



MAKING THE MOST OF YOUR EAP

Coastline EAP
EMPLOYEE ASSISTANCE FROM COAST TO COAST



TABLE OF CONTENTS

Who We Are

Page 3

Meet Our Team

Page 4-5

Why EAP Utilization May Be Low

Page 6

Debunking EAP Myths

Page 7

EAP Promotion Strategies

Page 8-12

Onboarding Letter for Employees

Page 13

Flyers

Page 14-22

Contact Information

Page 23

WHO WE ARE



Coastline Employee Assistance Program (EAP), is committed to supporting your employees' well-being and your company's success. We pride ourselves on cultivating a culture of compassion and superb customer service. Our approach is rooted in building meaningful relationships and delivering personalized solutions to meet the unique needs of every individual we serve.

Our comprehensive services include crisis support, short-term counseling, and referrals for dependent care, legal matters, financial concerns, and more. We make seeking help easy and accessible, providing 24/7 live support from licensed clinical consultants with Master's degrees for immediate assistance. The privacy and well-being of every individual we serve is prioritized, ensuring that all interactions and information remain strictly confidential.

For managers and HR professionals, Coastline EAP is your trusted partner in navigating workplace challenges, fostering a healthy organizational culture, and driving workplace productivity. Our dedicated team provides unlimited HR and management consultation, critical incident response support, and group training. Whether it's addressing employee concerns, developing strategies for workplace success, or managing crises effectively, our experienced professionals are here to support you every step of the way.

We recognize that Employee Assistance Programs (EAPs) are often underutilized for various reasons. In response we have created this guide to help boost engagement and ensure all employees and family members can benefit from our services.

Meet OUR TEAM



Carolyn Curé

Director of Employee Assistance Services

ccure@coastlineeap.com

Carolyn Curé joined Coastline EAP in 2008 as an EAP clinical consultant and became Director of EAP Services in 2021, where she now leads our team of consultants. Carolyn and her team of master's level EAP counselors are able to support your staff, helping employees overcome challenges that impact their well-being and job performance, while also providing client companies with the highest quality clinical and consultation services.

The Coastline EAP Clinical Team hold licenses and certifications in the following areas:

- Master's Degree
- LICSW (Licensed Independent Clinical Social Worker)
- LMHC (Licensed Mental Health Counselor)
- CEAP (Certified Employee Assistance Professional)
- SAP (Substance Abuse Professional)
- CFRC (Certified First Responder Counselor)
- LCDP (Licensed Chemical Dependency Professional)



John Canole

Director of Marketing, Brand & Accounts

jcanole@coastlineeap.com

John leads strategic communication and marketing efforts to elevate organizational visibility and strengthen client engagement. With 20 years of marketing expertise, John leads the Coastline EAP Accounts team in collaborating with HR professionals, managers, and organizational leaders to deliver tailored solutions that foster employee well-being, boost workplace productivity, and achieve lasting organizational success.

Meet OUR TEAM



Audra Ravenelle

Assistant Director of Marketing, Brand & Accounts

aravenelle@coastlineeap.com

Audra partners with HR professionals and management to welcome your company to the Coastline EAP family. She ensures employees are actively engaged with the EAP, helping employers maximize program benefits. She delivers EAP orientations and develops strategies to promote the program, boost employee engagement, and increase utilization.



Stephanie Gove

Manager of Professional Development & Training

sgove@coastlineeap.com

Steph serves as our dedicated in-house trainer, providing both onsite and virtual seminars and webinars focused on personal and professional development. She is here to assist with creating supportive learning environments where every participant feels valued and inspired to reach their fullest potential.



Christian Corbitt

Accounts & Data Administrator

ccorbitt@coastlineeap.com

Christian is the Coastline EAP data guru. He manages forms and client company data. Contact Christian for any questions regarding contracts, invoicing, and utilization reporting.

WHY EAP UTILIZATION MAY BE LOW

Employee Assistance Programs (EAPs) are designed to provide confidential assistance to employees dealing with personal or work-related issues that may impact their well-being and job performance. Despite their potential benefits, the utilization of EAPs remains surprisingly low in many organizations. Several factors contribute to this, reflecting both organizational and individual barriers.

