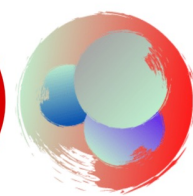




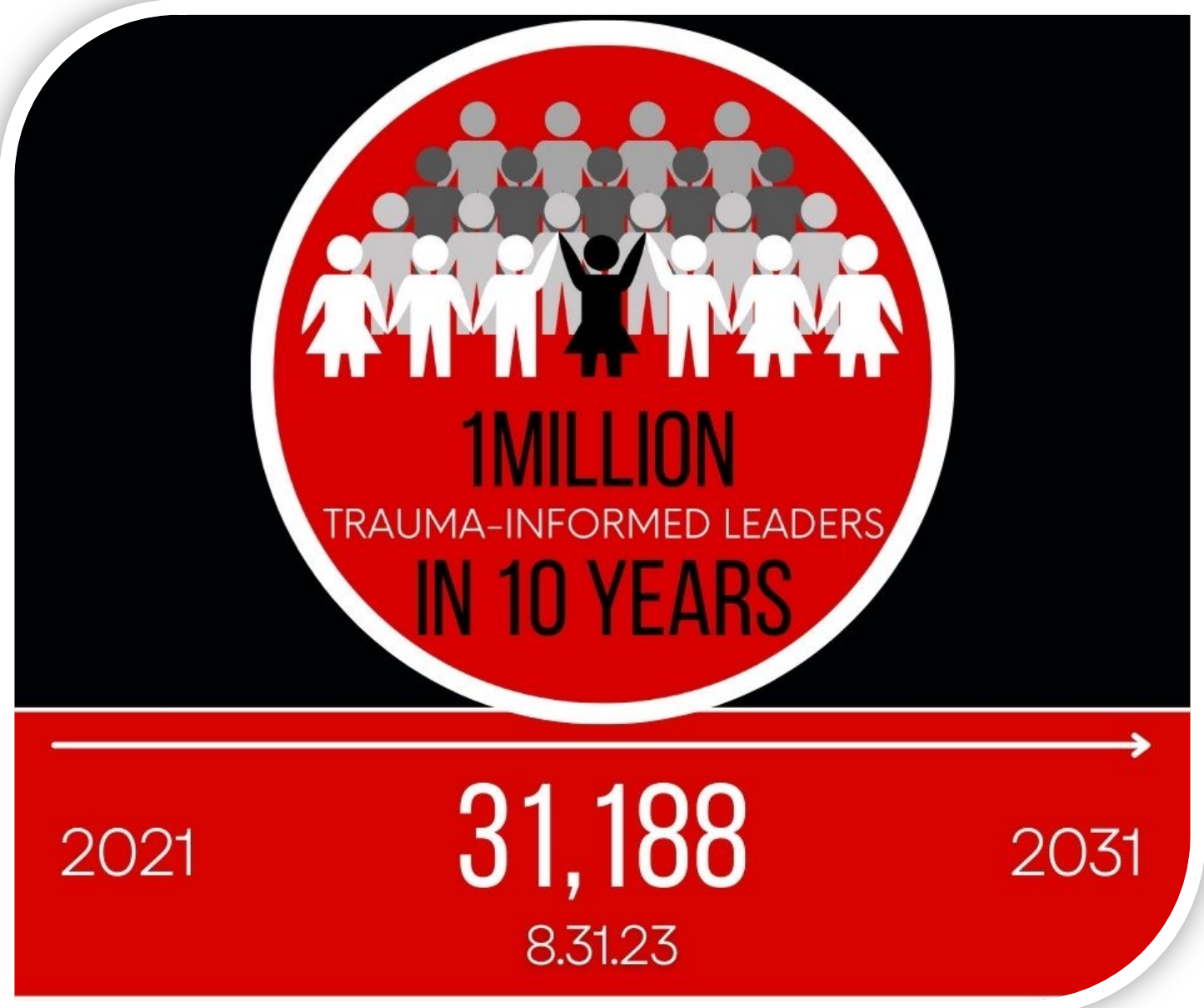
3 ^ 3
THE POWER OF 3 TM

WEAVING TRAUMA INFORMED PRINCIPLES INTO YOUR ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) PLAN



**DAWN
EMERICK**
Consulting

1M TRAUMA-INFORMED LEADERS BY 2031



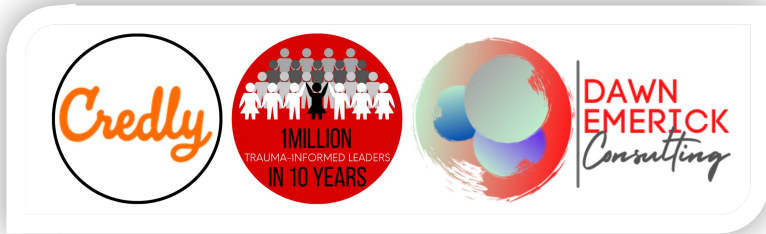
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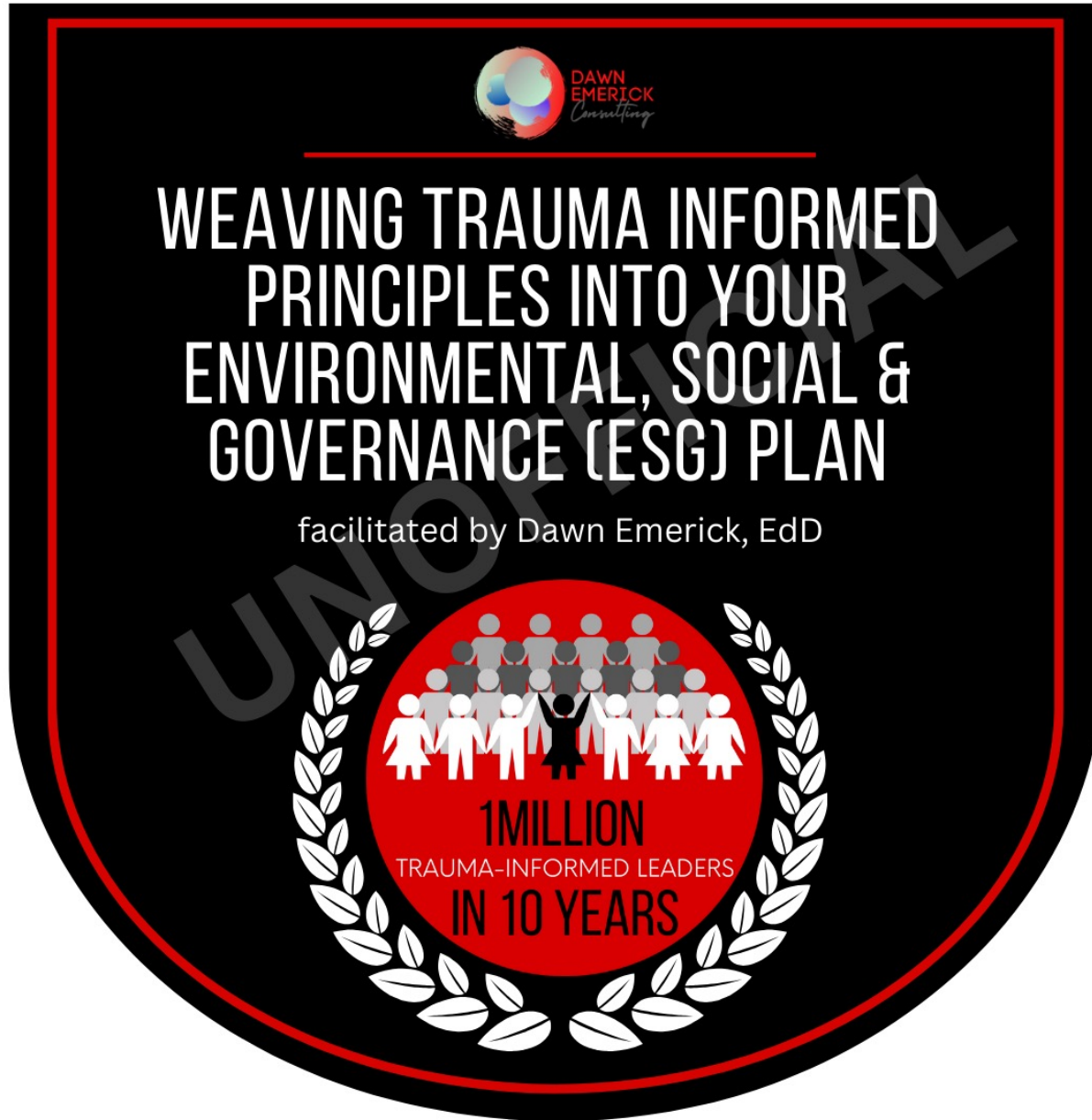
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DIGITAL BADGE



