



**Smart Serve Cares by Smart Serve Ontario**  
***Campaign Toolkit***

Launching: Thursday, May 9<sup>th</sup>, 2024



## A Message from Smart Serve Ontario

On May 9, 2024, Smart Serve Ontario launched “**Smart Serve Cares**,” a campaign set to demonstrate its commitment to a more supportive and empathetic industry environment and the well-being of hospitality workers. This aims to bring awareness to the mental health challenges of the sector and provide the support and resources necessary to those who would otherwise not have access to mental health services through their employers. Smart Serve is tackling the mental health and substance use stigma in the hospitality industry head-on.

In partnership with [Not 9 to 5](#), a Canadian non-profit leader in mental health education and advocacy for hospitality professionals, and [GreenShield](#), Canada’s only national non-profit health and benefits, Smart Serve is launching this ground-breaking campaign, demonstrating its commitment to improving the wellbeing of those in the hospitality sector.

Through this campaign, Smart Serve certificate will have access to the following:

- **3 hours of free virtual mental health counselling** with a therapist that best-suits your needs provided by GreenShield Health, the health services division of GreenShield.
- **Online access to GreenShield’s self-guided Digital CBT**– a program that uses Cognitive Behavioural Therapy (CBT) and interactive learning modules to help people with anxiety and depression achieve their wellness goals.
- **Unlimited access to online resources, articles and educational materials** from health experts via GreenShield+ – GreenShield’s integrated digital health and benefits platform.

Smart Serve certificate holders will also gain access to Not 9 to 5’s transformative hospitality workplace mental health certification, [CNECTed](#). This self-guided certification program equips participants with skills and tools to address the unique mental health and substance use challenges faced within the industry.

The following toolkit has been developed to support amplification efforts for this initiative with pre-assembled resources to effectively equip you with the tools to spread the word for the Smart Serve Cares campaign.

Thank you for supporting the Smart Serve Cares campaign - this is a game-changer for our industry. By prioritizing mental well-being, Smart Serve Cares aims to create a more supportive and productive environment for hospitality professionals. By amplifying this message, our industry can work together to break down the stigma surrounding mental health in the workplace. By sharing this message with your networks, you significantly expand our reach to inform certificate holders of this initiative.

Sincerely,

**Richard Anderson**

Executive Director, Smart Serve Ontario

[smartserve.ca](http://smartserve.ca)

## Frequently Asked Questions

### 1. What did Smart Serve announce?

On May 9<sup>th</sup>, 2024, Smart Serve announced the launch of the "Smart Serve Cares" campaign and collaborative effort with industry leader Not 9 to 5, a Canadian non-profit dedicated to mental health education and advocacy for hospitality professionals, and GreenShield, Canada's only non-profit health and benefits company.

### 2. What is Smart Serve Cares?

Smart Serve Cares is a timely campaign that aims to bring much-needed awareness to the significant mental health and substance use challenges faced by those working in hospitality. The initiative will provide essential and free mental health services to individuals holding an active Smart Serve certificate.

### 3. Why is it needed?

The hospitality sector is under immense pressure facing an alarming rate of mental health crisis and substance use, reaching an inflection point. Based on a research report from *Not 9 to 5*, those working as front-line staff in food and beverage have reported experiencing a ripple effect of burnout (87%), depression (77%), and high levels of anxiety (84%). Only 38% of respondents said they sought professional help with 62% who said they did not, citing financial reasons as the main barrier.

### 4. How does Smart Serve Cares work?

Through the Smart Serve Cares program, hospitality professionals 18+ living in Ontario who are Smart Serve certified have access to:

- 3 hours of free virtual mental health counselling provided by GreenShield Health.
- Online access to GreenShield's self-guided Digital CBT.
- Unlimited access to online resources, articles and educational materials from health experts via GreenShield+.
- Free access to Not 9 to 5 CNECTed workplace mental health certification (coming later in 2024).

### 5. What is Not 9 to 5?

Not 9 to 5 is a non-profit global leader in mental health education and advocacy for the hospitality and culinary sector. Not 9 to 5 empowers industry professionals with practical skills and tools to create meaningful community change. Its vision is physical and psychological safety for everyone in the hospitality and culinary workforce. Not 9 to 5 aims to normalize workplace mental health training, access to accommodations and healthcare benefits, community care support and resources for all.

### 6. What is GreenShield?

GreenShield is an integrated health and benefits organization and the first organization in Canada to operate as a payer-provider - offering insurance, administering benefits, and paying claims as a 'payer' while offering health services such as mental health, pharmacy, and telemedicine services as a 'provider.' Integrating both sides of the payer-provider equation



enables GreenShield to simplify access to care, remove administrative barriers, and improve health outcomes for its customers.

