive coping skills and increasing awareness of resources, we aim to connect people with the support they need.



While **be nice.** is upstream, the action plan also works mid- and downstream by guiding individuals to appropriate professional help and the right resources at school, work, or in the community.

be nice.® business is easy to implement

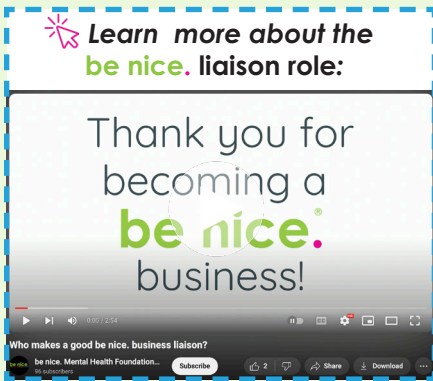


Train your champions.

Select a small group of passionate employees to become **be nice.** liaisons. They'll complete a virtual or in-person training led by **be nice.** team members.

Who makes an ideal **be nice.** liaison?

Any staff member who's passionate about mental health! Ideally, each location has two liaisons or a team that reflects both your workforce and the community your business serves.

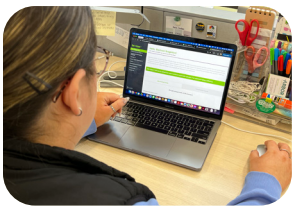


Primary role

- Attend a 3.5-hour **be nice.** training
- Lead activities for staff (at least three per year)
- Organize a visual launch of the program

Secondary role

- Serve as a mental health advocate in the workplace and community
- Motivate staff to engage in **be nice.** activities
- Collaborate with other community initiatives



Utilize the **be nice.** Business Portal.

Liaisons log into the **be nice.** business portal—packed with steps, resources, activities and training tools to roll out programming in your workplace.



Launch the Pledge.

Liaisons host a “Take the Pledge” event (in-person or virtual) to train all staff in the **be nice.** action plan using a 12-minute video and certification.



Keep the Momentum Going!

Continue using the **be nice.** steps through regular activities, events, and education. Keep employees engaged and mental health top of mind all year long.

Businesses of every size—whether a close-knit team of under 20 or a growing company of over 1,000—are putting the **be nice.** action plan to work to create cultures where people feel valued, supported, and empowered.

Some of our **be nice.** businesses include:



Take the next step in supporting your team and adding your company to our list—become a **be nice.** business today.



[Learn More & Connect!](#)