



Sam's OATH

What's Hidden Doesn't Heal.

Sam's OATH Workplace Toolkit

Everything you need to bring Sam's OATH to your workplace: facilitator guide, discussion prompts, ceremony instructions, and printable materials.

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This toolkit gives you everything you need to bring Sam's OATH to your workplace. Whether you are an HR leader, a manager, or a team member who wants to start the conversation, these resources will help you create a moment of real connection at work.

Sam's OATH is built on four commitments: Openness, Authenticity, Togetherness, and Healing. These are not abstract ideas. They are practical choices that change how people relate to each other, especially in workplaces where silence about substance use and mental health is the default.

You do not need special training or credentials to use this toolkit. You just need the willingness to create space for honesty.

Section 1: Facilitator Guide

How to Run a 30-Minute Sam's OATH Session at Work

This guide walks you through a structured, low-pressure session that introduces Sam's OATH to your team. The format works for groups of 5 to 50. It can be run during a team meeting, a lunch-and-learn, a wellness event, or a standalone session.

Before the Session

Choose a quiet, comfortable space. Arrange seating in a circle or U-shape if possible, so people can see each other. Avoid boardroom setups where one person sits at the head of the table.

Print copies of the discussion prompts (Section 2) and the quick-reference card (Section 5) for each participant. If you plan to do the group oath, print the OATH text from Section 3.

Let people know in advance that this session is about creating a culture of openness around mental health and substance use. Emphasize that participation is voluntary. Nobody will be asked to share personal experiences unless they choose to.

Session Format (30 Minutes)

Minutes 1-5: Opening and Welcome

Begin by reading this script (adjust it to your own voice):

"Thank you for being here. Today we are going to spend 30 minutes talking about something most workplaces avoid: mental health and substance use. Not because anyone in this room has to share anything personal, but because 1 in 5 of us is dealing with these challenges, and most of us never say a word about it at work. Sam's OATH is a national movement to break that silence. The OATH stands for Openness, Authenticity, Togetherness, and Healing. Today we are going to explore what those words mean in a workplace setting."

Minutes 5-13: The OATH Framework

Walk through each letter of the OATH, spending about 2 minutes on each. You can read these descriptions or paraphrase them:

O is for Openness: Being willing to talk honestly about what we experience, without shame. In a workplace, this means creating an environment where people do not have to pretend everything is fine when it is not. It does not mean forced sharing. It means the door is open.

A is for Authenticity: Showing up as we truly are, not as the world expects us to be. At work, we often wear masks. We say "I'm fine" when we are not. Authenticity means we stop punishing honesty and start making space for it.

T is for Togetherness: Standing with others who are facing challenges, because no one should face them alone. This is not about fixing people. It is about being present. Saying "I see you" and "you are not alone" matters more than having answers.

H is for Healing: Pursuing recovery, growth, and hope for ourselves and for those we love. Healing is not a destination. It is an ongoing process. A workplace that supports healing supports the whole person, not just the employee.

Minutes 13-25: Group Discussion

Use the discussion prompts from Section 2. Pick 3-4 that feel right for your group. Read the prompt aloud, then

let people respond. Do not go around the room forcing answers. Let silence sit for a moment. Some of the best conversations start after a pause.

If someone shares something personal, thank them. Do not try to problem-solve. Say: "Thank you for sharing that. That took courage."

Minutes 25-30: Closing

If your group wants to, this is a good time for the optional group oath (Section 3). Otherwise, close with this:

"Thank you for showing up today, not just physically, but with your attention and your willingness to be here for this conversation. If anything came up for you today that you want to talk about, the quick-reference card has crisis resources and ways to get support. And if you want to take Sam's OATH individually, you can do that at samsoath.org/take-the-oath."

Tips for Facilitators

Keep it voluntary. Never pressure anyone to share, speak, or participate in the oath. The power of this session comes from invitation, not obligation.

Do not play therapist. You are a facilitator, not a counselor. If someone is in distress, refer them to the crisis resources on the quick-reference card or to your company's Employee Assistance Program (EAP).

Have crisis resources ready. Print the quick-reference card (Section 5) and know your company's EAP number before the session starts.