Stigma and Perception: One of the primary reasons for low EAP utilization is the stigma associated with seeking help for mental health or personal issues. Employees may fear judgment from colleagues or supervisors if they disclose their struggles, leading them to avoid using EAP services altogether. Additionally, employees may perceive that seeking assistance through the EAP could negatively affect their career advancement prospects.

Lack of Awareness: In some cases, low EAP utilization can be attributed to a lack of awareness or understanding of the program among employees. Despite efforts by employers to promote EAP services, employees may remain unaware of the resources available to them or may not fully grasp the range of issues for which they can seek support.

Accessibility and Convenience: Another factor contributing to low EAP utilization is the perceived accessibility and convenience of the services. If employees perceive the EAP as inconvenient, financially burdensome, or difficult to access, they may be less likely to utilize its resources. Employees may face barriers such as not having a private location to make a call or difficulty accessing services during non-standard working hours. Moreover, misconceptions about costs associated with EAP services may discourage employees from seeking assistance.

Trust and Confidentiality: Trust is essential for employees to feel comfortable accessing EAP services. Concerns about confidentiality may deter employees from seeking help, particularly if they worry that their personal information may be shared with their employer or colleagues. Building trust in the confidentiality of EAP services is crucial for increasing utilization rates.

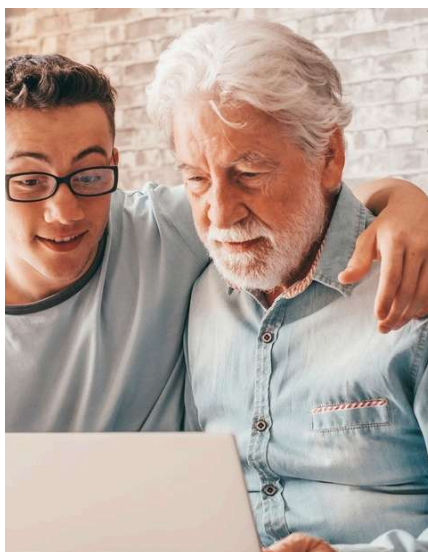
Perceived Effectiveness: Low utilization may also be attributed to doubts about the EAP's effectiveness. Employees may question whether EAP counseling or support services will genuinely help them address their issues or improve their well-being.

In conclusion, effectively tackling the challenge of low EAP utilization requires a multi-faceted approach that targets both organizational and individual barriers. Employers must work to reduce stigma, increase awareness, foster a supportive workplace culture, ensure confidentiality, and demonstrate the effectiveness of EAP services. Partnering with Coastline EAP can provide assistance in implementing these initiatives, leveraging our expertise and resources to optimize the support available to all employees and their family members. Through collaborative efforts with us, you can create an environment conducive to employee well-being, ultimately maximizing the return on your investment while fostering a healthier, more resilient workforce.

DEBUNKING EAP MYTHS

Here are some common myths employees have regarding EAPs.

Myth	Fact
It's difficult to access the EAP.	Coastline EAP is available 24/7 via phone. We can also be contacted via email or live chat on our website M-F 8:30am - 5:00pm.
The EAP is an additional benefit I have to pay for.	Coastline EAP is an employer-funded benefit. All services through Coastline EAP are free to employees and their family members.
My employer will find out my personal information if I contact Coastline EAP.	Coastline EAP is completely confidential and HIPPA compliant. Your employer will not find out if you contact us.
Only family members that live with an employee can contact Coastline EAP.	We serve all family members living in the United States. When a family member calls they will need to provide the employee's name and the company that they work for.



EAP PROMOTION

Below are tips for promoting the EAP, spreading awareness, and helping employees take advantage of Coastline EAP's services.

1

EAP Orientation/Refresher

Orientations are central to growing utilization, as they are dedicated to raising employee awareness of Coastline's services. Two versions are available.

Refresher sessions for employees (20-25 mins): This session covers the services and referrals we offer, how to connect with Coastline, and the resources available on our website.

Refresher sessions for HR and managers (30 mins): This session also includes the additional services available for HR and managers, such as management consultations, formal and informal referrals, and debriefings. Some important topics discussed are identifying struggling employees and how to motivate them to contact their EAP.

If your organization has an open enrollment meeting or regularly scheduled team meeting invite us in.

Orientations can be in-person or virtual. Recordings of virtual orientations for your own use can be made upon request.

