



# **EAP Evidence:** **Debunking Marketing Myths about the Purpose, Use and Effectiveness of Employee Assistance Programmes in South Africa**

**Mark Attridge, PhD, MA**  
President, Attridge Consulting  
United States

Employee Assistance Professionals Association - South Africa  
Virtual Presentation - September 20, 2023

# **APPENDIX**

## Details on Survey Questions South Africa EAP Sample

# **Your Voice**

## **A New Survey of EAPs in South Africa**

# Survey Study Recruitment – 2023 Aug/Sep

- A non-random sampling process
- Invitations about online questionnaire were distributed via:
  - Posts on LinkedIn by researcher (3,000+ views)
  - Personal e-mails by researcher to EAP contacts (100+)
  - Social media – EAPA-South Africa (Facebook, Twitter, LinkedIn)
  - Personal e-mails by Professor **Lourie Terblanche** in South Africa (200+)
  - Incentive to do survey = Chance to win \$100 honorarium



# Study Sample of Respondents – South Africa

## Type of Employment Context:

- 42% Internal Staff EAP (n = 29)
- 29% Purchaser of EAP - Employer (n = 20)
- 12% Wellbeing Provider (n = 8)
  
- 10% External Vendor of EAP (n = 7)
- 7% EAP Specialty Services or Affiliate Counselor (n = 5)

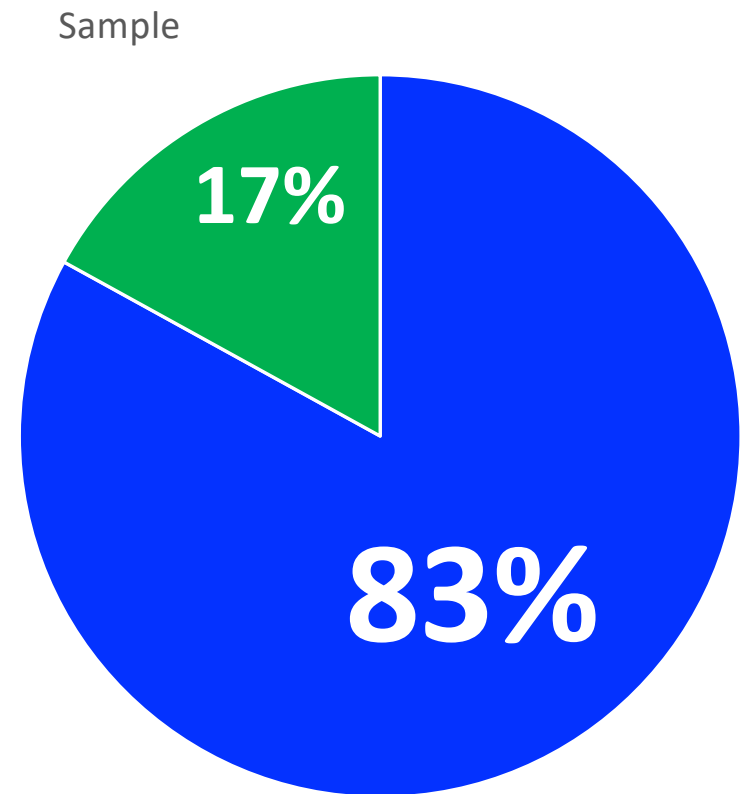


# Study Sample in South Africa

## Type of Employment

### Context:

- Internal EAP & Wellness
- External EAP



# Study Sample of Respondents - South Africa

## Background:

- Sex: **Female 76%** / Male 24%
- Age: **39 years**; range 28 to 58
- Race: **Black 79%**; Other 13%; Asian 2%; White 3%
- Experience: **9 years in EAP** field (range 3 to 30)
- Certified Employee Assistance Professional (EAPA): **41% Yes CEAP**



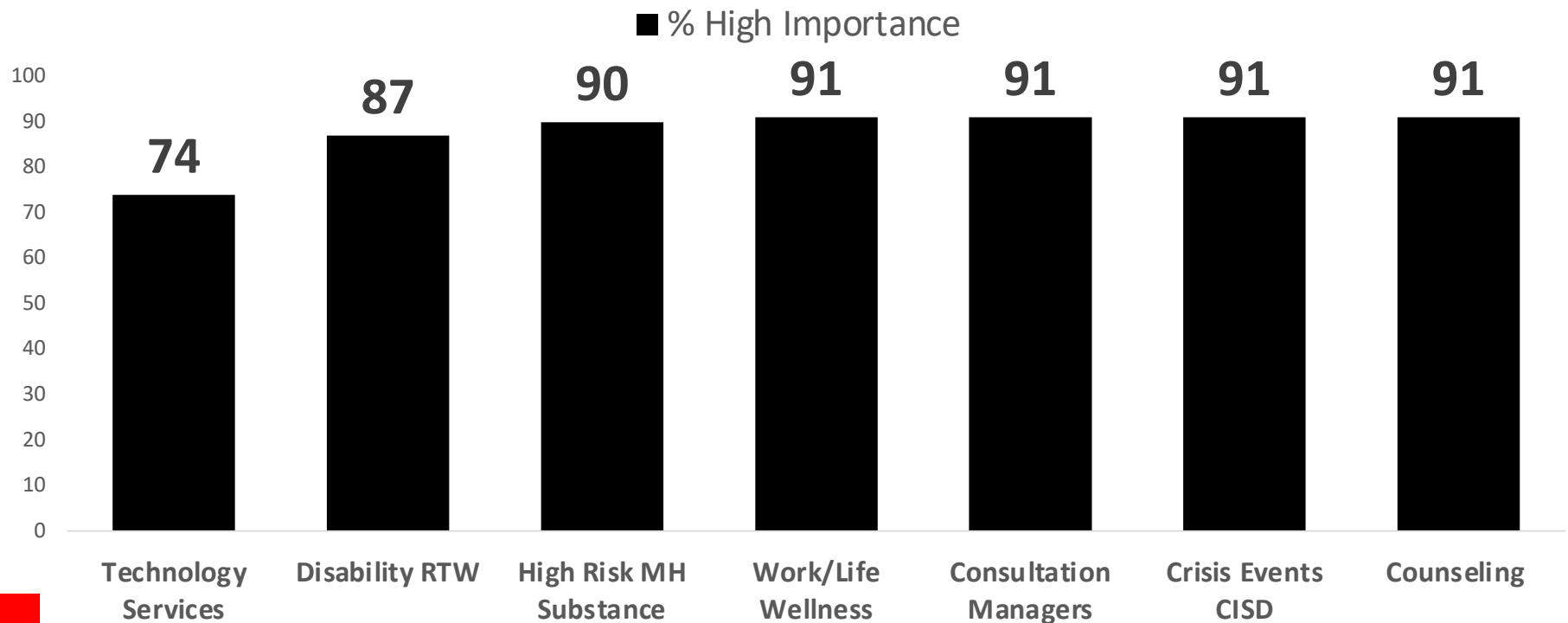
*Note:* N = 120 additional sample of people from other countries to be presented in future.