Watch your language. Use person-first language. Say "a person dealing with substance use" instead of "an addict." Say "mental health challenges" instead of "mental illness." The language guide at samsoath.org/resources/language-guide has a full reference.

It is okay if it is quiet. Silence during discussion is not failure. It means people are thinking. Give them space.

Follow up. After the session, send a brief email thanking participants and including links to samsoath.org and the crisis resources. Keep the conversation going.

Section 2: 10 Discussion Prompts

Use these prompts during the group discussion portion of your session. You do not need to use all 10. Pick 3-4 that feel right for your group and the time you have. Read them aloud and give people space to respond.

1. "What does openness about mental health look like in a workplace?"
2. "Have you ever known a coworker was struggling but didn't know what to say?"
3. "What would make you feel safe enough to talk about these topics at work?"
4. "How does silence about substance use and mental health affect team culture?"
5. "What's one thing our workplace could do to make it easier to ask for help?"
6. "What does 'it's okay not to be okay' actually look like in practice at work?"
7. "How can we support someone without crossing professional boundaries?"
8. "What language do we use at work that might unintentionally shut these conversations down?"
9. "What would change if our workplace had a culture of openness instead of silence?"
10. "How can we carry this conversation forward after today?"

How to Use These Prompts

Start with an easier prompt (1, 3, or 5) to warm the group up. Save the deeper ones (2, 4, 8) for after people have settled in.

If the group is large (more than 15), consider breaking into smaller groups of 4-5 for the discussion, then reconvening to share key takeaways.

You can also use these prompts outside of a formal session: in one-on-ones, at the start of team meetings, or as part of an ongoing series.

Section 3: OATH Ceremony Guide

The group oath is optional, brief, and powerful. It takes about 5 minutes and creates a shared moment of commitment that people remember.

How to Run It

After the discussion portion of your session, say something like:

"Sam's OATH is a personal commitment. Nobody has to take it. But if you want to, we can read it together as a group. This is not a contract or a promise to be perfect. It is a statement of intention: that we choose openness over silence, authenticity over performance, togetherness over isolation, and healing over hiding."

The OATH Text

Read together as a group:

I choose OPENNESS - to speak honestly about what my family and I have experienced, without shame.

I choose AUTHENTICITY - to show up as I truly am, not as the world expects me to be.

I choose TOGETHERNESS - to stand with others who are facing these challenges, because no one should face them alone.

I choose HEALING - to pursue recovery, growth, and hope, for myself and for those I love.

After the OATH

If you have a printed poster with the OATH text, invite people to sign their name on it. Hang it somewhere visible in the office as a reminder of the commitment your team made.

You can also distribute individual OATH cards for people to keep at their desk.

For digital participation, direct people to samsoath.org/take-the-oath where they can take the oath individually

and be added to the national OATH map.

Section 4: Printable Materials

Poster Text

SAM'S OATH

What's hidden doesn't heal.

We choose Openness. We choose Authenticity. We choose Togetherness. We choose Healing.

Take the OATH at samsoath.org

[QR code to samsoath.org/take-the-oath]

Flyer Text

SAM'S OATH - A Movement to Break the Silence

1 in 5 people deals with substance use or mental health challenges. Most never tell anyone at work.

Sam's OATH is a national movement to change that. The OATH is four commitments:

O - Openness: Speaking honestly, without shame. A - Authenticity: Showing up as we truly are. T - Togetherness: Standing with others, because no one should face this alone. H - Healing: Pursuing recovery, growth, and hope.

Take the OATH at samsoath.org/take-the-oath Learn more at samsoath.org

Table Card Text (Tent-Fold)

Front: You are not alone. samsoath.org

Back: 988 Suicide & Crisis Lifeline (call or text 988) | Crisis Text Line (text HOME to 741741) | SAMHSA

Helpline (1-800-662-4357)

Printing Notes

All materials are designed to print on standard letter-size paper (8.5 x 11 inches). The poster works best printed at 11 x 17 if your printer supports it. The table card should be printed double-sided and folded in half.

For QR codes, generate a code pointing to samsoath.org using any free QR code generator. Place it in the bottom-right corner of the poster and flyer.