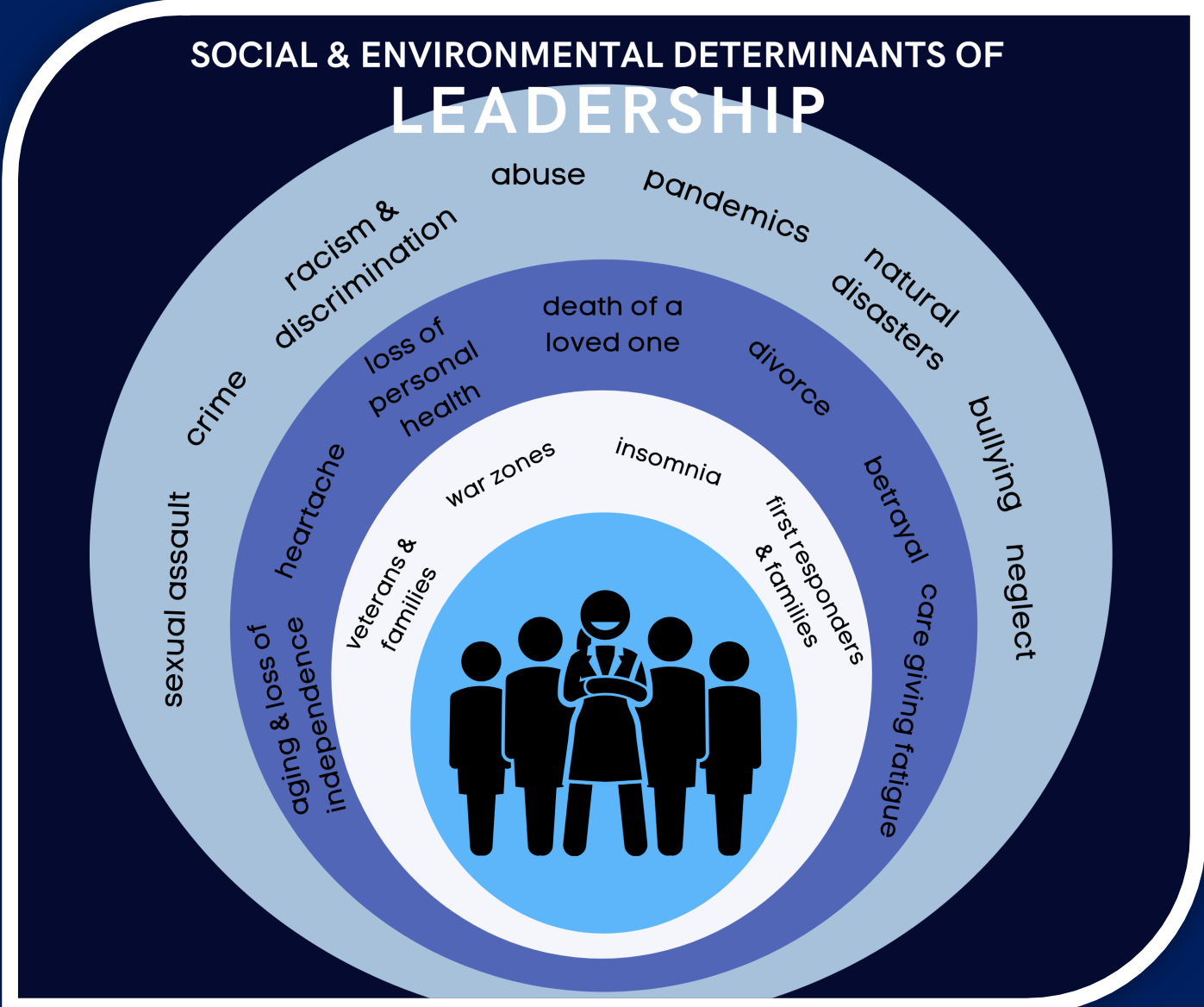
WHY ESG AND MENTAL HEALTH MATTERS

- Depression, isolation, and burnout now at an all-time high, have further contributed to the addiction crisis, resulting in unprecedented overdose deaths in 2022.
- According to the CDC, depression is estimated to cause a loss of 200 million workdays each year at a cost between \$17 billion and \$44 billion.
- At a time when shareholders increasingly analyze companies' ESG metrics to identify risks and opportunities, it's imperative to make a human capital investment in employees' mental health.
- Integrating mental health into ESG priorities would encourage employers to invest in, prioritize, and destigmatize evidence-based mental health resources for their employees.
- Providing mental health support at the employee level could lead to knock-on benefit within communities worldwide.
- Supporting employees' mental health could help organizations retain talent, increase economic impact, and bolster performance while keeping the workforce healthier and more satisfied.