2

Promotional Materials

Find locations to place promotional material where it will be seen, such as the breakroom or waiting area. Avoid cluttered spaces where it might get lost. You can also directly share material at meetings or with new employees in their onboarding packets.

Material includes the Supervisor and Manager Guide, Employee and Family Guide, wallet cards, and posters. The employee brochure is available in Spanish, Portuguese, and Haitian Creole. Electronic versions are available on our website once signed in and they can be posted directly on your company intranet. Please let us know what you need, and we will send materials directly to you.

EAP PROMOTION

3

Monthly Newsletters

To increase EAP utilization and keep the program visible, take advantage of our monthly newsletters and recognition day/awareness month emails. Our employee newsletter provides valuable insights into common work-life topics, serving as a reminder of the EAP benefit and encouraging individuals to seek support when needed. Additionally, our supervisor newsletter focuses on navigating challenging workplace dynamics and addresses common questions from supervisors, highlighting the EAP's role in creating a supportive work environment. These resources help keep the EAP top of mind and reinforce its importance throughout the year.

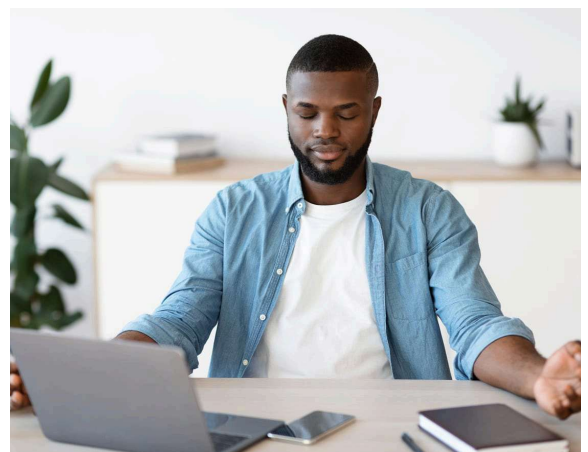
4

Live Weekly Wellness

We offer live, virtual weekly wellness classes focused on emotional health and well-being. Our evidence-based sessions include chair yoga, meditation, breathing exercises, and mindful walking, all designed to activate your body's natural relaxation response. These wellness classes provide a simple, stress-free introduction to our services for your employees, while also offering a valuable opportunity for self-care.

The wellness schedule is sent out monthly and is available on our website.

In addition to our complimentary live weekly wellness classes, you can purchase and schedule additional 30-minute classes to support burnout prevention for your hard-working staff.



EAP PROMOTION

5 Group Training

We offer Group Training to meet your organization's needs. Common topics include stress management, resilience, burnout prevention, work-life balance, and professional development skills. Our goal is to provide impactful experiences that spark curiosity, foster community, and engage participants for deeper understanding and learning. Our training catalog lists all available trainings and can be a good source of inspiration.

If you are not sure how many trainings are included in your contract, please contact us. Additional trainings are available for purchase. The training catalog can be found on our website once signed in or contact us and we will send it to you.

6 Health/Benefit Fairs

If your organization has an annual health or benefit fair, a Coastline EAP team member(s) can attend. The team member will meet with employees onsite to explain our services, answer questions, and offer promotional materials. Employees are more likely to utilize their EAP when they are familiar with its team.

7 Website Tools

Trainings for skill development are available at www.coastlineeap.com for employees looking to improve proficiency in areas such as communication, interpersonal skills, leadership, diversity, and more.

Employees and family members can also access self-assessment tools, on-demand work/life webinars, financial calculators, legal forms, and more.

Website Login* (Organization ID): COMPANYNAME

*Website login is not case sensitive and there are no spaces.

EAP PROMOTION

8

Remind Employees About the EAP

Keeping your EAP visible and top-of-mind for employees is essential for maximizing its impact. Regular reminders help ensure that employees are aware of the resources available to them, especially during challenging times. Below, we've provided sample messages you can use to communicate the benefits and services of your EAP to staff. These reminders will help foster a supportive work environment and encourage employees to utilize these valuable services when needed.