RANK	Defines EAP	Importance Level (%)		
		Low	Moderate	High
1	Confidential access to a counselor for problem assessment, brief clinical support and referral for employees	0	9	91
2	Consultation with managers and other organizational level support	0	9	91
3	Critical Incident Response (CIR / CISD) for workplace violence, traumatic events and natural disasters	0	9	91
4	Integration of EAP with Work/Life and Wellness services to support families, prevention and behavioral lifestyle change of employees	0	9	91
5	High-risk case finding and long-term case management for employees with mental health and addiction issues	0	13	87
6	Return to Work, Stay at Work and workplace staff support for employees on STD/LTD disability leave for mental health and addiction issues	0	26	74
7	Technology and web-enabled services for education, self-care and clinical support from EAP counselors	4	38	74





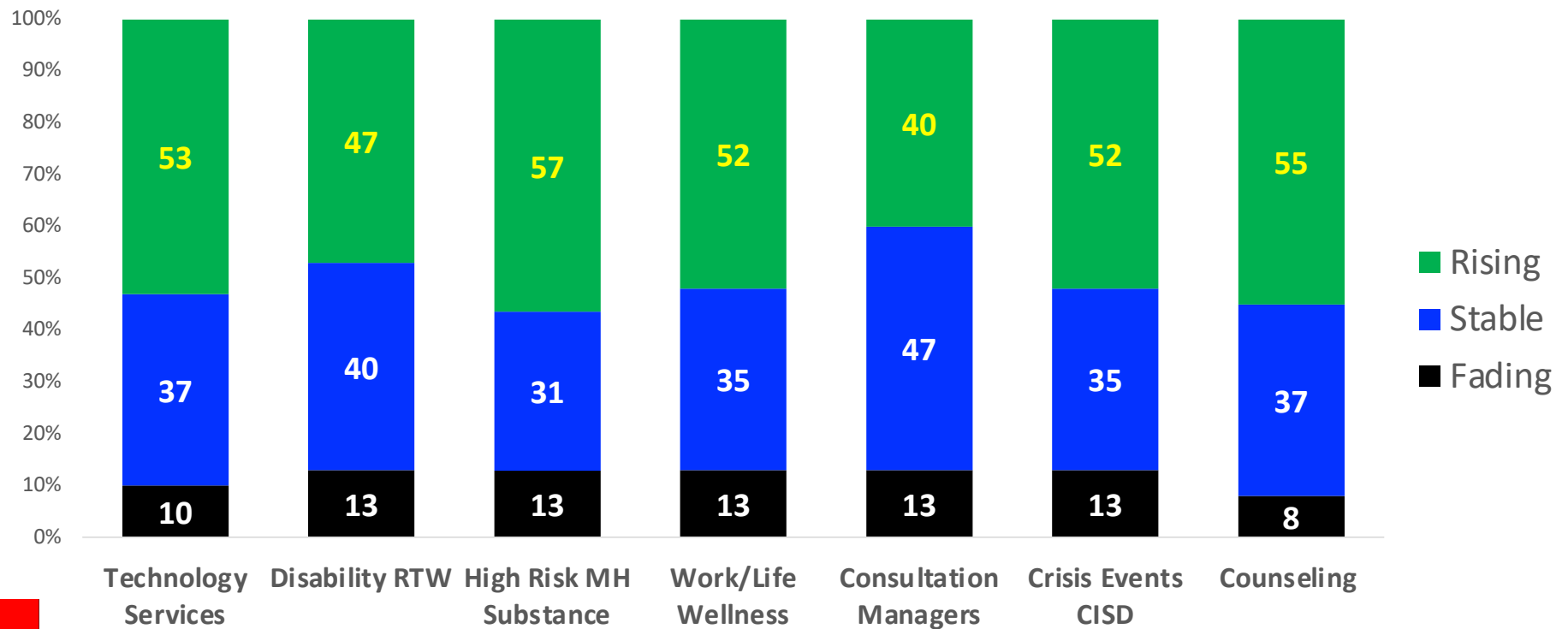
# How important is this type of service to defining what an EAP should be?



Used by EAPs	Use Level (%)				
	Don't know	Not Offered	Low	Medium	High
Confidential access to a counselor for problem assessment, brief clinical support and referral for employees	2	2	15	24	57
Consultation with managers and other organizational level support	4	4	26	42	26
Critical Incident Response (CIR / CISD) for workplace violence, traumatic events and natural disasters	4	4	17	38	38
Integration of EAP with Work/Life and Wellness services to support families, prevention and behavioral lifestyle change of employees	8	2	17	25	49
High-risk case finding and long-term case management for employees with mental health and addiction issues	2	2	26	42	28
Return to Work, Stay at Work and workplace staff support for employees on STD/LTD disability leave for mental health and addiction issues	4	6	36	32	23
Technology and web-enabled services for education, self-care and clinical support from EAP counselors	23	2	38	23	15



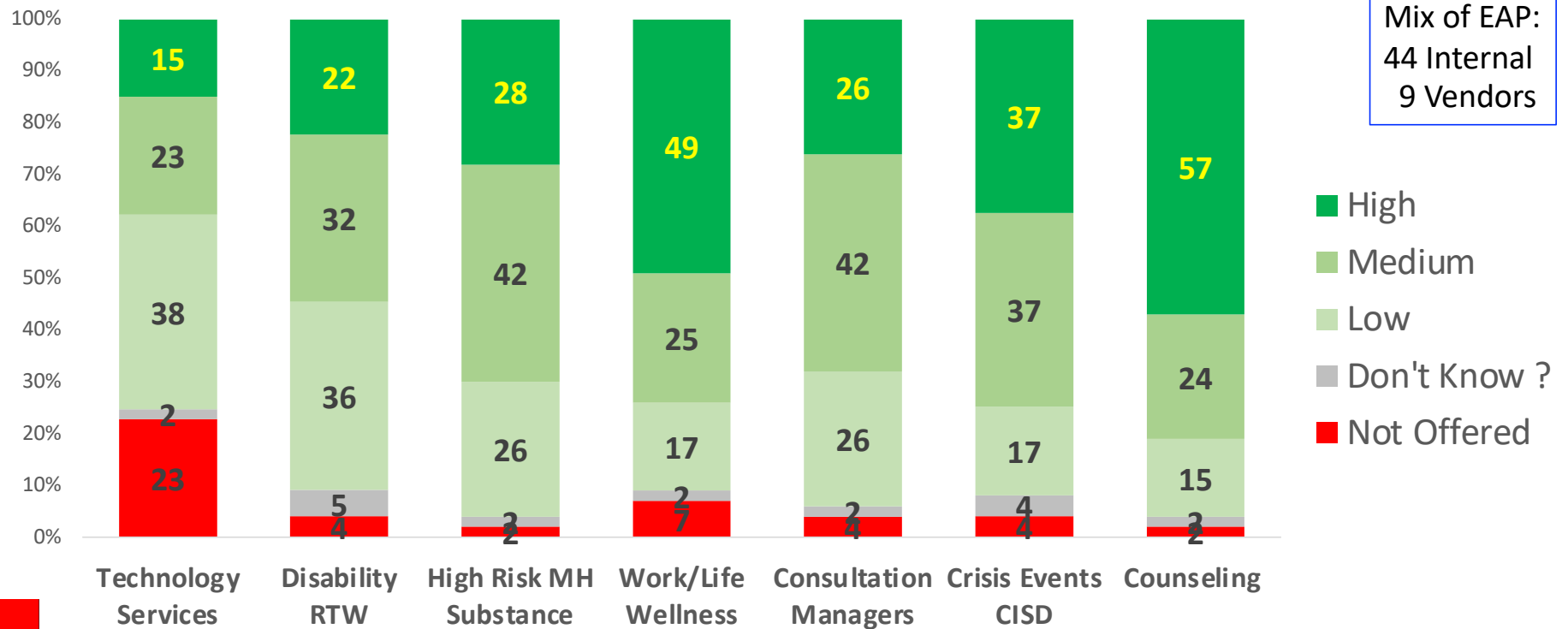
# How is the **business value** of this type of service currently perceived in the EAP industry?