TRAUMA AND THE WORKPLACE

DO NO HARM



TRAUMA

Trauma is... **Event + Experience = Effect**



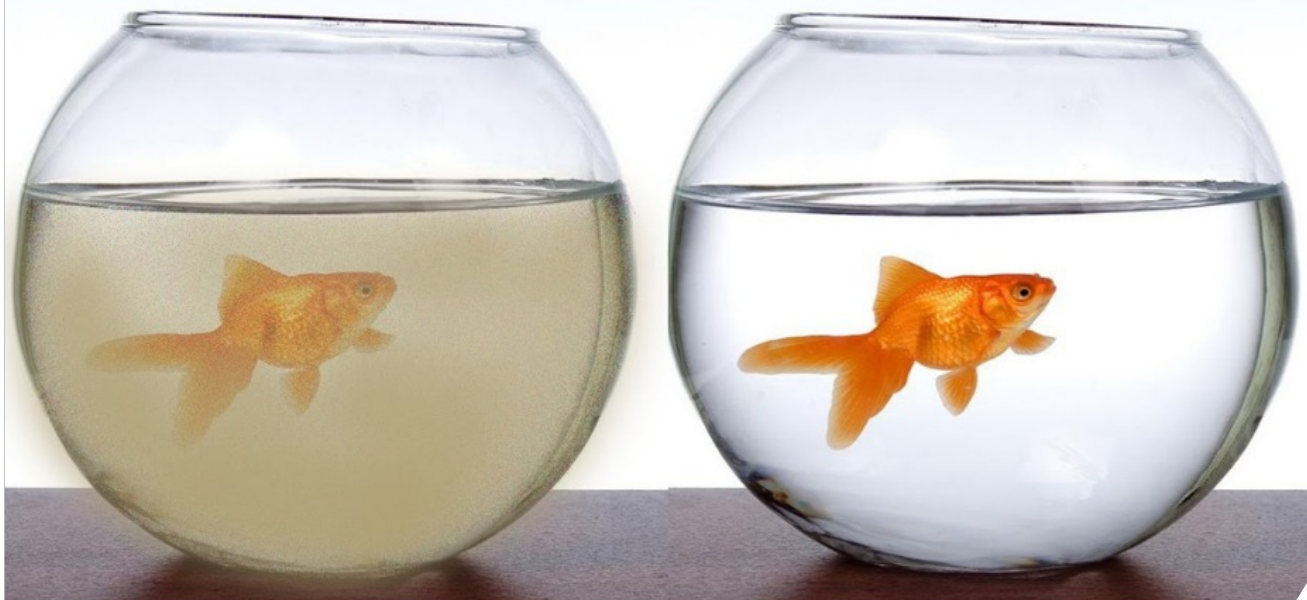
Adapted from Janina Fisher

**DO NO
HARM**

WHAT IS SYSTEMS TRAUMA?

**Trauma
Aware**

**Trauma
Informed**



TRAUMA-INFORMED LEADERSHIP IS **NOT** THE SAME AS TRAUMA-INFORMED CARE

TRAUMA-INFORMED CARE

In a Trauma-Informed agency, all staff must attend New Employee Orientation and receive training in the areas of Mental Health, Substance Abuse, HIV/AIDS, Child Abuse, Discrimination/Sexual Harassment, Confidentiality, De-escalation Techniques, and Security/Active Shooter. Front line staff also receive First Responder and CPR training. All staff must pass a Level II background screening.

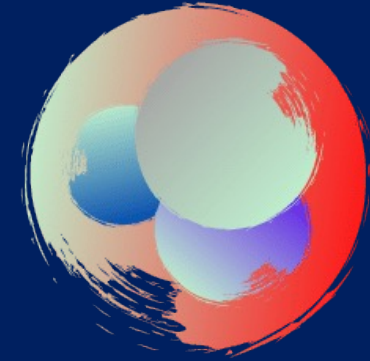
TRAUMA-INFORMED LEADERSHIP

Trauma-informed leadership is actualized when leaders and supervisors acknowledge how their own social and emotional needs and experiences influence the way they interact, communicate, influence, and engage with anyone who has an interest in their success, the success of others and the success of their organization. They can recognize their own stress responses, awareness to pause, and the confidence to make decisions using a Do No Harm lens.