Message 1: General Reminder of EAP Services

Subject: Reminder: Coastline EAP is Here to Support You, 24/7

Dear [Employee Name],

We want to remind you that we have an Employee Assistance Program (EAP) available to provide confidential support to you and your family members at any time. Whether you're dealing with everyday challenges, personal or professional stress, or seeking resources for legal, financial, or caregiving matters, Coastline EAP is here to help. They are available 24/7, and all conversations are completely confidential. No matter what you're going through, Coastline EAP is just a call away.

Take care,



Message 2: Live Wellness Offerings

Subject: Take Time for Yourself with Coastline EAP's Live Wellness Classes

Dear [Employee Name],

We understand the importance of self-care, especially during busy times. That's why we have partnered with Coastline EAP who offers live wellness sessions to help you relax, recharge, and incorporate self-care into your routine. These 30-minute virtual sessions are a great opportunity to take a break and focus on your well-being. Wellness offerings include guided stretching, meditation, and mindfulness techniques—perfect for helping you unwind and refocus. Check out their wellness calendar available on their website, www.coastlineeap.com.

Best regards,

Message 3: Convenience Services for Everyday Tasks

Subject: Let Coastline EAP Help with Everyday Tasks

Dear [Employee Name],

Did you know Coastline EAP offers more than just counseling and support? They can help simplify your life by assisting with everyday tasks that take up your valuable time. From home repairs to pet care, cleaning services, and even organizing, Coastline EAP offers qualified referrals for trusted service providers. Let them help you streamline your to-do list so you can focus on what matters most. For more information or to access these services, contact Coastline EAP today.

Best regards,

EAP PROMOTION

9

Onboarding Letter For Employees

To ensure your employees get the most out of your Employee Assistance Program (EAP), it's important to introduce them to the benefit early and clearly. As part of your onboarding process, we recommend providing new clients with a welcome letter (on the next page) that outlines the EAP services and how to access them. This simple introduction, alongside a brochure or wallet card with key contact information and program highlights, will ensure employees feel comfortable utilizing the support available to them. By proactively sharing these resources, you foster a positive workplace culture where employees are empowered to seek help when needed.

10

HR & Management Consultations

A key strategy for making the most of the Coastline EAP is to regularly remind HR and management about the unlimited support available. This includes consultations for navigating workplace situations, handling difficult conversations with employees, motivating staff to use the EAP, referring employees for assistance, crisis support, and leadership strategies. By keeping these resources top of mind, HR and management can more effectively utilize the EAP to support both their teams and their leadership development. We are here to help, every step of the way.

11

Additional Strategies

For additional strategies on promoting the EAP, engaging employees, and boosting utilization—or to schedule orientations—please **contact Audra Ravenelle at aravenelle@coastlineeap.com**.



Coastline EAP Services for You and Your Family

We have partnered with **Coastline EAP** to provide valuable Employee Assistance Program (EAP) services to all employees and their families.

Life's challenges can impact both your personal and professional life, and Coastline EAP is here to offer support in those moments. Whether you need assistance with counseling, substance use concerns, legal or financial matters, dependent care, or day-to-day tasks like finding a plumber, electrician, or even pet sitting services, Coastline EAP is your go-to resource.

The professional team of master's level clinicians at Coastline EAP, acting as your personal consultant, will help you or your family members identify and evaluate the nature of the problem, research and connect you with appropriate resources, develop a plan of action, and provide ongoing support.

Coastline EAP offers **up to six sessions with an EAP counselor, per issue, per year, for short-term problem resolution**. The services provided by Coastline EAP are completely confidential and offered at no cost to you or your family members. While Coastline EAP may refer you to additional services within your insurance network if needed, their team will guide you through understanding your benefits and finding the right solutions.

As part of this benefit they also offer live weekly wellness classes. These classes include meditation, chair yoga, mindful movement, and other positive psychology topics designed to help you take time for yourself, destress, and support your well-being.

For more information, you can visit www.coastlineeap.com, where you will find resources, tools, and additional support. We encourage you and your family to take full advantage of these services whenever necessary.

Sincerely,



www.coastlineeap.com



800-445-1195 | 401-732-9444



931 Jefferson Blvd, Warwick, RI 02886

FLYERS



Your backup team for daily life.



Coastline EAP's Convenience Services

When our home life is stress-free, we can focus on what's really important. Let us save you time and do the research for the solutions you need.