Business Value in EAP Industry	Trend (%)		
	Fading	Stable	Rising
Confidential access to a counselor for problem assessment, brief clinical support and referral for employees	8	37	55
Consultation with managers and other organizational level support	13	47	40
Critical Incident Response (CIR / CISD) for workplace violence, traumatic events and natural disasters	13	36	52
Integration of EAP with Work/Life and Wellness services to support families, prevention and behavioral lifestyle change of employees	13	36	52
High-risk case finding and long-term case management for employees with mental health and addiction issues	13	31	57
Return to Work, Stay at Work and workplace staff support for employees on STD/LTD disability leave for mental health and addiction issues	10	37	53
Technology and web-enabled services for education, self-care and clinical support from EAP counselors	10	37	53

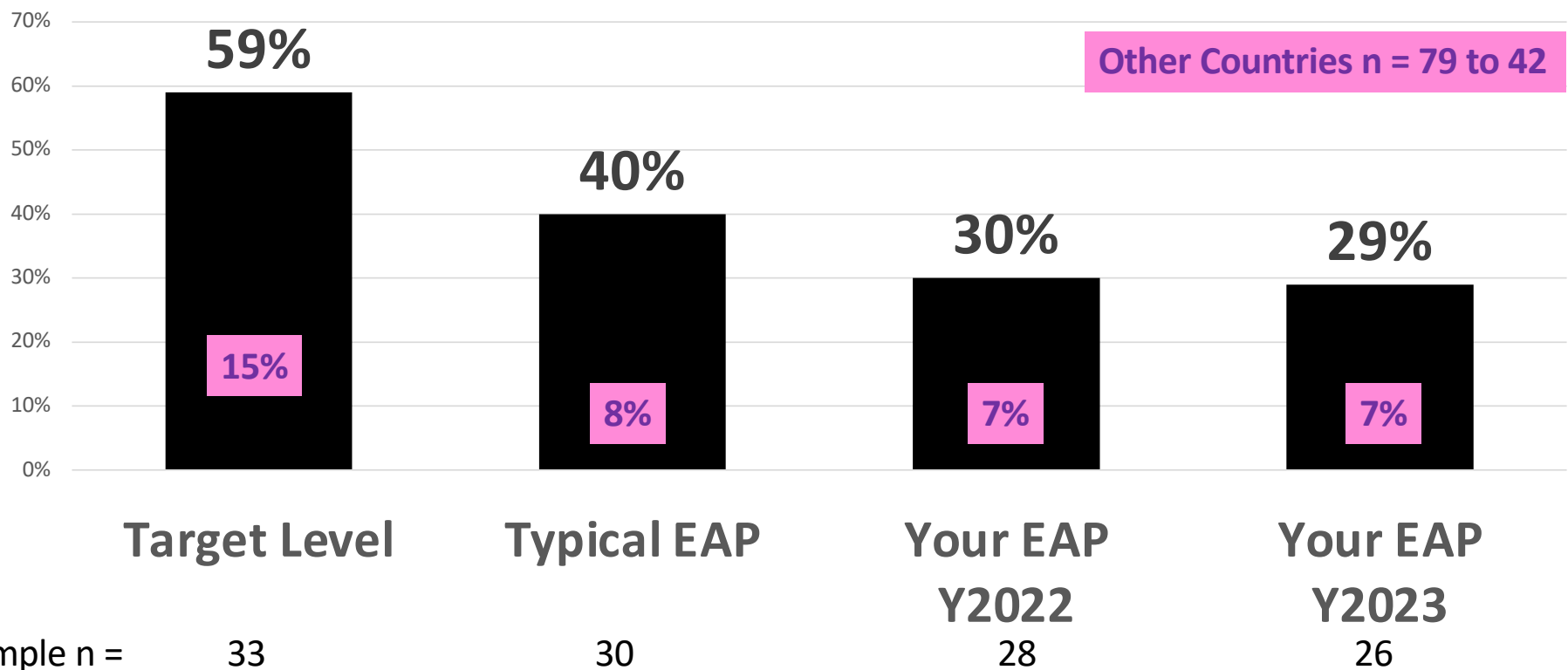


# At your EAP, how often is this service used by your client organization(s)?



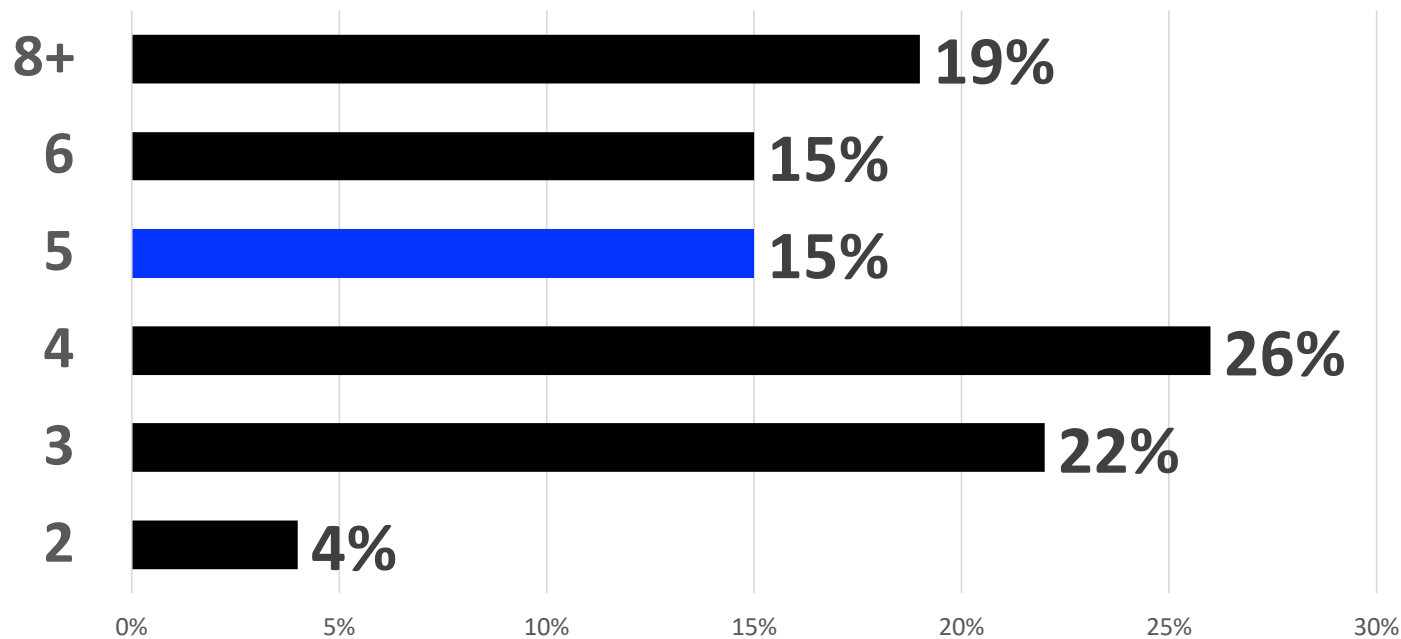
# Utilization of EAP & Wellness Program in SA