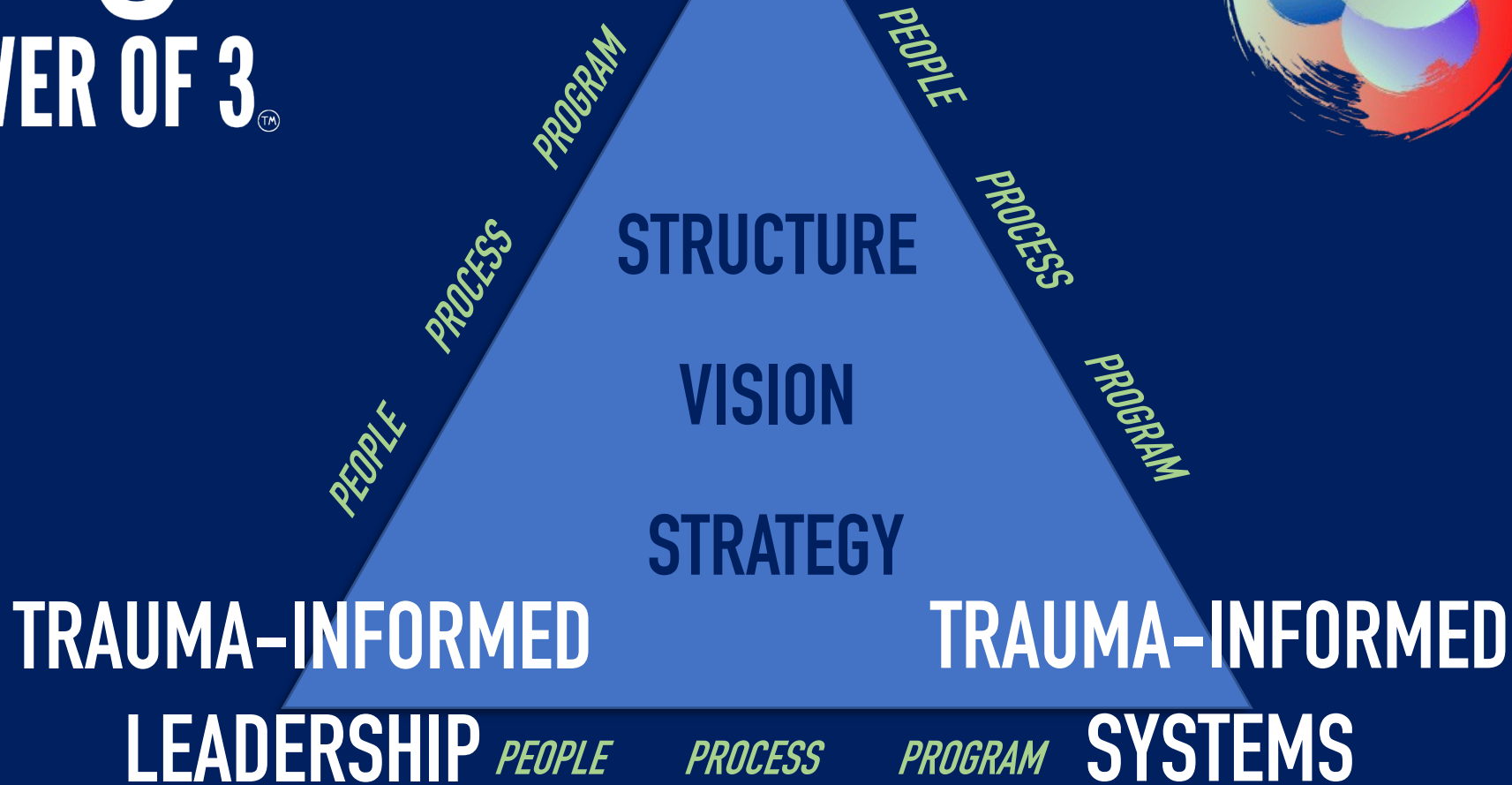


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THE POWER OF 3.™

**ORGANIZATIONAL
ENVIRONMENT**

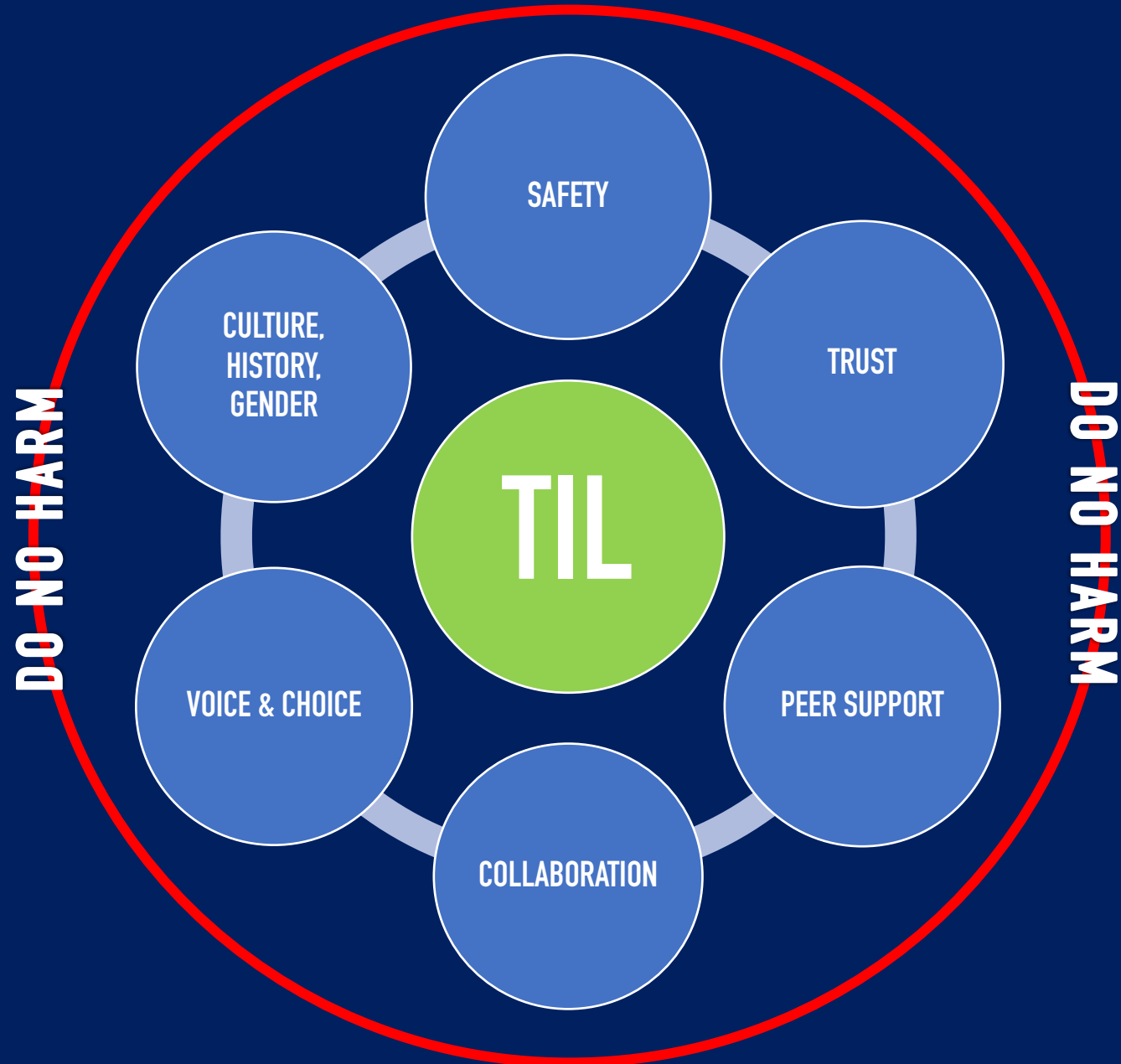


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TRAUMA-INFORMED LEADERSHIP



TRAUMA-INFORMED SYSTEMS

GOVERNANCE



**CHANGE
MANAGEMENT**



**PHYSICAL
ENVIRONMENT**



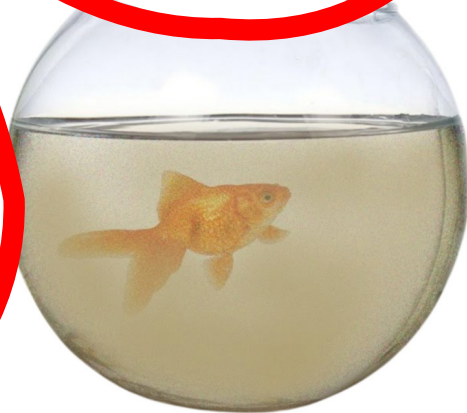
POLICY