We can help you find personal, home and convenience services including:

Fitness Programs & Trainers

House Cleaning

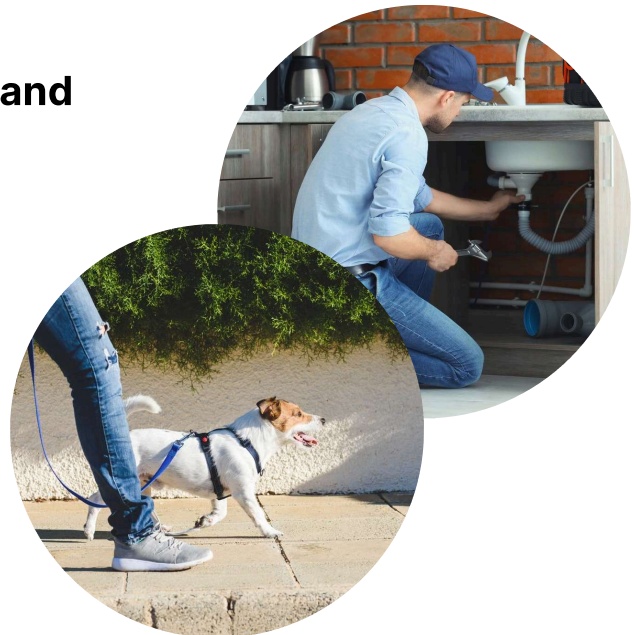
Home Repair Services

Moving Services

Organizing Services

Pet Care

Medical Provider Search



Call **Coastline EAP** today for a consultation: **1-800-445-1195**



www.coastlineeap.com



800-445-1195



931 Jefferson Blvd, Warwick, RI 02886

Workplace Wellness to Ease Stress

Join Our Live Weekly Wellness Classes and take some time for yourself!

Reduce Stress with Self-Care Strategies:

Coastline EAP offers live video conference classes each week, focused on teaching you effective self-care techniques to manage and reduce stress.

Led by Experts: All classes are conducted by a National Board Certified Health and Wellness Coach who utilizes evidence-based methods to help you activate your body's natural relaxation response.

Diverse Wellness Activities: Participate in a range of activities, including positive psychology, meditation, mindful walking, chair yoga, and slow breathing exercises.

Stay Updated: View our monthly wellness schedule on our website and sent out with our newsletters.

No prior experience is necessary for these classes. All are welcome!



Loving Our Wellness Classes?

We also offer live wellness classes onsite or virtually for your organization. Let your manager or HR representative know you're enjoying the classes, and we can arrange one for your team!



Support for Caregivers

Although caregiving can be stressful and exhausting at times, you don't have to do it alone. Get the support you need from Coastline EAP.



Services for caregivers:

- A comprehensive assessment of needs and referrals to qualified providers and/or educational and support services.
- Tips on selecting the best provider, including suggested interview questions and information on conducting background checks.
- Parenting and/or caregiver educational materials.
- Professional, confidential counseling for emotional and challenging life transitions.



Parenting and Childcare:

- Referrals to licensed childcare providers
- Types of childcare
- Referrals to summer camps
- Referrals to tutors
- Guidelines for choosing quality care
- Homework challenges
- Backup care or other special needs
- Parenting concerns
- Discipline
- Blended families

Eldercare Resources:

- Independent and assisted living resources
- Home health care
- Nutrition programs
- Support groups
- Community assistance
- Hospice providers
- Nursing homes
- Respite care providers
- Health and wellness
- Caregiver support

Call for a confidential consultation today.



SUPPORTING PARENTS THROUGH EVERY STAGE

Parenthood is a journey filled with joys, challenges, and everything in between. At Coastline EAP, we understand the diverse needs of parents throughout every stage of childhood. You don't have to navigate this journey alone—we're here to support you.

Support for Expectant and New Parents:

- Comprehensive services tailored to your needs.
- Assistance with childcare locator services.
- Adoption support services.
- Referrals to legal professionals for help drafting or updating your will.
- Confidential support for postpartum depression, return-to-work anxiety, and balancing new responsibilities.



Support for Parents of School-Aged Children:

- Referrals to summer camps and aftercare programs.
- Confidential support for common parenting challenges, such as effective coparenting.
- Specialized support for parents of children with special needs or facing bullying, anxiety, or school struggles.