Print-ready PDF versions of all materials are available at samsoath.org/workplace/toolkit.

Section 5: Quick-Reference Card

Crisis Resources

If you or someone you know needs help right now:

988 Suicide & Crisis Lifeline: Call or text 988. Free, confidential, 24/7 support for anyone in crisis or emotional distress.

Crisis Text Line: Text HOME to 741741. Free, 24/7 crisis support via text message with a trained counselor.

SAMHSA National Helpline: Call 1-800-662-4357. Free, confidential, 24/7 treatment referral and information service for substance use and mental health.

Emergency Services: Call 911 if someone is in immediate danger.

Person-First Language: 5 Key Phrases

Instead of "addict" or "alcoholic," say "a person dealing with substance use."

Instead of "crazy" or "mentally ill," say "a person experiencing mental health challenges."

Instead of "committed suicide," say "died by suicide."

Instead of "clean" or "dirty," say "in recovery" or "currently using."

Instead of "enabler," say "someone who loves a person dealing with substance use."

Language shapes how we see people. Small changes in the words we use at work can make the difference between someone feeling judged and someone feeling safe enough to ask for help.

For a complete guide, visit samsoath.org/resources/language-guide.

How to Respond if Someone Opens Up to You at Work

Step 1: Listen. Do not interrupt. Do not try to fix it. Just be present. Say: "Thank you for telling me. That took courage."

Step 2: Ask what they need. Say: "How can I support you?" or "What would be most helpful right now?" Do not assume you know what they need.

Step 3: Connect them to resources. Share the crisis numbers above if they are in immediate distress. If not, mention your company's Employee Assistance Program (EAP) and the resources at samsoath.org. You do not have to be the expert. You just have to care enough to point them in the right direction.

What Not to Do

Do not say "I know how you feel" (you probably do not). Do not share their situation with others without permission. Do not offer diagnoses or medical advice. Do not minimize what they are going through ("At least..." or "It could be worse...").

The most powerful thing you can do is be a safe person to talk to. That starts with listening.

Section 6: Manager's Conversation Guide

When You Notice Something Is Off

You are a manager. Someone on your team has changed. Their work is slipping, or they look exhausted, or they

are missing meetings, or they are just not themselves. You want to help. You also do not want to overstep, get it wrong, or accidentally make things worse.

This guide is for that exact moment. It does not turn you into a counselor. It gives you a way to open a door without forcing anyone through it.

Two Things to Do Before the Conversation

1. Check yourself. Are you talking to this person because you genuinely care about them, or because you are frustrated about a deliverable? Both can be true. But the conversation only works if care is in front. If care is not in front, wait. 2. Pick the right setting. Not your office with the door open. Not the breakroom. A walk, a coffee, a quiet corner of a quiet room. Phones away. Twenty minutes blocked off so you are not glancing at the clock.

How to Open the Conversation

You do not need a script. You need one honest sentence. Try one of these:

"I have noticed you have seemed off lately, and I wanted to check in. No agenda, just wanted you to know I see it."

"I do not want to make assumptions, but I have seen some changes and I am a little worried about you. How are you actually doing?"

"This is not a performance conversation. I just wanted to make space to check in on you as a person. How is everything?"

Then stop talking. The hardest part is the silence after. Let it sit. Most people will fill it.

What to Listen For

You are not diagnosing. You are listening for whether they want help and what kind. Most people will tell you in the first two minutes.

- "I am fine." (They are not ready to talk. That is okay. You opened the door. They know it is open.) - "Things

have been hard lately." (They want to talk. Ask one open question and let them lead.) - "Actually, can I tell you something?" (They have been waiting for someone to ask. Listen. Do not interrupt with advice.) - A pause and then a small piece of truth. (This is the most important moment. Say "thank you for telling me" and let them keep going.)

What to Say (and What Not to Say)

****Say:**** "Thank you for telling me. I am glad you said something." ****Not:**** "Wow, that is a lot. Have you tried therapy?"

****Say:**** "What kind of support would actually be helpful right now?" ****Not:**** "I know exactly what you need. Let me tell you."

****Say:**** "I am not going to pretend I understand what you are going through, but I am going to be here." ****Not:**** "I totally get it. My cousin went through the same thing."