Average % of All Employees per Year Who Use Program



# Sessions of EAP Counseling Per Case in SA

Average Sessions of Counseling per EAP Case



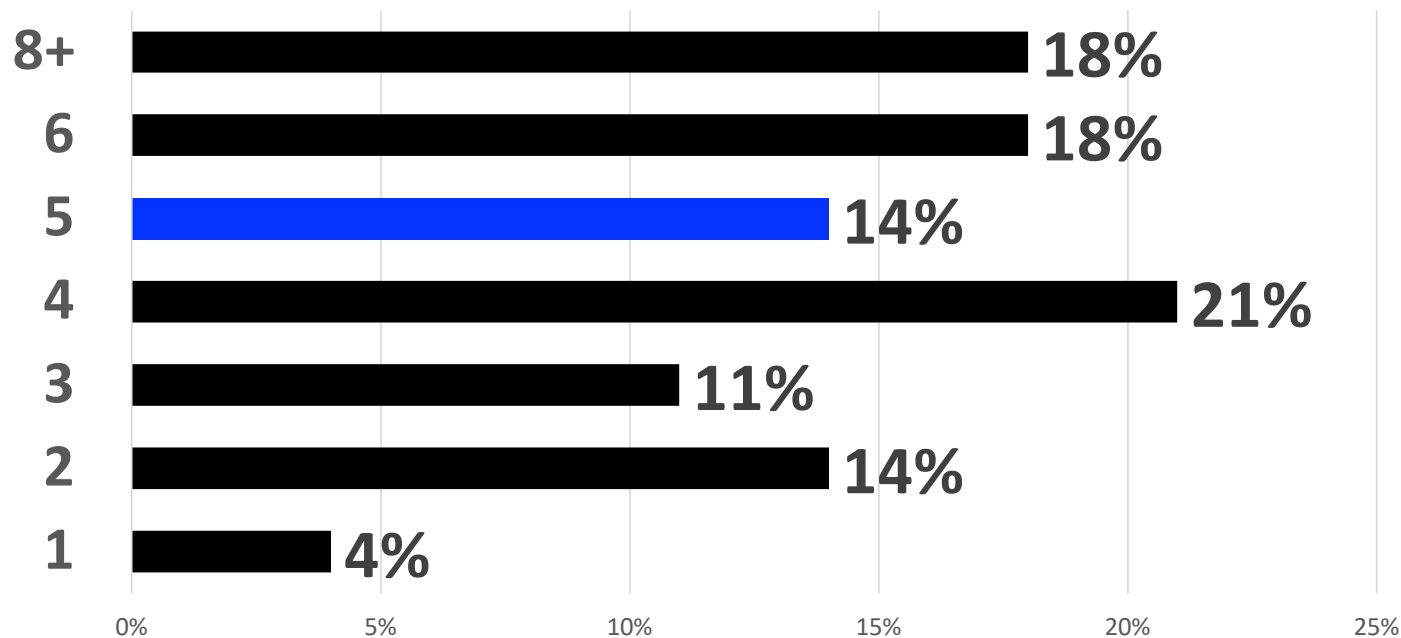
**YEAR 2022**  
**Sample n = 27**  
**AVG = 5.3**

**Other Countries: 4.3**  
**n = 57**



# Sessions of EAP Counseling Per Case in SA

Average Sessions of Counseling per EAP Case



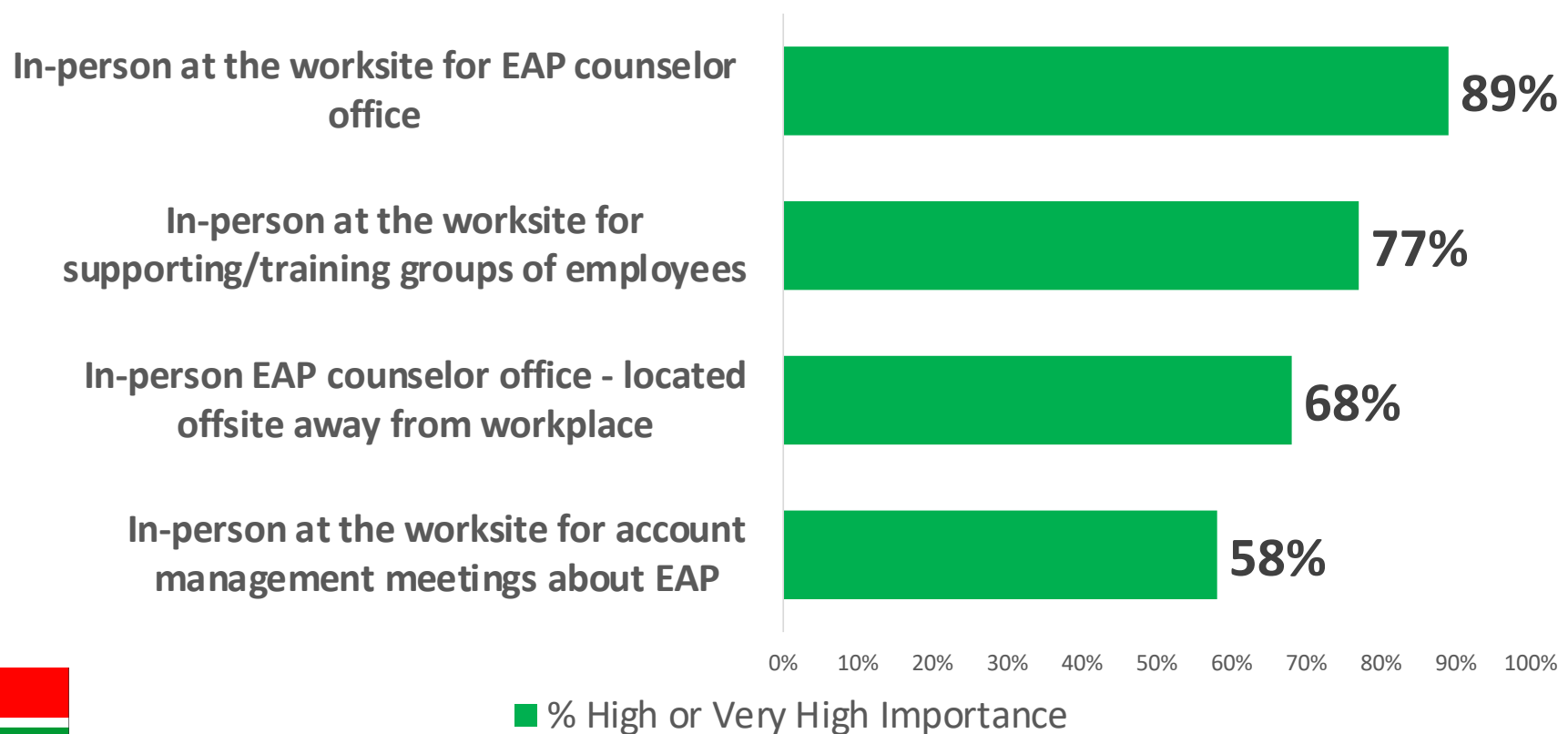
**YEAR 2023 YTD**  
**Sample n = 28**  
**AVG = 5.0**

