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Attitudes In Reverse® Offers Life-Saving Program for Businesses

Mental Health Education Benefits Organizations and their Employees

PRINCETON, NEW JERSEY (September 7, 2017) – Studies have shown that when employers who invest in their employees’ health, both the workers and the businesses benefit significantly. Employees gain improved health and quality of life, higher energy levels and greater morale. Their employers benefit with increased productivity and greater loyalty from their staff, as well as considerably reduced healthcare costs.

“Good health – both physical and mental – contributes to individuals’ energy levels and, therefore, their ability to maximize their productivity in their jobs, as well as their personal lives. Knowing their employers support their good health further improves employees’ morale, job satisfaction and performance. These factors increase the likelihood of their long-term employment,” said AIR Co-Founder Kurt Baker, CFP®.

By having loyal, productive, healthy and happy employees, businesses save significant amounts of money through reduced absenteeism and presenteeism (being at work but not being productive because of physical and/or mental health issues); a lower need to hire new staff; and decreased healthcare costs, resulting from employees’ reduced risk of chronic diseases and improved control of chronic conditions. “Mental health disorders are chronic conditions and highly treatable, Baker said.”

A 2010 review of studies on the fiscal benefits of companies’ wellness programs, conducted by a Harvard University economist, revealed that for every dollar invested in employees’ wellness, the employers gained a \$6 return on investment: \$3 in healthcare savings and \$3 in reduced absenteeism costs.

Mental health education is essential to help ensure that individuals with mental health issues seek care and gain all the benefits it offers. “With an understanding of the signs and symptoms, and that mental health disorders are real illnesses, employees will not be held back by stigma.

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Plus, employees will be able to recognize if their children are struggling and be prepared to take proactive steps to help their children. This would also have the indirect benefit of reducing staff's absenteeism and enhancing their focus on the job," Baker said.

"When we had AIR present for one of our Lunch & Learn sessions, our attorneys and staff filled one of our largest conference rooms two times over. Thanks to AIR, we were better educated, emotionally moved and overwhelmingly impressed with the informative and passionate presentations," said Ian S. Singer, Director of Marketing, Szaferman Lakind in Lawrenceville, NJ.

For more information about AIR's Lunch and Learn Sessions and other programs, please call AIR at 609-945-3200.

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Attitudes In Reverse® (AIR™) was established by Tricia, Kurt and Katelyn Baker of Plainsboro, NJ, in 2010, soon after their son/brother Kenny died by suicide following a long battle against severe depression and anxiety. Their mission is to save lives by educating students about mental health, related disorders and suicide prevention. Since January 2011, they have presented to more than 60,000 students in middle and high schools and colleges in New Jersey, New York, Vermont, Missouri, Texas and Arizona. AIR also offers Youth Mental Health First Aid instruction and includes the AIR Dogs: Paws for Minds™ program, bringing dogs into schools to help students de-stress and engage in the conversation about mental health. In addition, AIR trains and certifies Emotional Support Animals and offers a lunch-and-learn program for businesses. For more information about AIR™, please visit www.attitudesinreverse.org or call 609-945-3200.