GreenShield is uniquely structured as a non-profit social enterprise that reinvests its earnings and redeploys its services to support equity-seeking Canadian communities via its social impact brand, GreenShield Cares. The company's overarching goal is to generate \$75 million of social impact investments to improve the lives of at least 1 million Canadians by 2025, focusing on mental health, oral health, and essential medicines. As the industry's noble challenger, GreenShield continues to innovate, evolving its offerings and services to deepen its purpose of championing better health for all.

**7. How do I access CNECTed?**

Through this campaign, those who are Smart Serve certified will have access to Not 9 to 5's CNECTed workplace mental health certification later in 2024. CNECTed is online self-led and a great first step for anyone in hospitality who wants to learn more about how to develop psychological safety, harm reduction and more. Throughout the course participants learn skills and tools to address the unique mental health and substance use challenges of the industry while also hearing from hospitality professionals in interviews and stories. CNECT stands for Change Needs Everyone Coming Together because we all play a role in improving workplace mental health in hospitality. CNECTed certification is for everyone but ideal for managers or anyone in leadership.

**[Pre-register for the CNECTed certification today.](#)**

**8. What is GreenShield+?**

GreenShield+ is a first-of-its-kind digital health and benefits ecosystem that offers unprecedented levels of integration between health services and benefits plans in one easy-to-use place.

**9. How do I access GreenShield+?**

You can access it through GreenShield's website: <https://app.greenshieldplus.ca/>

**10. How do I find a therapist?**

By filling out a short assessment, GreenShield they will generate a list of counsellors best suited to your needs and preferences. Choose your counsellors based on clinical fit, cultural background, language, therapy approach and more. Therapy sessions can be easily booked online and delivered through a secure and encrypted platform by video or phone.

**11. I don't feel ready for virtual therapy yet. How can I get started on my own?**

Through Smart Serve Cares, certificate holders have access to complimentary digital CBT, an online program that uses Cognitive Behavioural Therapy to help with anxiety and depressions, and can be self-directed. As well, you can access a variety of different mental health articles through GreenShield+ to help you understand types of therapy, a guide to building mental health goals, and more.

**12. Where can I find additional mental health resources?**



Visit GreenShield's wellness hub to access a variety of different articles on mental health and more.

### 13. How do I know if my Smart Serve is Valid?

Just log into your online account ([www.smartserve.ca](http://www.smartserve.ca)) and hit the 'My Results' tab to view, save, download, or print your certification. Your Smart Serve certificate is Valid for 5 Years. Trouble logging in? Click "Forgot your password" and follow the instructions.

## Greenshield+

Through Smart Serve Cares, active Smart Serve certificate have access to the following:

- **Virtual Mental Health Counselling (MAP)**
  - The Members Assistance Program, available through GreenShield+, will provide accessible and personalized care across the health spectrum for **3 hours** of counselling for you (and your dependents, if applicable) plus couples therapy (if applicable).
  - This program provides ongoing access to secure support from the counsellor who best suits your needs and health professionals who can help you reach your total well-being goals. Accessing support is simple and convenient. Therapy sessions can be easily booked online and delivered through a secure and encrypted platform by video or phone. The Member Assistance Program is confidential, voluntary, and accessible at your convenience.
- **Digital CBT**
  - Digital CBT, provided by GreenShield Health, is a digital program that uses Cognitive Behavioural Therapy (Digital CBT) to help people with mild to moderate anxiety and depression achieve their wellness goals. Our interactive learning modules, tools, and coaching help you develop positive coping strategies and reduce life-disrupting symptoms without waiting. Regular in-app reminders and guided coaching ensure you stay motivated on your Digital CBT journey to reach your mental health goals. Available in both self-led and coach-led models.
- **Pharmacy**
  - The GreenShield Pharmacy offers personalized clinical services to help you manage your prescriptions, health, and pharmacy needs from the comfort of your home. The pharmacy allows you to connect with a pharmacist easily and provides free medication delivery anywhere in Canada. You also have access to caregiver tools and chronic disease management.

## Accessing your virtual Counselling on GreenShield+

1. Go to <https://app.greenshieldplus.ca/en/sign-up> and select **Through an employer or organization.**
2. Select **I have an organization code.**
3. Enter the email you would like to use as your sign-in ID and complete the steps to verify your email address.
4. Enter your Organization Code: **SMARTSERVE**
5. Complete the steps to register for GreenShield+.
6. From your GreenShield+ dashboard, select Health Services and then select EAP.
7. Select whether you would like an individual or couples counsellor in your account and click on Find My Care Provider.
8. Fill out a short assessment, and they will generate a list of counsellors best suited to your needs and preferences. Choose your counsellors based on clinical fit, cultural background, language, therapy approach and more.
9. Choose a counsellor and schedule a free 15-minute consultation to determine whether they are the right fit for you.
10. Book your first session by going to Your Care Provider's Calendar and clicking on the date desired to see what appointment times are available.
11. To explore other health services, return to the GreenShield+ homepage.