**Other Countries: 4.3**  
**n = 57**

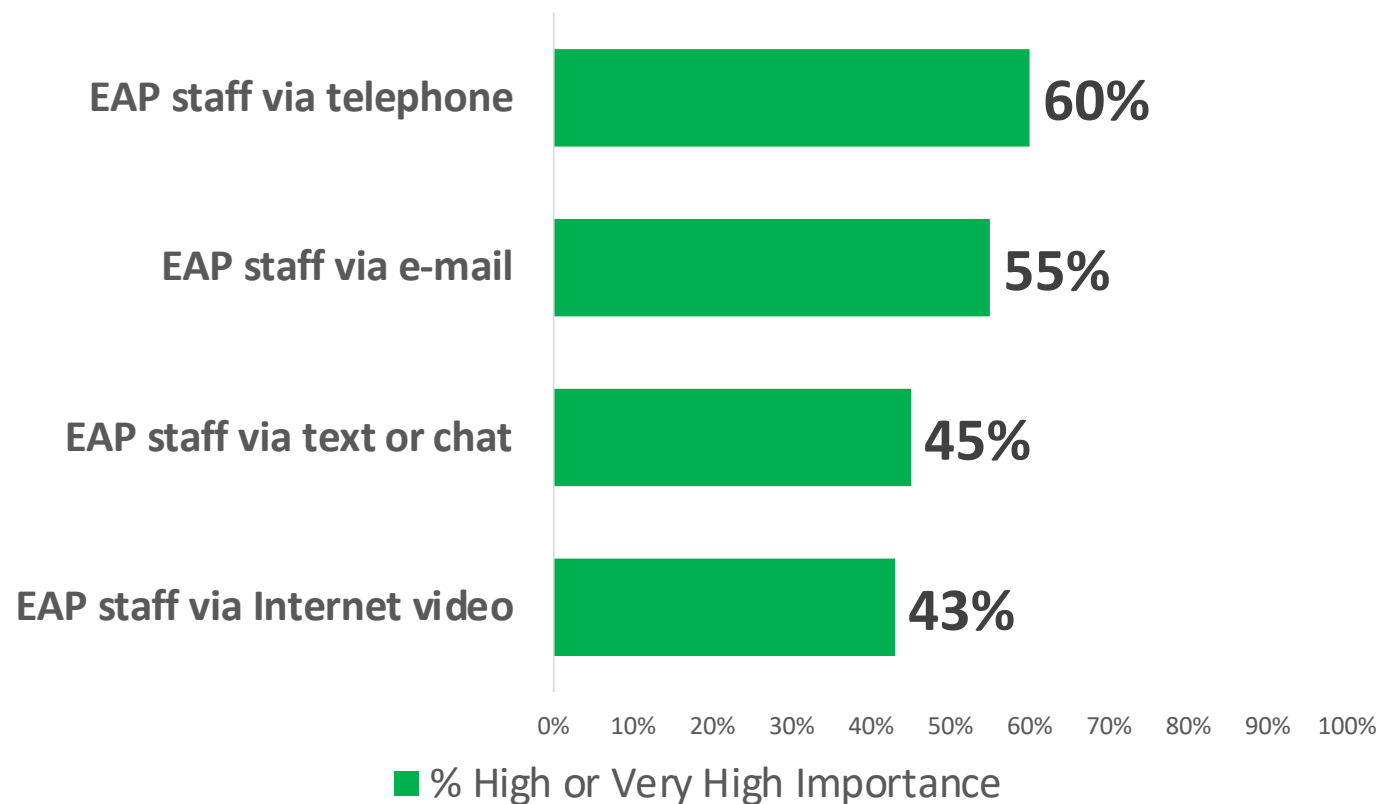




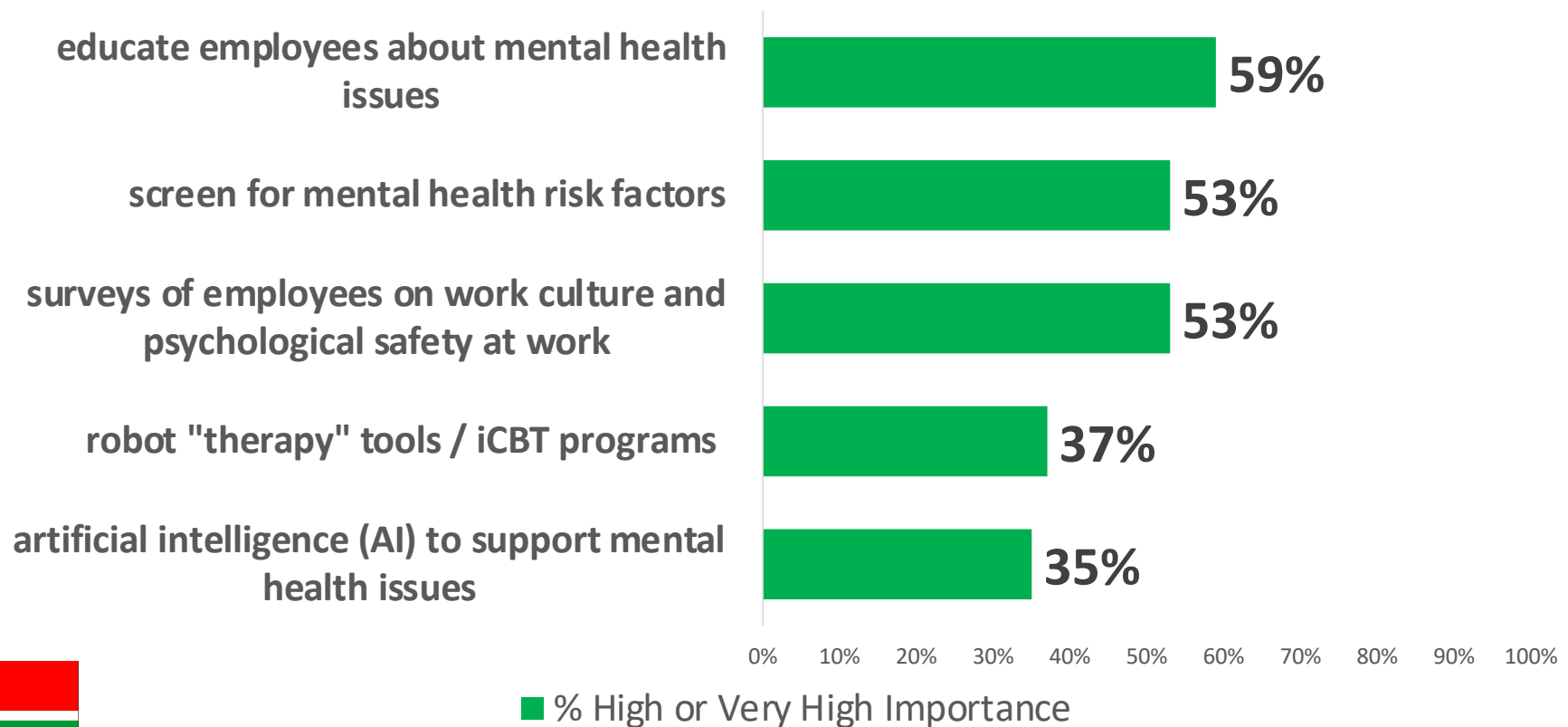
In general, how important to employer efforts overall to support workplace mental health are the following different ways to access or use the EAP for counseling or other EAP workplace and account management services? **HUMAN EAP IN-PERSON**