****Say:**** "Whatever you tell me stays between us, unless you are in danger. And I want you to know what our EAP can do, when you are ready." ****Not:**** "I am required to report this."

****Say:**** "There is no rush. Take whatever time you need." ****Not:**** "Let me know by Friday how you want to handle this."

Where to Hand Off

You are a manager, not a therapist. Your job is to keep the door open and to point them to people who can actually help. Have these resources at your fingertips before the conversation starts:

- Your organization's Employee Assistance Program (EAP) name, phone number, and the link or instructions to access it. Most employees do not know what their EAP actually covers. Be specific.
- 988 Suicide and Crisis Lifeline (call or text 988) for immediate emotional crisis.
- SAMHSA National Helpline (1-800-662-4357) for substance use and mental health treatment referrals — free, confidential, 24/7.
- Your HR contact for any formal accommodations under ADA or FMLA.

After the Conversation

Do not check in the next morning with "So how are things now?" That feels like surveillance.

Do check in three or four days later with something low-stakes. A "thinking of you, no need to respond" text. A coffee invite. A small gesture that says: I have not forgotten what you told me, and you are not alone here.

If they declined to talk, leave the door open without pushing. A week later, a casual "how are you?" — and mean it. Sometimes people need a second invitation.

What to Avoid Completely

- Do not diagnose. You are not qualified, and a wrong guess can do real damage. - Do not promise outcomes. You cannot promise that nothing will change at work. - Do not break confidence to other team members, even with good intentions. - Do not link this conversation to performance management. If a performance issue exists, that is a separate conversation, on a separate day. - Do not retaliate, even subtly, if they decline to share. Their privacy is their right.

The whole point of this is simple. Most people in your workplace who are struggling are waiting for one person to notice them as a human and not just an output. That person can be you. You do not need to fix anything. You just need to show up.

Section 7: Lunch-and-Learn Facilitation Kit

A 45-Minute Session Anyone Can Run

This is a longer companion to Section 1's 30-minute session. It is built for a lunch-and-learn format — voluntary, low-pressure, no expertise required to facilitate. The goal is not to make anyone share personal information. It is to normalize the topic so that the next conversation, the one that matters, is easier.

You do not need a clinical background. You need a willingness to read a script, ask three questions, and not panic if the room gets quiet.

Before the Session

- Send the invitation at least one week ahead. Make participation explicitly voluntary. - Sample invitation: "Join

us for an open lunch-and-learn on workplace wellbeing — substance use, mental health, and how we show up for each other. No expertise needed, no personal sharing required. Just lunch and a conversation." - Reserve a comfortable space — a conference room with the door closed, not the open cafeteria. - Print 5-10 copies of the discussion prompts (Section 2) and the quick-reference card (Section 5) so people can take one home. - Have water available. Have tissues nearby, just in case. - Plan to start on time and end on time. Respect people's lunch hour.

Session Format (45 Minutes)

****Minutes 0-5: Welcome and Ground Rules****

Read this aloud, in your own voice:

"Thanks for coming. This session is about something most workplaces avoid: substance use and mental health. We are not here because anyone in this room is in crisis. We are here because one in five of us is dealing with these challenges and most of us never say a word about it at work. Today is forty-five minutes to change that, even just a little.

A few ground rules:

One — what is said here, stays here. Confidentiality is the foundation of any honest conversation.

Two — you do not have to share anything personal. Listening is participation. Eating is participation. Showing up is participation.

Three — this is not a clinical session. I am not an expert. I am someone who is willing to read a script and ask some questions. We are figuring this out together.

Four — if at any point this gets to be too much, you can step out. No questions, no awkwardness. Take care of yourself first."

****Minutes 5-15: The Numbers and Why They Matter****

Walk through these slowly. They land harder when read aloud than when read silently:

- Nearly 50 million Americans face substance use challenges in any given year. - One in five U.S. adults experiences a mental health condition annually. - Workplaces with strong mental health support see 4x ROI

versus the cost of inaction (CDC data). - The average EAP utilization rate is between 3 and 8 percent. The need is much higher than the use. The gap is culture, not resources.

