

World Mental Health Day

October 2026

*One date to rally around.
Four weeks to build momentum.*

World Mental Health Day, observed annually on October 10, offers a timely and widely recognized opportunity to elevate employee well-being. Because the day is already associated with mental health awareness across cultures and workplaces, audiences are often more open and responsive to communications about available support and resources.

To maximize impact, position October 10 as a strategic anchor rather than a standalone moment. Sustain that momentum throughout the month with a coordinated series of touchpoints that reinforce key messages and integrate naturally into employees' day-to-day workflows.



GETTING STARTED

Make October land by promoting across multiple channels all month

A multi-channel approach increases visibility without a large internal lift, turning a cultural moment into measurable benefit engagement.

01

Anchor to World Mental Health Day

Use the October moment to connect mental well-being to practical, everyday employee support.

02

Reach employees in direct channels

Email and internal chat (Slack/Teams) reach employees where they actively work.

03

Add ambient touchpoints

Intranet banners and digital signage capture attention during passive downtime.

04

Activate shared moments

Live meetings, team slides, and company-wide events drive real-time action.

WMHD Private Circles + Campaign Planning

October 10th - Position Modern Health as a globally relevant and practical solution to help employees grow, perform at their best, and stay well while navigating the pressures of work and life.

Pillar of Well-Being	Subtopic of Well-Being	% Members Choosing Subtopic
Thoughts & emotions	Serious mental health topic	10%
Thoughts & emotions	Stress	9%
Thoughts & emotions	Anxiety	9%
Identity & Relationships	Communication	6%
Identity & Relationships	Parenting & caregiving	5%
Thoughts & emotions	Burnout	5%
Identity & Relationships	Serious mental health topic	4%
Physical health	Healthy eating	4%
Identity & Relationships	Breakups	4%
Thoughts & emotions	Attention deficit hyperactivi...	4%

Employee needs span emotional well-being, stress and burnout. WMHD is a strong moment to connect MH support with sustainable performance, linking performance, mental health and wellbeing. Suggested [topics](#) include:

Best Practices

- Lead with performance-safe language. "Grow, perform and stay well under pressure" may resonate better than a purely clinical WMHD framework given JPIA's goal to cultivate a high-performing organization and stigmas that potentially unfortunately still exist.
- Use private Circles as a front door, not a standalone campaign. Sessions can be tied to a larger campaign that includes messaging and information around additional resources including coaching, therapy, digital content, etc.

- Stress and Burnout: A Beginner's Guide (Listen & Learn)
- Overcoming Burnout and Compassion Fatigue (Listen & Learn)
- Achieving a Rest and Play Ethic (Listen & Learn)
- Emotional Resilience: A Beginner's Guide, or Deep Dive (Listen & Learn, or Workshop)
- How Mental Health Impacts Us All (Listen & Learn)

Plan to launch promo mid-late September and ensure ERG leads are well versed in the offering and can support promotion.



STAKEHOLDERS

Activate your leaders and managers to make October count

Leadership visibility and manager enablement are the two highest-impact engagement levers.

Use October to combine visible leadership messages with everyday manager support — and pair both with clear benefit reminders.



01 • Share an executive note

A leadership note, all-hands mention, or fireside chat normalizes the conversation.



02 • Equip managers with talk tracks

Give managers simple guides and light training so they can discuss support naturally.



03 • Build reminders into meetings

Use 1:1s and team check-ins as low-stigma moments for routine reminders.



04 • Reinforce with benefit reminders

Combine leadership and manager messages with clear, timely access reminders.

LIVE EXPERIENCES

A live event or shared experience gives the campaign momentum

October promotions are strongest when employees are invited to do something, not just read something.

A focused event can create urgency, boost registrations, and increase follow-through after the campaign.

01**Invite**

Host webinars, fireside chats, or a Community Circle series.

02**Attend**

Provide live experiences that serve as a front door into the broader benefit.

03**Explore benefit**

Build momentum and seamlessly guide employees to ongoing resources.

LOW-LIFT ACTIVITIES

Low-lift activities help sustain engagement beyond October 10

The most effective campaigns extend across the month rather than concentrating on a single day.

These simple, approachable tactics reinforce the message that mental health support is practical, creating ongoing opportunities to bring employees back into the benefit.

01

Reset challenge

Encourage micro-steps to prevent burnout.

02

Bingo card

A fun, interactive way to track wellness habits.

03

Activity calendar

A structured month-long roadmap of simple practices.

04

Daily practice

Short, bite-sized routines to build resilience.

RECOMMENDATIONS

Looking for suggestions?

This is a list of the top 5 requested **Private Circles** from our Modern Health clients in prior years.

Choose one or two flagship activations that fit the unique culture and workforce of your organization.

01

How Mental Health Impacts Us All (Listen & Learn)

Join this session to learn about how mental health impacts us all, and what we can do to start prioritizing our own mental health.

02

Stress and Burnout: A Beginner's Guide (Listen & Learn)

Join to gain insight into your stress, how you can prevent it, and diminish its effects.

03

Achieving a Rest and Play Ethic (Listen & Learn)

Explore the science behind rest and play and discuss concrete strategies for establishing a healthy balance in your life.

04

Increasing Your Happiness Index (Listen & Learn)

Build positivity, discuss ways to be kind and gentle with yourself, and practice gratitude.

05

Meditation: Mindfulness (Live Meditation)

Introduces you to mindfulness, practice mindfulness techniques and equip you with tools to maintain a healthy lifestyle.