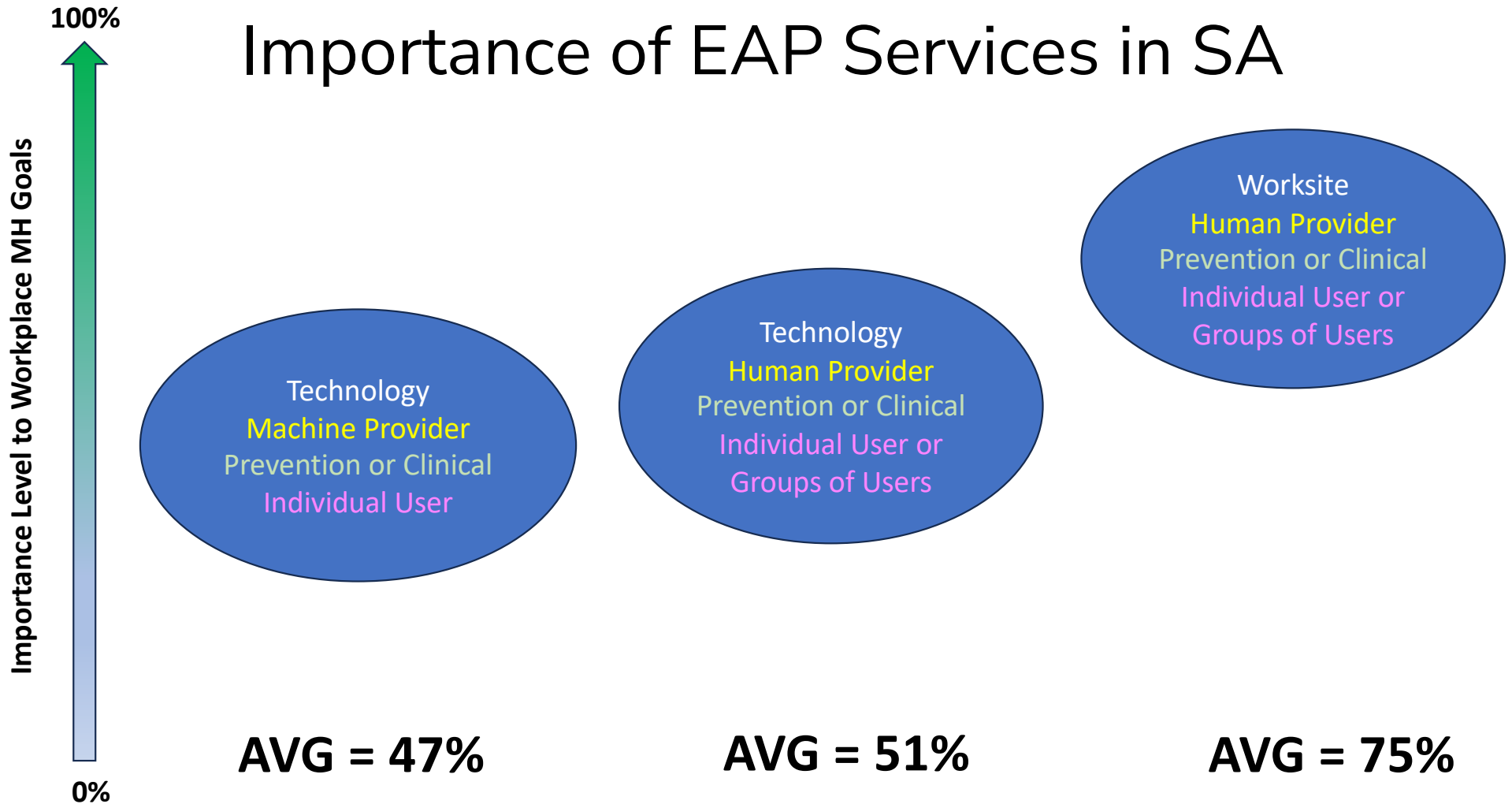
In general, how important to employer efforts overall to support workplace mental health are the following different ways to access or use the EAP for counseling or other EAP workplace and account management services? **HUMAN EAP via TECHNO**



In general, how important to employer efforts overall to support workplace mental health are the following kinds of technology-based kinds of services (website and smartphone Apps)? **TECHNO MACHINE TOOLS ONLY**