Then ask the room: "What does it tell us, that we know these numbers and still do not talk about it at work?"

Pause. Let people answer. Do not jump in to fill the silence.

****Minutes 15-25: The OATH Framework****

Walk through each letter of OATH. Spend about 2 minutes on each. Do not read the script verbatim — paraphrase in your own voice.

- ****O — Openness.**** Being willing to talk honestly about what we experience, without shame. In a workplace, this means creating an environment where people do not have to pretend everything is fine. It does not mean forced sharing. It means the door is open. - ****A — Authenticity.**** Showing up as we truly are, not as the world expects us to be. We often wear masks at work. We say "I am fine" when we are not. Authenticity means we stop punishing honesty and start making space for it. - ****T — Togetherness.**** The opposite of addiction is not sobriety — it is community. Same is true for any struggle. Isolation makes things worse. Connection makes things better. We are responsible for each other. - ****H — Healing.**** This is a long road, not a moment. Healing means we keep choosing growth, even when it is slow. And we make space for healing in our workplace, not just our personal life.

****Minutes 25-40: Discussion****

Pick three of the prompts from Section 2 (10 Discussion Prompts). Read one. Pause for sixty seconds of silence. Then ask, "Anyone want to start?"

Do not call on people. Let volunteers speak. If nobody speaks for 30 seconds, that is fine — say, "Let's sit with that one for a moment," and move to the next prompt.

If someone shares something heavy, the right response is almost always: "Thank you for saying that." Not advice. Not problem-solving. Just acknowledgment.

If the conversation goes somewhere unexpected, follow it. A good lunch-and-learn discussion is the one the room needs, not the one you scripted.

****Minutes 40-45: Closing****

Read this aloud:

"I want to leave you with three things.

One — what you said in here matters. It is also private. Please respect each other's privacy by not sharing what was said.

Two — every person in this room is one of the people who made this room less alone today. Thank you for that.

Three — there is a quick-reference card at every seat. It has the crisis numbers, the EAP information, and a few reminders for how to respond if someone opens up to you. Take it with you.

If you are dealing with something right now, you do not have to leave this room without help. The numbers on that card are real and they work. And I am happy to walk you through any of them after we wrap.

Thanks for being here."

Tips for Facilitators

- It is okay to be nervous. It is okay to read parts of this kit verbatim. - Do not try to fix anyone in the room. Your job is to hold space, not to solve. - If someone is in crisis, walk them out, sit with them, and call 988 with them if needed. Do not leave them alone. - Debrief with one trusted colleague afterward, just for your own grounding. This work is heavy. - Plan to feel tired after. That is normal. Honest conversations cost something. They are worth it.

Section 8: Digital Signage and Print Templates

Customizable Materials for Your Workplace

This section gives you ready-to-use copy for posters, screen savers, intranet posts, and email templates. Everything uses person-first language and direct people to resources. Replace ****[YOUR EAP]**** with your organization's specific EAP program name and contact info.

Poster: Break Room

Headline: You do not have to be okay. You do have somewhere to turn.

Body: One in five of us is dealing with something most of us never talk about at work. Substance use. Mental health. Loss. Caregiving. Quiet struggles. Loud ones. You are not alone here. And help is closer than you think.

Resources: - [YOUR EAP] — confidential, free for employees and family. [INSERT PHONE / WEB] - 988 — Suicide and Crisis Lifeline (call or text) - 741741 — Crisis Text Line (text HOME) - 1-800-662-4357 — SAMHSA Helpline (free, confidential, 24/7)

Footer: What's hidden doesn't heal. samsoath.org

Screen Saver: Single Slide

Top: It is okay to not be okay.

Middle: [YOUR EAP] is here, free and confidential. [INSERT PHONE]

Bottom: Or call/text 988 anytime. samsoath.org

Intranet Post Template

Subject: A note about how we show up for each other

Body:

This month we are joining a national community called Sam's OATH that is working to break the silence around substance use and mental health. We are doing it because the data is hard to ignore: one in five of us is dealing with these challenges, and almost none of us talks about it at work.

We want to change that here. Not by forcing anyone to share, but by making sure everyone knows what is available and feels safe asking for help.

