

Journal of **Employee Assistance**

The magazine of the Employee Assistance Professionals Association

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EAP Reporting



Also Inside:
Changing Sex at Work: Ensuring a Smooth Transition
Taking an Integrated Approach to Workplace Behavioral Health
Decreasing the Stigma of Mental Illness among Young Workers



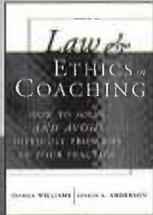
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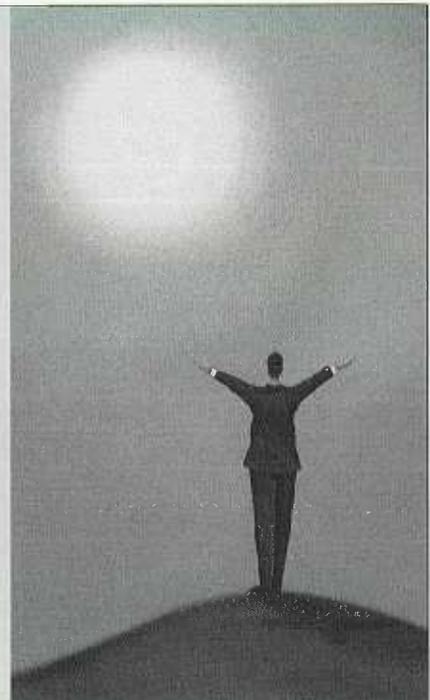
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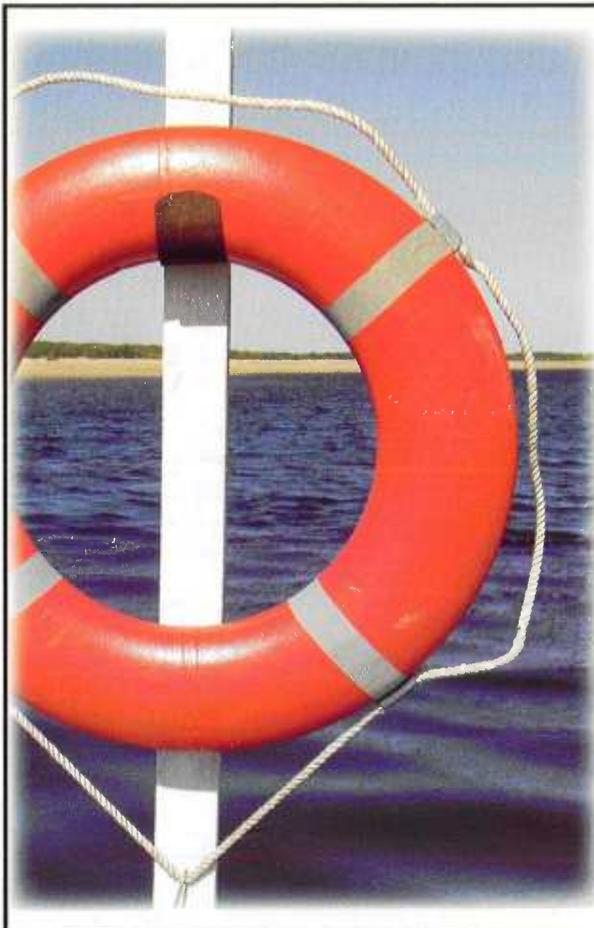
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EAP Reporting

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EAP reports need to better identify and measure the full range of employee assistance services provided to employers, their managers, and their workers.

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Demonstrating EAP Value

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Answering 10 Questions

by Mark Attridge, Ph.D.

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Anti-Stigma Campaign Targets Young Adults

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by Terry Cline, Ph.D.

EAPs can utilize a mental health initiative that asks young adults to support their friends and colleagues who need help.

Changing Sex at Work

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by Pamela A. Wyss, LICSW, CEAP

An employee who is changing his or her sex faces a host of issues, as do the employer and other employees. EAPs can help all parties work together to ensure a smooth process with minimal performance disruption.