# Importance of EAP Services in SA

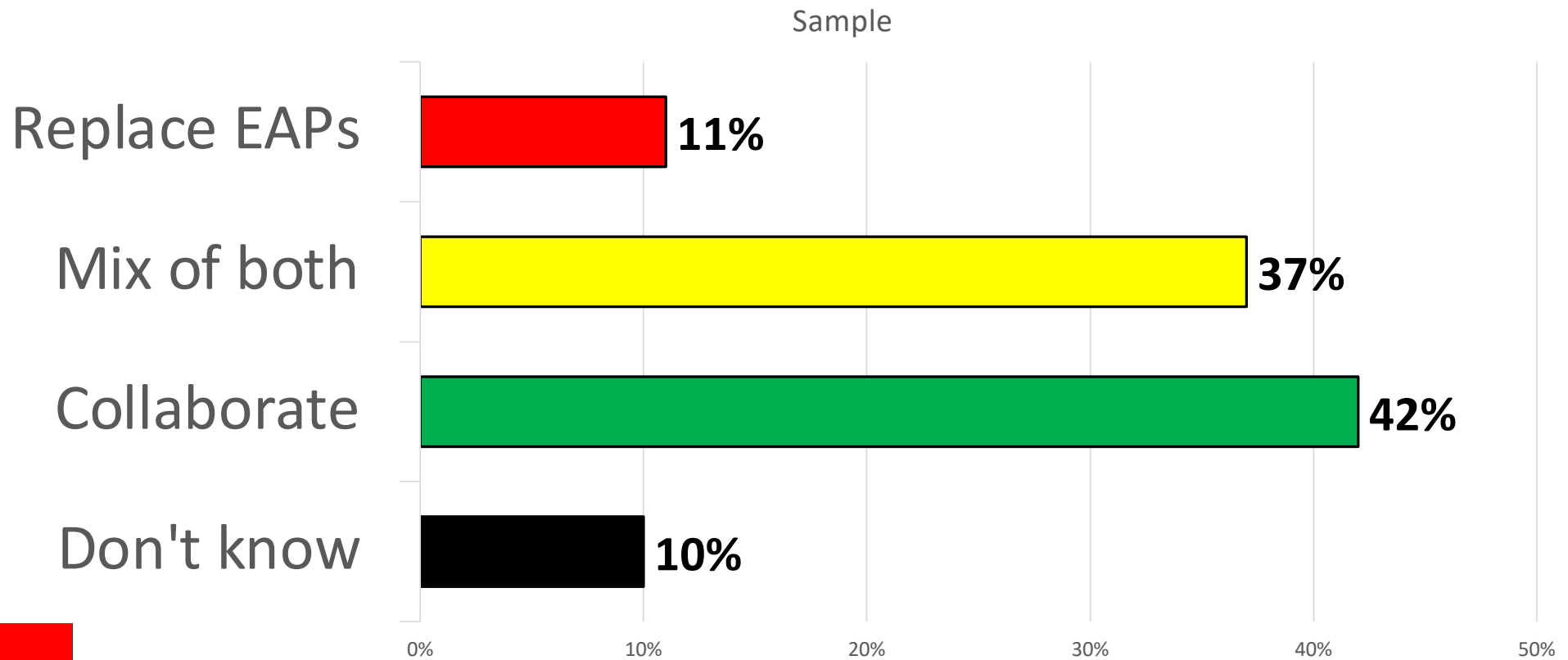


## Survey Q:

Research indicates that most employers who are interested in adding the newer techno tool service providers already have some kind of EAP counseling benefit in place to serve the organization.

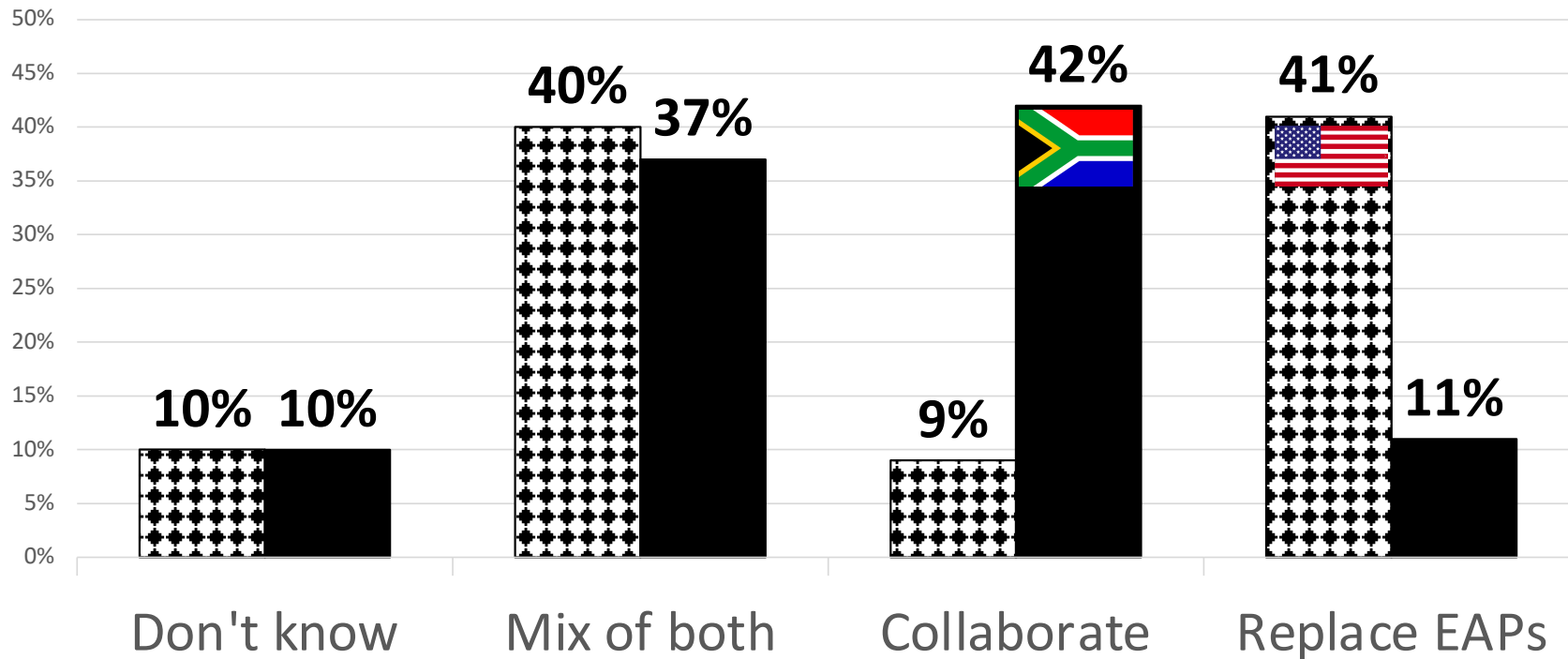
In this context, do you think that techno providers of mental health support services are trying to **replace EAPs** or trying to **collaborate with EAPs**?

# Business Goals of Techno EAP Providers in SA



# Business Goals of Techno EAPs

USA South Africa



Large difference,  $p < .001$

USA n = 85; SA n = 38

# Level of Truth for Marketing Messages Favoring Techno “EAPs”



- Techno more available 24/7 (**53%** vs. **15%**)
- Techno less stigmatized access (**42%** vs. **8%**)
- Techno do better research (**37%** vs. **13%**)
- Techno more effective promotional activities (**35%** vs. **5%**)
- Techno better data measurement and reporting (**33%** vs. **17%**)
- Techno more cost-effective (**26%** vs. **23%**)
- Techno faster to start clinical treatment (**25%** vs. **15%**)
- Techno greater use clinical counselor only (**17%** vs. **18%**)
- Techno greater use for all machine and human services (**10%** vs. **20%**)
- Techno better clinical outcomes from treatment (**13%** vs. **37%**)

## RATINGS:

**Mostly True %**  
vs.  
**Mostly False  
a Myth %**

**Mixed or  
Don't Know  
% difference  
not shown**



# Level of Truth for Marketing Messages Favoring Traditional EAPs



- EAP more thorough initial case assessment (**77%** vs. **0%**)
- EAP more services for the workplace and organization CISD (**74%** vs. **3%**)
- EAP better work-related outcomes (**64%** vs. **5%**)
- EAP more resources for Work/Life issues (**59%** vs. **10%**)
- EAP more support for disability cases & Return to Work (**52%** vs. **5%**)
- EAP leadership more experienced in workplace MH (**49%** vs. **15%**)
- EAP more know EAP Core Technology (**49%** vs. **20%**)
- EAP more resources for legal & financial issues (**46%** vs. **8%**)
- EAP more ethical practices for clinical / data privacy (**41%** vs. **21%**)
- EAP more cases referred to Psych & Substance benefits (**36%** vs. **10%**)
- EAP fewer drop outs from treatment services (**31%** vs. **18%**)

