May 8, 2020

The Employee Assistance Professionals Association (EAPA – www.eapassn.org) is excited to announce that we have engaged the services of BackBone, a public relations and marketing communications firm that has worked with some of the most dynamic and innovative EAPs in the field for over 15 years (they also specialize in healthcare and technology).

The overarching goal in working with BackBone is to raise the organizational profile of EAPA as the authoritative voice on Employee Assistance and workforce optimization across the Employee Assistance marketplace. BackBone will also raise awareness among HR, Safety, Wellness, Benefits, and general business audiences of the central role EA plays in maintaining business continuity - a message that will have particular resonance as workplaces grapple with the effects of COVID-19 (a message that we believe will continue to have relevance well after the current crisis subsides).

In addition to its forceful public-facing advocacy, BackBone will also advance several EAPA initiatives for the membership.

- Creating and curating a shared repository of informational marketing materials that EAPA members can co-brand, repurpose and use, including white papers, advisories, briefs, and case studies.
- Generating pertinent regular social media content that members can use/repurpose. (BackBone will periodically announce interactive social media initiatives in which all members can participate.)
- Our EA and EAPA story is only as good as the great and innovative works of our members; to that end, BackBone invites EAPA members to share their success stories so that we can spotlight in EAPA PR/media outreach. (BackBone is also available to provide PR consultation to all members.).
- Moderating a monthly virtual meeting involving members and various experts to discuss/address the pressing topics of the day.

The BackBone program will focus on a different theme each month: in May, the focus will be on telehealth, in June on business continuity, and in July the focus will be on getting back to work.

One of the first EAPA/BackBone initiatives is to invite all EAPA members to submit ideas for hashtags – we will select the one that best captures our mission going forward, and that we will use on all of our social media platforms as the focal point of our new raise the EAPA profile re-branding campaign. Send your ideas to eapa@backboneinc.com with “#EAPA” in the subject line.

Please join me in welcoming BackBone aboard…

Greg

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