**QUALITY
IMPROVEMENT**



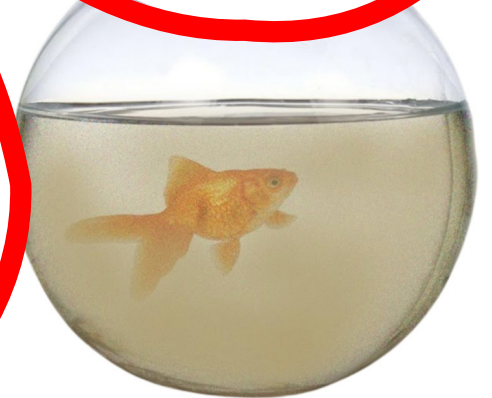
FINANCE



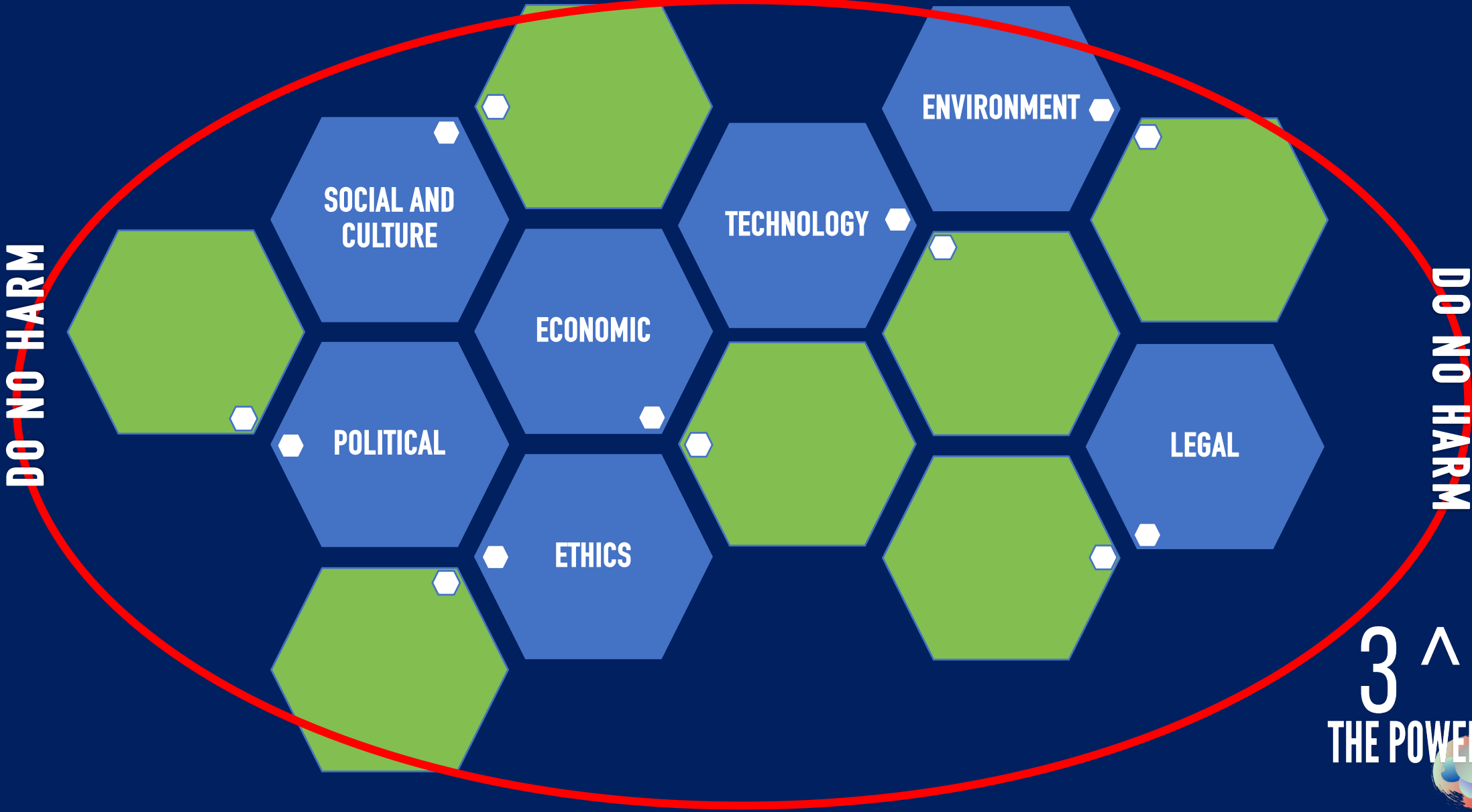
**TALENT ACQUISITION
& DEVELOPMENT**



METRICS



ORGANIZATIONAL ENVIRONMENT

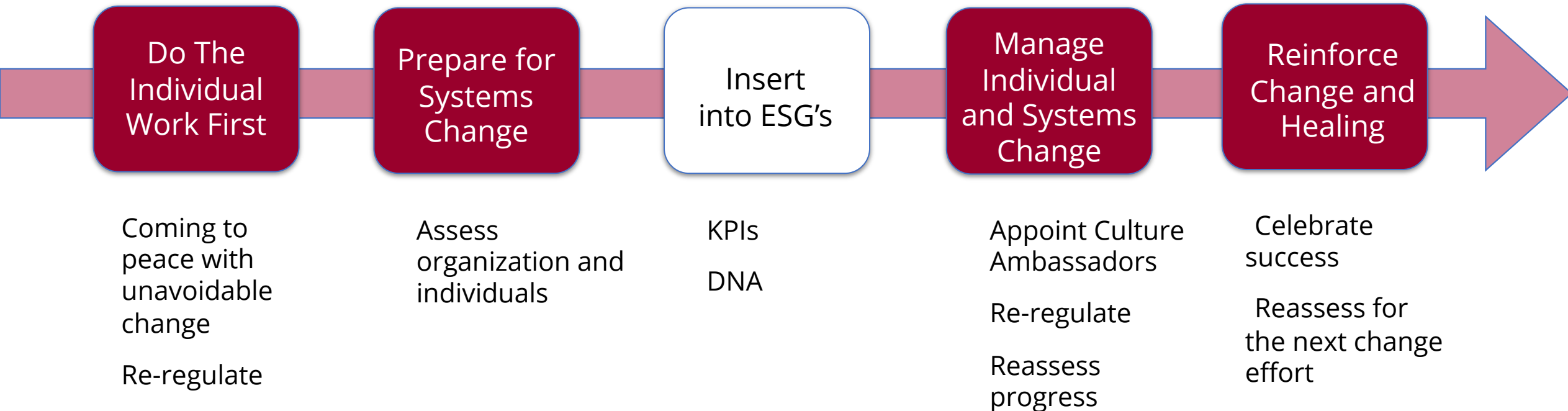


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THE POWER OF 3

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HOW TO WEAVE MENTAL HEALTH INTO YOUR ESG