What you should know:

- **[YOUR EAP]** is free for you and your family. It is confidential. Your manager will not know if you use it. You can reach it at **[INSERT PHONE / WEB]**. - If you are in immediate emotional crisis, call or text 988 — anytime, 24/7. - If you want to talk to a trained crisis counselor by text, send HOME to 741741. - For substance use and mental health treatment referrals, call SAMHSA's free helpline at 1-800-662-4357.

If a coworker comes to you with something hard, the most important thing you can do is listen and say, "Thank you for telling me." You do not have to fix it. You just have to show up.

We will be holding a voluntary lunch-and-learn on **[DATE]** to talk about this more openly. No expertise needed, no personal sharing required. Just a conversation.

Thank you for making this a place where we can be human at work.

— **[YOUR NAME / HR]**

Email Template: New Employee Welcome Insert

Add to onboarding email, under "Your wellbeing":

We care about your whole self at work, not just your output. Substance use, mental health, and personal hardship affect more of us than we usually admit. If any of that is part of your story or your family's story, please know that we want this to be a place where you can ask for help without it counting against you.

Your benefits include **[YOUR EAP]** — free, confidential, available to you and your immediate family. Reach it at **[INSERT]**.

You can also reach the 988 Suicide and Crisis Lifeline anytime by call or text, or text HOME to 741741 for the Crisis Text Line.

We follow Sam's OATH principles here: openness, authenticity, togetherness, healing. What's hidden doesn't heal.

Table Tent (Tri-Fold for Cafeteria, Conference Rooms)

Front: It's okay to not be okay.

****Inside flap:**** Help that is real, free, and confidential — ****[YOUR EAP]**:** ****[PHONE]**** . 988: call or text · 741741: text HOME · 1-800-662-4357: SAMHSA

****Back:**** What's hidden doesn't heal. samsoath.org

Printing Notes

- All templates are designed to be printed in color or black-and-white. - Use a sans-serif font. Open Sans, Helvetica, or your organization's brand font. - Leave generous white space. Crowded posters do not get read. - If you have a brand color palette, use it. If you do not, primary and teal work together: ****#2E3B4E**** (deep) and ****#3EABA8**** (teal). - The break-room poster works at 11x17 or 18x24. The screen saver is 1920x1080. Table tents print on standard 8.5x11 cardstock.

Section 9: Culture Assessment Checklist

Twenty Questions to Honestly Evaluate Your Workplace

This is not a scored assessment. There is no "good" or "bad" total. It is a mirror. Read each question. Sit with your honest answer. Then decide what one small change would make the truthful answer better.

Bring this to your leadership team. Walk through it together. The questions are uncomfortable on purpose.

Leadership and Culture

1. When was the last time a leader at our organization mentioned mental health or substance use in a non-crisis context? Not as a problem to manage, but as something humans deal with.
2. If an employee told their manager "I am struggling with my mental health," would the most likely response be empathy and a referral, or discomfort and a subject change?
3. Do our senior leaders model the wellbeing behavior they ask of others — taking actual time off, talking openly about boundaries, declining meetings during personal time?
4. Have we had a single leadership conversation in the last six months about substance use or mental health that

was not triggered by a crisis or compliance issue?

5. If a high-performing employee disclosed a substance use disorder in recovery, would their career genuinely be unaffected? Or would there be a quiet asterisk?

Policies and Benefits

6. Do employees know, specifically, what our EAP covers and how to access it? (If you are not sure, ask 5 random people on your team this week and see what they say.)

7. Is the EAP confidential — actually confidential — or do employees worry that using it will somehow show up in their record?

8. Do our paid leave policies include mental health days, or do people have to claim physical illness to take a day off for emotional reasons?

9. Are mental health and substance use treatment covered by our health insurance at parity with physical health, or are there higher copays, narrower networks, or stricter visit limits?

10. Do we offer any flexibility for employees in active treatment for substance use disorder — accommodating appointments, intensive outpatient schedules, or graduated returns to work?

Conversation and Language

11. When we talk about substance use in policies or training, do we use "person with substance use disorder," or do we still use "addict," "abuser," "clean," "dirty"?