## Social Media Templates

Visual social assets: [https://bit.ly/sscares\\_drive](https://bit.ly/sscares_drive)

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### Twitter Post #1

#### \*Reshare Smart Serve's launch post\*

Great news for hospitality workers! @smartserve launched #SmartServeCares today, in partnership @GreenShieldCo @Not9to5org, offering free mental health resources for certificate holders. Learn more & join the movement for a healthier hospitality workforce: [www.smartserve.ca/Cares](http://www.smartserve.ca/Cares)

#MentalHealthMatters #Hospitality

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### Twitter Post #2

#### \*Reshare Smart Serve's launch post\*

Big shoutout to @smartserve for launching #SmartServeCares in partnership with @Not9to5org and @GreenShieldCo! Mental health resources for hospitality workers is a gamechanger. Starting today, Smart Serve certificate holders have access to free mental health counselling. Let's prioritize well-being in this demanding industry!

To learn more on how certificate holders can access this initiative visit: [www.smartserve.ca/Cares](http://www.smartserve.ca/Cares)

#MentalHealthMatters #Hospitality

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### LinkedIn Post #1

#### \*Reshare Smart Serve's launch post\*

Smart Serve Ontario is taking a step forward to address the mental health crisis in hospitality. The Smart Serve Cares campaign, in partnership with @Not9to5org and @GreenShieldCo, offers free mental health resources to Smart Serve certificate holders. This initiative aims to create a more supportive and productive environment for hospitality professionals.

Learn more visit: [www.smartserve.ca/Cares](http://www.smartserve.ca/Cares)

#SmartServeCares #MentalHealth #HospitalityIndustry

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**LinkedIn Post #2****\*Reshare Smart Serve's launch post\***

The hospitality industry is the backbone of our social lives, but it often comes at a cost for its workers. Mental health challenges are alarmingly high, with burnout, depression, and anxiety impacting a significant portion of the workforce.

We're excited to support the launch of the Smart Serve Cares campaign by Smart Serve Ontario! This innovative initiative tackles this critical issue head-on by partnering with Not 9 to 5 and GreenShield to offer free mental health resources to individuals holding an active Smart Serve certificate.

Learn more & share the news: [www.smartserve.ca/Cares](http://www.smartserve.ca/Cares)

#SmartServeCares #MentalHealthMatters #Hospitality

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**Facebook Post #1****\*Reshare Smart Serve's launch post\***

We're proud to announce the launch of the Smart Serve Cares campaign! This initiative tackles the critical issue of mental health in the hospitality industry. Hospitality workers can access free mental health resources like counselling & online programs through Not 9 to 5 and GreenShield. Let's work together to build a more resilient workforce.

Learn more & share the news: [www.smartserve.ca/Cares](http://www.smartserve.ca/Cares)

#SmartServeCares #MentalHealthMatters #Hospitality

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**Facebook Post #2****\*Reshare Smart Serve's launch post\***

The hospitality industry is facing a mental health crisis. With the launch of Smart Serve Cares, Hospitality workers can access free mental health resources through Not 9 to 5 and GreenShield.

Learn more & share the news to support a healthier workforce!  
[www.smartserve.ca/Cares](http://www.smartserve.ca/Cares)

#SmartServeCares #MentalHealthMatters #Hospitality

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## Press Release

### Smart Serve Ontario Launches Campaign to provide essential and free mental health services to over 550,000 active Smart Serve certificate holders

*Smart Serve Ontario partners with Not 9 to 5 and GreenShield to address the mental health crisis in the hospitality industry.*

**Toronto, Ontario, May 9, 2024** – Today, Smart Serve Ontario, a registered charity dedicated to responsible liquor sales and service practices, is taking a crucial step towards improving mental health in the hospitality industry with the launch of its new campaign “Smart Serve Cares.” Delivered in partnership with Not 9 to 5, a non-profit that advocates for the mental health of hospitality workers, and GreenShield, Canada’s only national non-profit health and benefits company, the program will provide free mental health services and education to individuals holding an active Smart Serve certificate.

Canada's food service industry, a vital sector serving nearly 22 million Canadians every day, is facing a post-pandemic strain. With many businesses operating at a loss and burdened by debt, the well-being of hospitality workers, often facing high burnout rates, is at risk. The timely initiative aims to bring awareness to the significant mental health and substance use challenges faced by those working in hospitality and offer meaningful support to hospitality professionals.