ESG MEANING

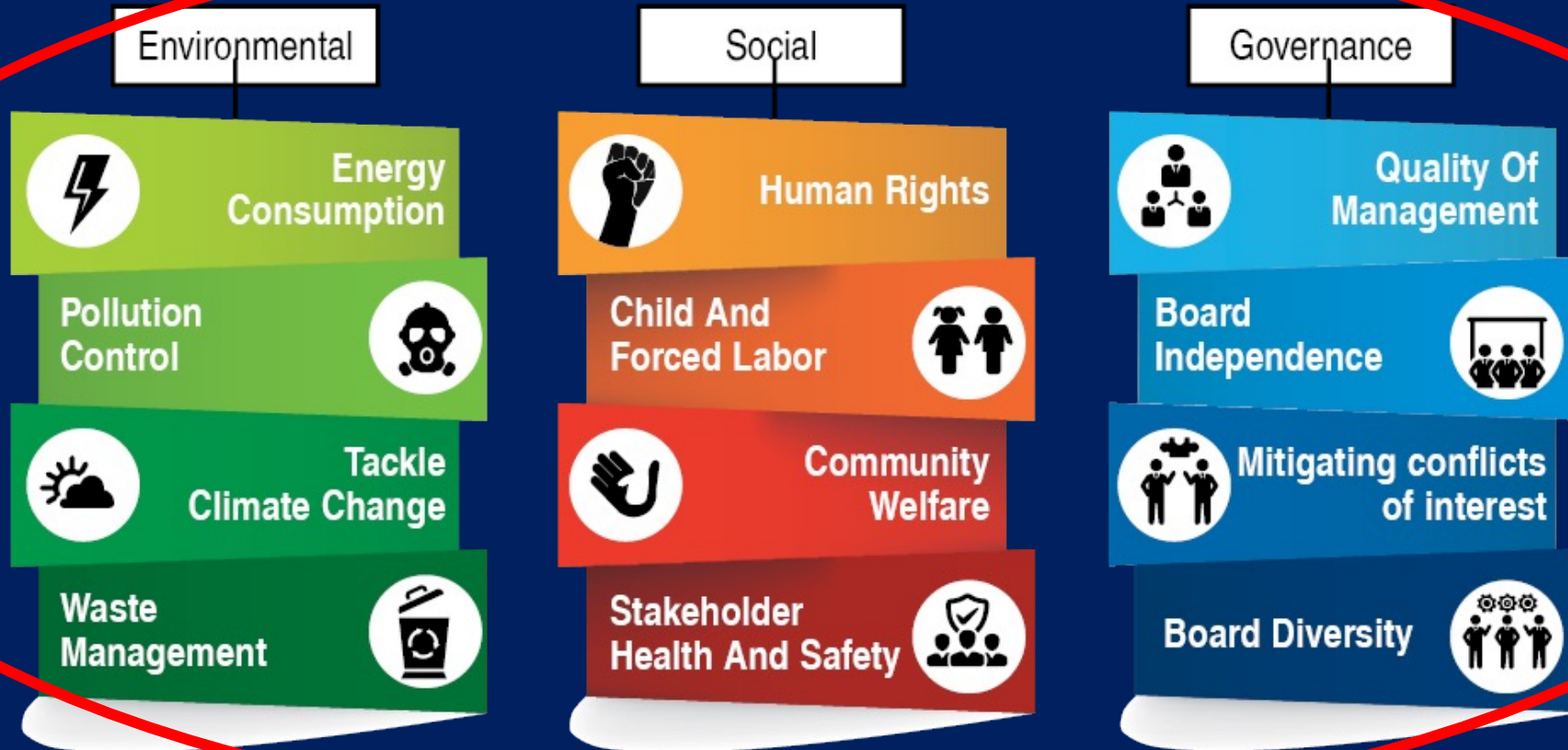
Think of ESG as an umbrella—an overarching framework for understanding an organization’s impact, risks, and opportunities in each of the three main areas:

1. **Environmental**—focuses on an organization’s impact on the planet, including energy use and emissions, climate risk, land protection, and water use
2. **Social**—focuses on the ways organizations treat people, including diversity, equity, and inclusion policies, health and safety, data privacy, and well-being
3. **Governance**—focuses on the structural components of an organization that impact decision-making and oversight, including policies, procedures, controls, leadership diversity, executive compensation, and ethics

ENVIRONMENTAL, SOCIAL AND GOVERNANCE

DO NO HARM

DO NO HARM



ESG MEANING

ESG is also known as “sustainable investing,” which drives positive long-term impacts for society and the environment, as well as investors and the company itself.

ESG has proven both its business and societal value.

According to a McKinsey meta-analysis, nearly 70% of studies of ESG strategies find a positive business impact, and global sustainable investment has surpassed \$30 trillion.

A mental health lens is essential for organizations to truly understand their impact—both positive and negative—on employees, communities, and society overall, and ESG metrics provide a mechanism to track this impact over time.

HOW TO ADVANCE ESG AT YOUR ORGANIZATION

ESG is quickly becoming a business imperative.

The growing number of investors, customers, employees, business partners, and other stakeholders want to engage with organizations who align with their values,

Successful ESG programs are most often those with direct leadership support, borne from an intentional strategy that connects to business goals.

There is no single point of entry to begin your organization's ESG journey.

- ESG in their cultural DNA
- Disclose your ratings because a significant business partner or prospect requires it.
- Begin with formal reporting and unify strategy to help measure your progress and evolve their approach as needed.

HOW TO WEAVE MENTAL HEALTH INTO YOUR ESG

BRING TOGETHER THE ESG AND MENTAL HEALTH DISCUSSIONS

More than 3,000 signatories to the Principles for Responsible Investment (PRI) indicated mental health as one of the top social issues they would prioritize,

BlackRock CEO's high-profile annual letter credited the firm's strong performance to a focus on employee's overall health.

Some are calling for moving to "ESHG" to better incorporate health, alongside the movement to add Chief Public Health Officers in the C-suite.

Those who set ESG priorities should begin to discuss how to include employee mental health, including the metrics and programs the organization is already using to measure and advance workplace wellbeing.

HOW TO WEAVE MENTAL HEALTH INTO YOUR ESG

UNDERSTAND THE BENEFITS OF WORKPLACE MENTAL HEALTH

It's the right thing to do, improves the quality of work and mitigates the detrimental effects of burnout and stress.


Globally, employees “increasingly expect organizations to care for the health of employees and their families and to uphold their rights to adequate physical and mental well-being.”

Increases in employee productivity and operational efficiency, and a decreases in costs

A [*Lancet*](#) study shows that for every \$1 invested in mental health evidence-based programs, employers can save \$2-4 on other expenses.


To improve the “S” of ESG, consider adding “H,” for health to the acronym.

HOW TO WEAVE MENTAL HEALTH INTO YOUR ESG

[Safety Training](#) [Workplace Safety](#) [Roadway Safety](#) [Community Safety](#) [Membership](#) [Shop](#) [Q](#)

Mental Health Employer Cost Calculator

An Authoritative, Easy-to-Use Tool Providing Business Leaders with Information about the Cost of Mental Health



NSC Employer Cost Calculator

MENTAL HEALTH

The National Safety Council has collaborated with an independent research institution, **NORC at the University of Chicago**, to create a tool demonstrating the cost of employee mental health and illness for employers. This cost calculator is an authoritative, easy-to-use tool providing business leaders with specific information about the cost of mental health (including depression, anxiety, and general mental distress) in their workplace based on the size of employee base, industry, and state.