Using EAPs at Small Businesses

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by Kris J. Siemer, M.S., and Rochelle L. Dalla, Ph.D.

A survey of workers at four small companies shows that employers can have a positive effect on the likelihood of workers using EAP services.

An Integrated Approach to Behavioral Health

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by Pamela Caggianelli, RN, CDMS, and Marcia Carruthers, M.B.A., CPDM

More employers are recognizing behavioral health as a workplace productivity risk and are creating teams of diverse professionals to address this risk.

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"In many ways, we have become a casualty of our own reporting. If all we report are counts of who uses the EAP, it is natural for business leaders to conclude that moving people into and out of the system in the least costly manner is the best approach."

Jeff Christie and Kirk Harlow
"Presenting the Business Case"

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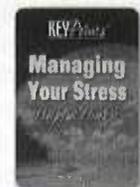
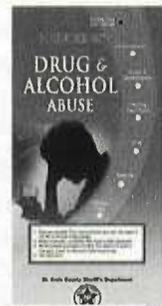
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The Big Picture

by Maria Hartley, LEAP



Maria Hartley

There's a joke among many Web managers that "hits"—the number of visits to an Internet site—stands for "how idiots track success." But if they don't rely on hits, what criteria do Web managers use instead to measure success?

Most employee assistance professionals ask a similar question when considering how to prepare their program reports. We've heard the call to get away from simple utilization measures and move toward more comprehensive illustrations of program success. What most of us still seek, however, is a blueprint for constructing this big picture.

Good EAP reporting speaks to several audiences. It targets the purchaser or sponsor, by demonstrating program value relative to investment; the program administrator, by illustrating whether the program is operating properly and offering guidance about areas of greatest and least impact; and EA professionals themselves, by helping them evaluate service quality and guiding them in program promotion. The best reports use terms that are meaningful to all these audiences and include enough data to inform but not so much as to overwhelm.

But how do we develop such reports? How do we know what information will be of greatest value to program purchasers and administrators? What measures will serve as appropriate benchmarks for our own program evaluation? Which terms and data do we include, and which do we avoid?

This issue of the *Journal* contains three articles that go to the heart of these and other reporting questions. From Don Jorgensen's description of how to develop an EAP performance analysis to Mark Attridge's discussion of 10 ques-

tions that every EAP should answer to Jeff Christie's and Kirk Harlow's treatise on linking EAP activities to business strategy and measuring related performance enablers and drivers, this edition of the *Journal* looks at the measures EAPs should report and how and why they should report them. I hope these articles stimulate thinking and encourage you to share your ideas about EAP reporting.

The other articles in this issue are worth a second look as well. In one, Pam Wyss, who changed her sex and thus knows about the many workplace issues that arise in such situations, provides some advice to EA professionals about how to make the transition process flow as smoothly as possible. In another, Terry Cline, administrator of the Substance Abuse and Mental Health Services Administration, describes a new initiative to encourage young adults to support their friends and colleagues with mental illness and discusses how EA professionals can use the campaign to address depression in the workplace.

The two remaining articles are collaborative pieces. One looks at how a growing number of employers are creating teams of EA professionals, disability management specialists, occupational health nurses, and others to address behavioral health issues that can affect workforce performance and productivity. The other describes a survey of workers at four small businesses and discusses the effect of certain factors on whether employees will use the EAP.

All in all, this issue is chock-full of good information. In the next edition, a surprise awaits—a new column titled "First Person" that will allow EA professionals to describe personal experiences that taught them lessons that are of interest to the field as a whole. I encour-

age those of you who would like to guest author a "First Person" column to contact me or any other member of the Communications Advisory Subcommittee.

Finally, if you haven't already made plans to attend the EAPA Annual Conference in San Diego, mark your calendars now. This year's conference promises to be a rewarding and educational event, with keynote addresses on future trends related to community behavioral health and on evidence-based practice and medication-assisted treatment of addiction. I hope to see all of you there.

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