12. Do our managers know what to say if an employee opens up to them, or are they told to "send them to HR"?

13. When someone is out sick for "personal reasons," is there a culture of curiosity, or a culture of speculation and judgment?

14. If a colleague died by suicide tomorrow, does the organization know how to respond — humanely, transparently, with care for the people who are left?

15. Are mental health and substance use absences treated with the same neutrality as a flu absence, or differently?

Physical Environment

16. Is there visible information about crisis resources somewhere in our workplace — break room, restrooms, intranet, screensavers?

17. If an employee needed to take a confidential phone call with a counselor or therapist during the workday, is there a private space they could use without making it weird?

18. Have we removed alcohol from default workplace celebrations, or is the assumption still that work events come with drinks?

Listening and Action

19. When was the last time we asked employees, anonymously, how supported they feel around mental health and substance use? And when we got the answers, what did we change?

20. What is one specific thing this organization could do in the next 30 days that would make it measurably easier for an employee to ask for help?

What to Do With Your Answers

Do not score this. Do not file it. Pick the three answers that bothered you the most, and pick one of those to change in the next 30 days. Just one. Then come back to this list in three months and pick another.

Culture does not change because of a survey. Culture changes because somebody decided to be the first one to do something differently, and other people followed. This is your invitation to be that somebody.

Section 10: Wallet Resource Cards

Print and Distribute at Scale

These cards are designed to print 8 to a page on standard letter cardstock. Cut along the lines and distribute at orientation, in break rooms, at the lunch-and-learn, in HR welcome kits, anywhere employees might need them quietly.

Card Front

****SAM'S OATH**** *What's hidden doesn't heal.*

****If you need someone right now:****

****988**** — call or text *Suicide & Crisis Lifeline*

****741741**** — text HOME *Crisis Text Line*

****1-800-662-4357**** *SAMHSA Helpline (24/7, free, confidential)*

****911**** — immediate danger

Card Back

****Your benefits at this workplace:****

****[YOUR EAP NAME]**** ****[PHONE / WEBSITE]****

Confidential. Free for you and your family. Includes counseling, substance use referrals, family support, financial and legal help.

****samssoath.org**** · A community of people choosing openness about substance use and mental health.

Printing Notes

- Standard wallet size: 3.5 x 2 inches. - 8 cards fit on a standard 8.5 x 11 sheet (2 columns x 4 rows) with light gridlines for cutting. - Print on cardstock (65-110 lb weight). Standard paper bends and tears. - Print

double-sided. Front is the crisis numbers, back is your EAP info. - Replace ****[YOUR EAP NAME]**** and ****[PHONE / WEBSITE]**** with your actual program before printing. - Store extras in a small holder in the break room and near the receptionist's desk. Restock monthly. - Encourage every employee to keep one in their wallet, badge holder, or laptop bag. The point is for the card to be there when someone needs it.

Why This Matters

When someone is in crisis, they cannot Google. They cannot remember a website. They cannot read a poster they saw three months ago. They need a number in their hand. A wallet card means that number is always within reach. It is the smallest, cheapest, most underused intervention a workplace can offer. Do this one thing.

About Sam's OATH

Sam's OATH is a national movement to break the silence around substance use, mental health, and the families affected by both. Founded by a father who lost his son Sam, the movement is built on the belief that what is hidden does not heal.

The OATH framework (Openness, Authenticity, Togetherness, Healing) gives people a shared language and a shared commitment for breaking through the silence that keeps so many suffering alone.

Learn more at samsoath.org.

Sources

1. SAMHSA Workplace Resources
2. NAMI
3. Mental Health America
4. WHO

If You or Someone You Know Needs Help Now

988 Suicide & Crisis Lifeline

Call or Text 988

Free, confidential support 24/7 for anyone in suicidal crisis or emotional distress.

Crisis Text Line

Text HOME to 741741

Free, 24/7 crisis support via text message with a trained crisis counselor.

SAMHSA National Helpline

Call 1-800-662-4357

Free, confidential, 24/7 treatment referral and information service.

Emergency Services

Call 911

If someone is in immediate danger, call 911 or go to the nearest emergency room.

You are not alone. Help is always available.

samsoath.org | What's Hidden Doesn't Heal.