[Learn More](#)

Calculate Your Workplace Costs

Where are your facilities/offices located?

How many employees in your organization?

[Add Additional State](#)

About the National Safety Council

The National Safety Council is America's leading nonprofit safety advocate - and has been for over 100 years. As a mission-based organization, we work to eliminate the leading causes of preventable death and injury, focusing our efforts on the workplace, roadway and impairment. We create a culture of safety to not only keep people safer at work, but also beyond the workplace so they can live their fullest lives.



About NORC

NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge. Please visit www.norc.org for more information.



HOW TO WEAVE MENTAL HEALTH INTO YOUR ESG

MOVE TOWARDS STANDARDIZED MENTAL HEALTH METRICS

Standardizing mental health metrics and their place in ESG frameworks can collectively improve the overall employer response to mental health.

- DE&I is supporting neurodiversity in the workplace – or
- providing accommodation, resources and celebrating “invisible diversity”.

Reporting frameworks like ESG investment criteria can show employee well-being is fundamental to business success.

By sharing their mental health metrics, strategies, and solutions, businesses can support their workforce and learn from other organizations.

If organizations want well-being to matter and receive the right level of investment, business leaders must come together and demonstrate the value of mental health ESG metrics.

HOW TO WEAVE MENTAL HEALTH INTO YOUR ESG

RECOGNIZE THE IMPORTANCE OF THEIR OWN EMPLOYEES' HEALTH.

Offer healthier cafeteria food, gym memberships, or well-being services.

Prevent physical and mental health issues from occurring, rather than controlling the costs of absenteeism and health care later.

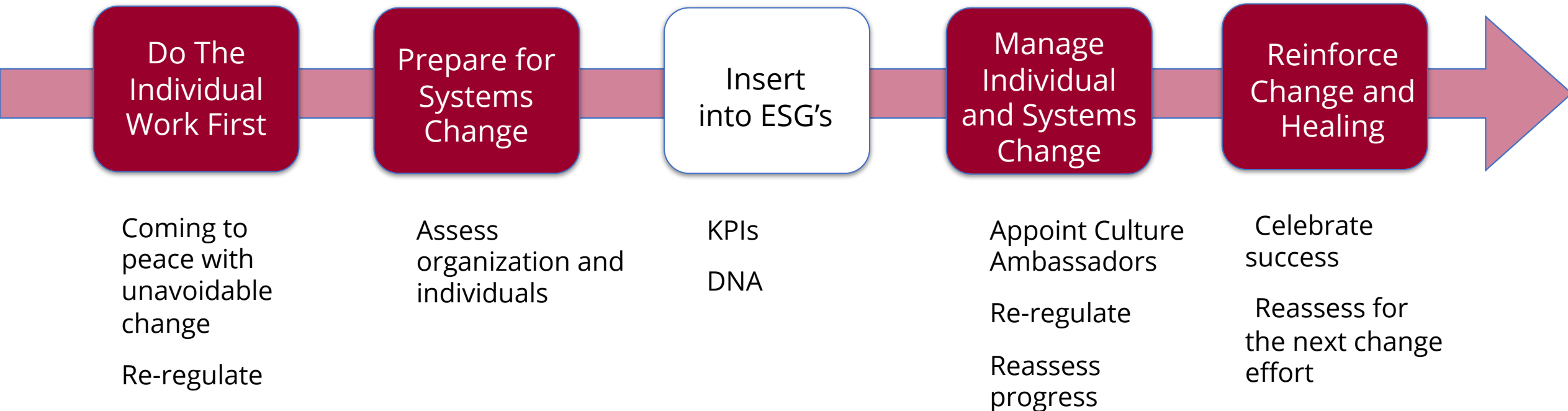
Starts with the C-Suite

Measure the impact of their goods or services on customers' health.

Self-regulate before government regulators step in with product bans or punitive taxes.

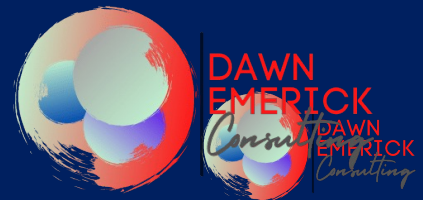
Rethink how you source your materials, determining whether any partners in their supply chains are involved in activities that might harm consumers' health.

HOW TO WEAVE MENTAL HEALTH INTO YOUR ESG



WHAT YOU AND YOUR LEADERSHIP CAN DO IMMEDIATELY

- **Assess Your Own Trauma (mental health) and Do The Hard Work**
- **Assess Your Staff's Sense Of Well-being and Experiences In The Workplace**
- **Address Root Causes Of Stress Responses and Mental Health Challenges**
- **Require Mental Health First Aid and Trauma Informed Leadership+ Workplace Training For All Employees and Governance**
- **Provide Comprehensive and Affordable Mental Health Services**
- **Incorporate Trauma-Informed Principles Into ESG'S and Performance Metrics For Anyone Leading A Team**
- **Create An Emotionally Safe and Anti-stigma Culture Through Culture Ambassadors And Updated Talent Recruitment and Onboarding Policies**