Support for Parents of Teenagers:

- Referrals to tutors and college scholarship searches.
- Coaching for effective communication with your teen.
- Confidential support for common teen challenges like defiant behavior, eating disorders, alcohol use, and school troubles.



**No matter where you are on your parenting journey,
Coastline EAP is here to provide the support you need.
Reach out today to speak with an EAP counselor.**



Legal and Financial Solutions When You Need Them Most

Did you know that Coastline EAP provides professional consultations and referrals for your most common legal questions or financial concerns?



Legal Referrals

Receive a free 30-minute consultation with an attorney for a variety of legal issues, including:

- Divorce/Custody
- Criminal
- Estate planning/wills/trusts
- Real estate
- Landlord/tenant/eviction
- Eldercare law
- Personal injury
- Small claims
- Adoption
- Will preparation
- And more...



Financial Services

Phone consultations are available with a qualified financial counselor regarding:

- Bankruptcy
- Budgeting
- Buying a home
- College fund planning
- Credit card debt consolidation
- Debt management
- Identity theft recovery
- Retirement planning
- Foreclosure prevention
- And more...

Call 1-800-445-1195 to access these services.



Coastline EAP: Website Resources

Coastline EAP is dedicated to supporting your work-life needs with a wide array of resources and services. Here's what you can access through our website:

- Hundreds of webinars covering diverse topics.
- Skill development courses including leadership, communication, conflict resolution, and more.
- Articles and guides on physical health and emotional well-being.
- Tips and strategies for maintaining healthy relationships.
- Self-assessments to help you
- Understand and improve various aspects of your life.
- Financial calculators for budgeting, planning, and managing your finances.
- Legal forms for personal use.



How to Access:

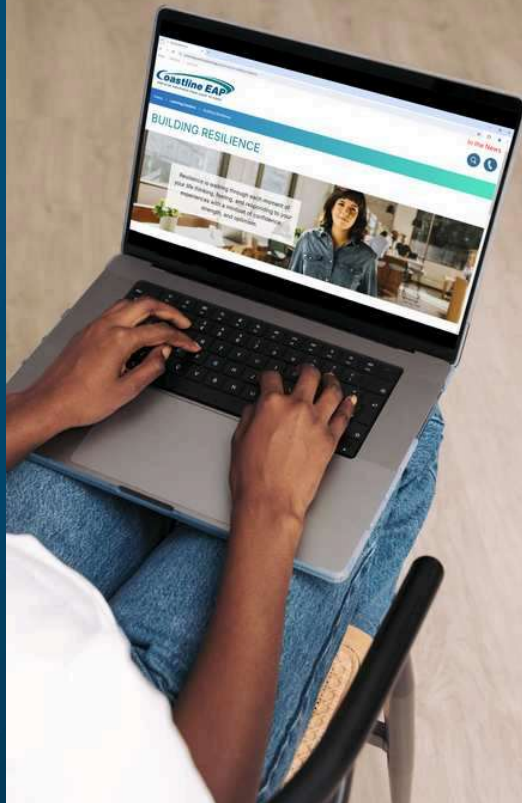
Website Login: COMPANYNAME

Visit **www.coastlineeap.com** and discover how we can help you achieve your personal and professional goals.





Explore Coastline EAP's Learning Center



Our website hosts 24 diverse Learning Centers, each designed to address essential work-life topics and support both your professional and personal growth. Whether you're looking to build resilience, improve communication, or explore mindfulness, we have the resources to meet your needs.



Each Learning Center offers a comprehensive array of content, including a 15-minute training, a webinar, and other resources. Additionally, you'll find skill development courses and recommendations for books, podcasts, and apps to further your learning. There is truly something for everyone.

Visit **www.coastlineeap.com** to explore these resources. Log in with your organization ID, then scroll down to the Featured Learning Center section.



www.coastlineeap.com



800-445-1195



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Coastline EAP Live Chat



Looking for quick support?

Connect with a Coastline EAP counselor through the confidential live chat on our website.

Available Monday - Friday, 8:30am – 5:00pm.

Ask about our services or schedule a consultation.
We're here to make reaching out easier.

Visit www.coastlineeap.com to access this feature.



www.coastlineeap.com



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CONTACT US



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info@coastlineeap.com

Coastline EAP
EMPLOYEE ASSISTANCE FROM COAST TO COAST