“The hospitality industry is at a critical juncture,” said Gyan Chandra, Board Chair, Smart Serve Ontario. “The industry has faced unrelenting pressure, triggering a concerning rise in mental health and substance use challenges among hospitality workers. By partnering with innovative non-profit organizations like Not 9 to 5 and GreenShield, we are strategically connecting leading experts in both the hospitality and health sectors to deliver critical resources and solutions to an industry in dire need of support. Together, we can create meaningful change and build a more resilient hospitality workforce.”

Research conducted by Not 9 to 5 paints a stark picture – a staggering 87 per cent of front-line food and beverage staff report experiencing burnout, with depression and anxiety affecting 77 per cent and 84 per cent, respectively. Despite these alarming figures, only 38 per cent seek professional help, often citing financial constraints as a major roadblock.

The Smart Serve Cares campaign aims to bridge this gap by offering Smart Serve certificate holders a comprehensive suite of mental health resources, including:

- **3 hours of free virtual mental health counselling** with a therapist that best-suits your needs provided by GreenShield Health, the health services division of GreenShield.
- **Online access to GreenShield’s self-guided Digital CBT**, a program that uses Cognitive Behavioural Therapy (CBT) and interactive learning modules to help people with anxiety and depression achieve their wellness goals.
- **Unlimited access to online resources, articles and educational materials** from health experts via GreenShield+, GreenShield’s integrated digital health and benefits platform.

“Psychologically safe workplaces support a productive workforce. Investing in hospitality mental health programs benefits staff, employers, and clients; and ultimately, costs less than doing nothing. Participation in these programs fosters a healthier, more effective workplace and



improves the industry's overall well-being and growth,” says Hassel Aviles, Executive Director, Not 9 to 5. “With Smart Serve Cares, the industry now has access to resources at no cost to hospitality employers and employees alike.”

Smart Serve certificate holders will also gain access to Not 9 to 5’s transformative online hospitality workplace mental health certification, [CNECTed](#). This self-guided certification program equips participants with skills and education on psychological safety, harm reduction practices and leadership, specifically designed to address the unique mental health and substance use challenges faced within the hospitality industry.

“Prioritizing mental well-being in the workplace is essential to unlocking the full potential of Canada’s workforce,” says Joe Blomeley, Executive Vice President, Head of GreenShield Health & Enterprise Growth at GreenShield. “Today, many hospitality workers don’t have the resources or employer coverage to meet their mental health needs. Our social mission is to enable better health for all by providing more equitable access to care. Through this powerful partnership, we’re able to fill this gap by providing hospitality workers across the province with free access to the mental health support they deserve.”

The Smart Serve Cares campaign officially kicks off in May 2024. This initiative aims to empower hospitality workers to prioritize their mental well-being with tools and resources aimed at navigating the challenges the sector faces. To learn more visit [www.smartserve.ca](http://www.smartserve.ca).

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### **About Smart Serve Ontario**

Smart Serve Ontario is a registered charity dedicated to supporting the hospitality industry since 1995. Smart Serve is the only responsible alcohol beverage sales and service training program recognized by the Alcohol and Gaming Commission of Ontario (AGCO). Smart Serve is dedicated to developing and delivering training to all individuals who sell, serve, handle or deliver alcohol in the Province of Ontario.

### **About Not 9 to 5**

Not 9 to 5, a non-profit global leader in mental health education and advocacy for the hospitality and culinary sector, empowers industry professionals with practical skills and tools to create meaningful community change. Its vision is to achieve physical and psychological safety for everyone in the hospitality and culinary workforce. Not 9 to 5 aims to normalize workplace mental health training, access to accommodations and healthcare benefits, community care support and resources for all.

### **About GreenShield**

GreenShield is an integrated health and benefits organization and the first organization in Canada to operate as a payer-provider — offering insurance, administering benefits, and paying claims as a 'payer' while offering health services such as mental health, pharmacy, chronic disease management, and telemedicine services as a 'provider.' Integrating both sides of the payer-provider equation enables GreenShield to simplify access to care, remove administrative barriers, and improve health outcomes for its customers. GreenShield is uniquely structured as a non-profit social enterprise that reinvests its earnings and redeploys its services to support equity-seeking Canadian communities via its social impact brand, GreenShield Cares. The company's overarching goal is to generate \$75 million of social impact investments to improve the lives of at least 1 million Canadians by 2025, focusing on mental health, oral health, essential medicines, and chronic disease management. As the industry's noble challenger, GreenShield continues to



innovate, evolving its offerings and services to deepen its purpose of championing better health for all.

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