BEST PRACTICES



Uber

Environmental,
Social, and
Governance Report

BEST PRACTICES



AstraZeneca 

Sustainability Report 2022

CELEBRATE

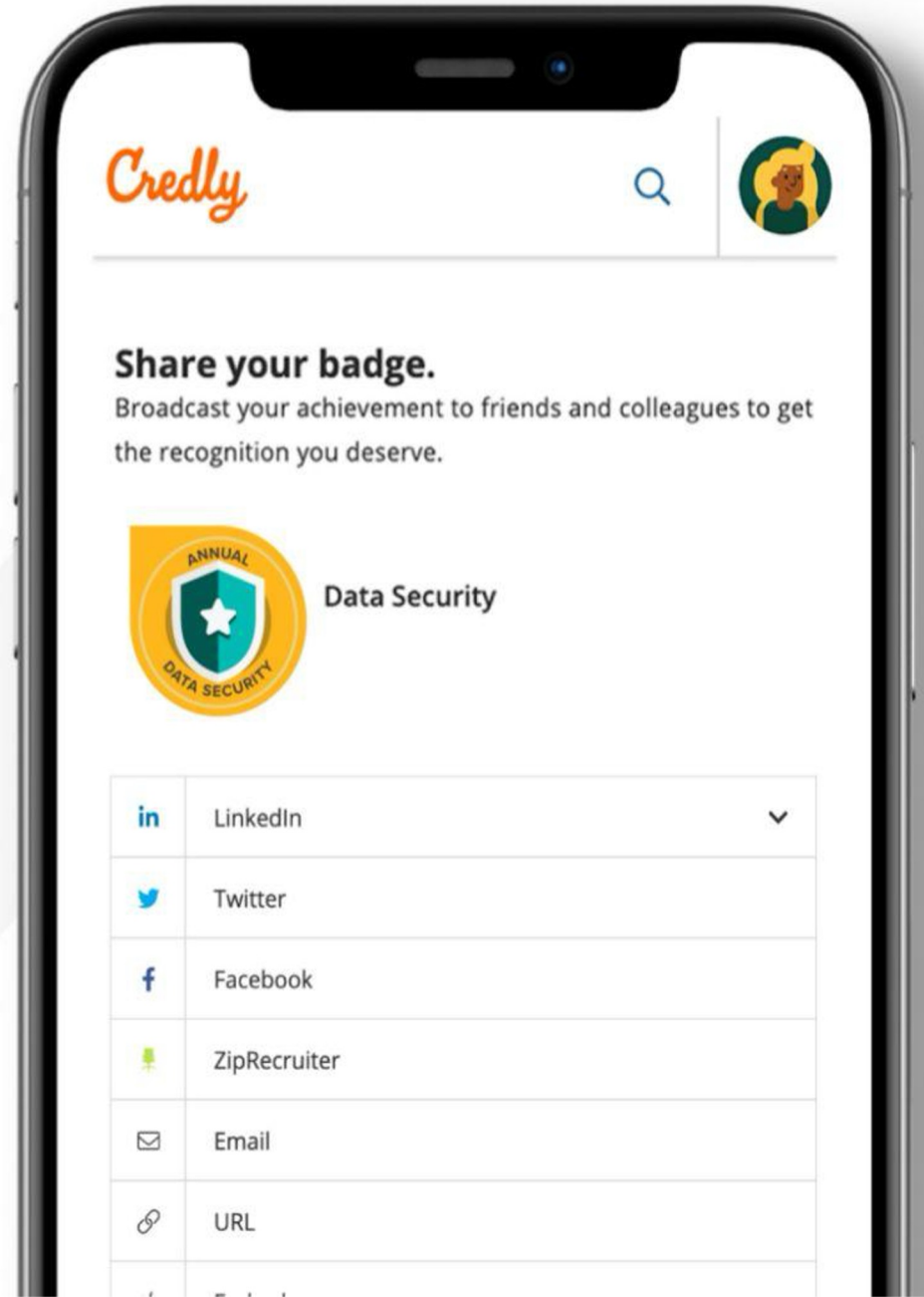
You've earned it;
now show it.

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TRAUMA-INFORMED LEADERSHIP

FREE MONTHLY WORKSHOPS

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UNIVERSITY CERTIFICATION COURSE

PODCASTS & BLOGS

NATIONAL STANDARDS ASSESSMENT

EMPLOYEE EXPERIENCES QUESTIONNAIRE

WORK PLAN DEVELOPMENT & IMPLEMENTATION

LITERATURE & RESOURCES

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Dr. Dawn Emerick



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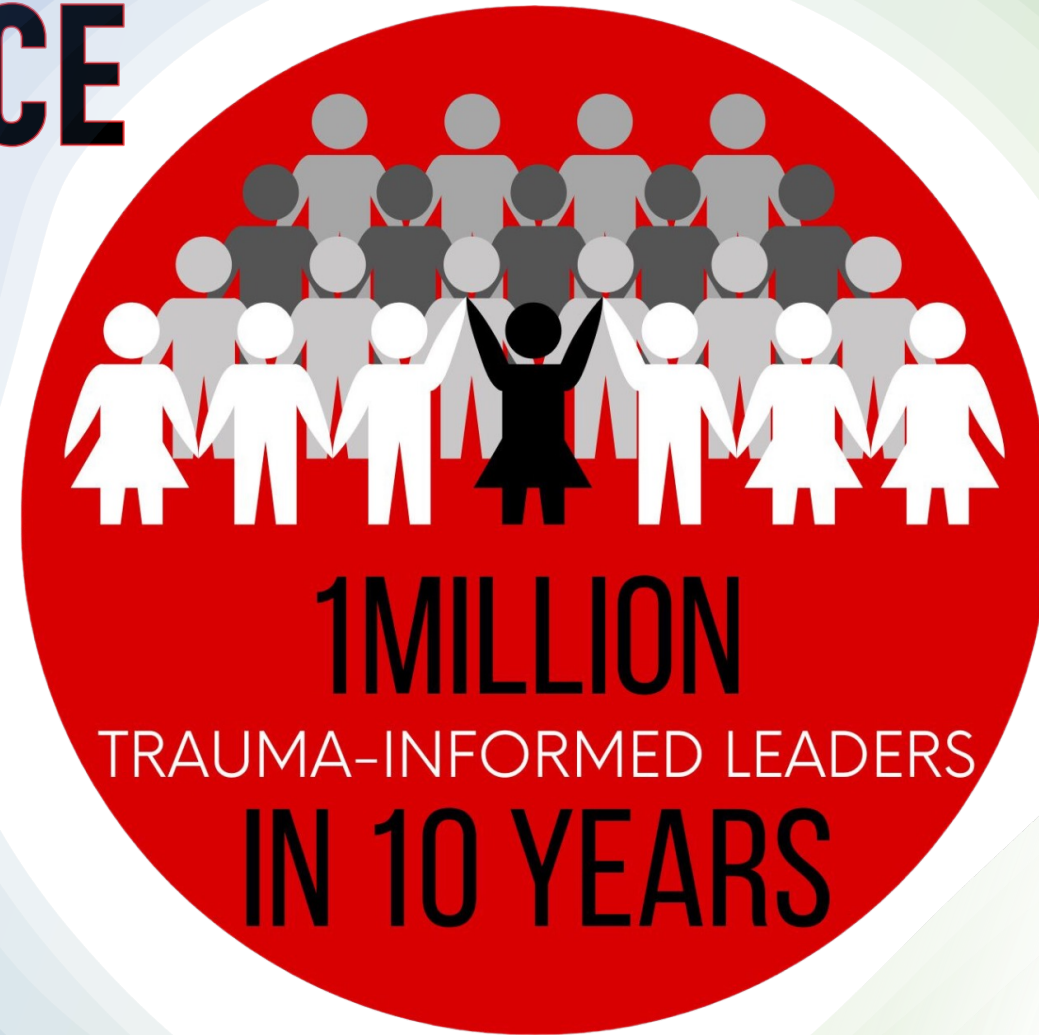
TRAUMA-INFORMED LEADERS

IN 10 YEARS

COMMUNITY OF PRACTICE

TRAUMA-INFORMED LEADERSHIP & WORKPLACE

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