## RATINGS:

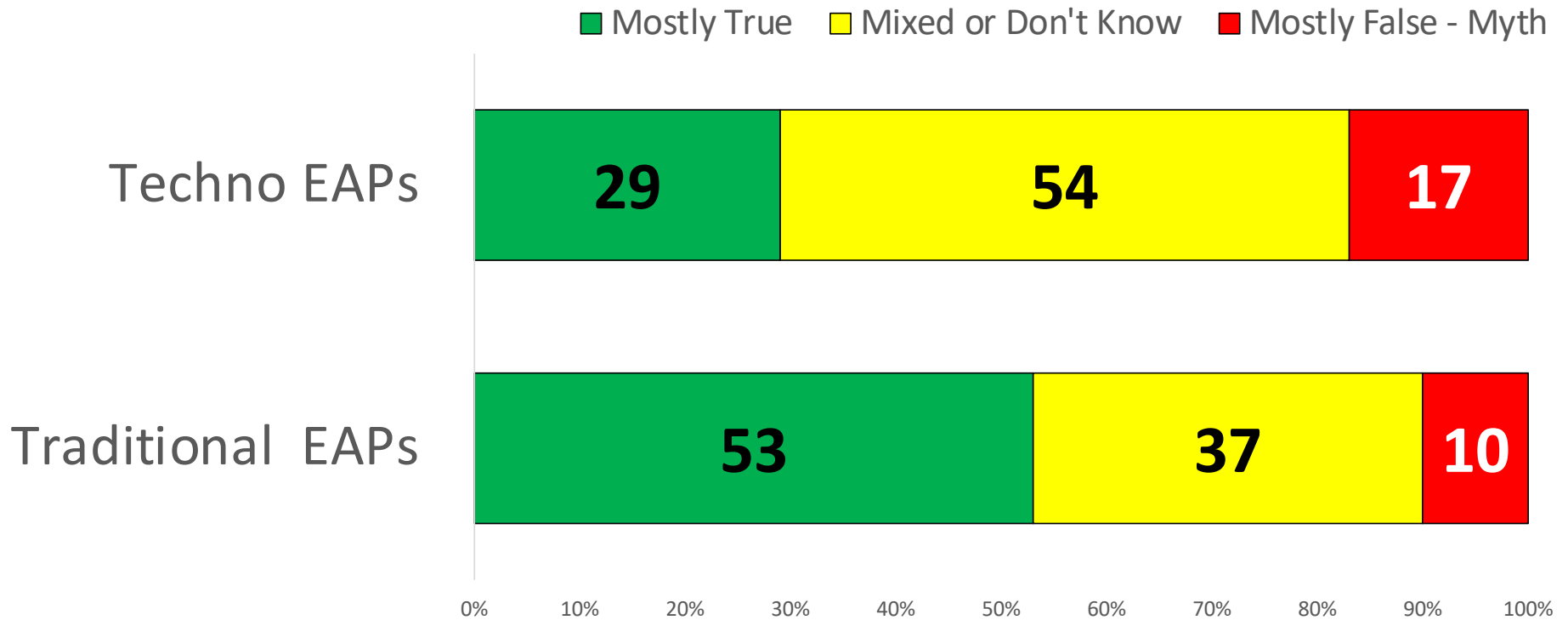
**Mostly True %**

vs.

**Mostly False  
a Myth %**

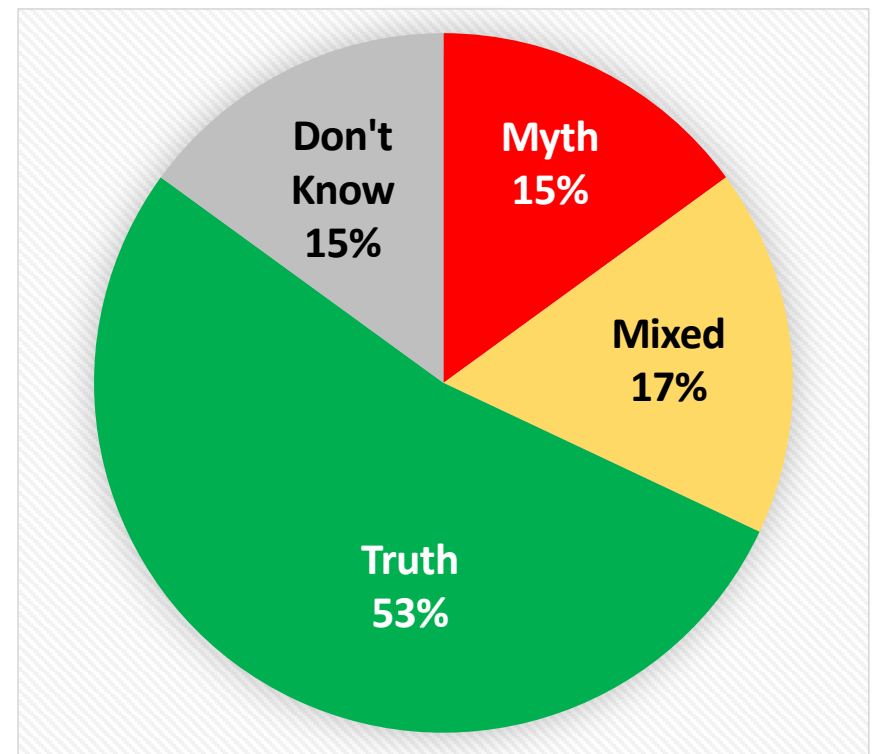
**Mixed or  
Don't Know  
% difference  
not shown**

# Comparison of Marketing Truth Rating Results: Average Across Set of Messages



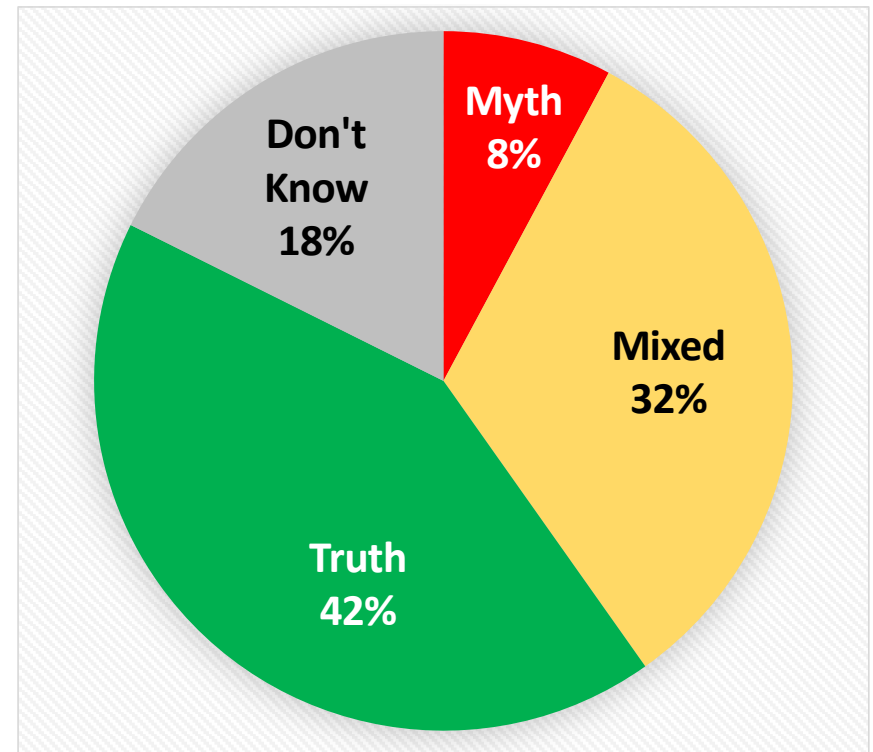
# Marketing Favoring Techno EAPs

Techno-EAPs are **available more often** (24/7 online or smartphone access) than Traditional EAPs.



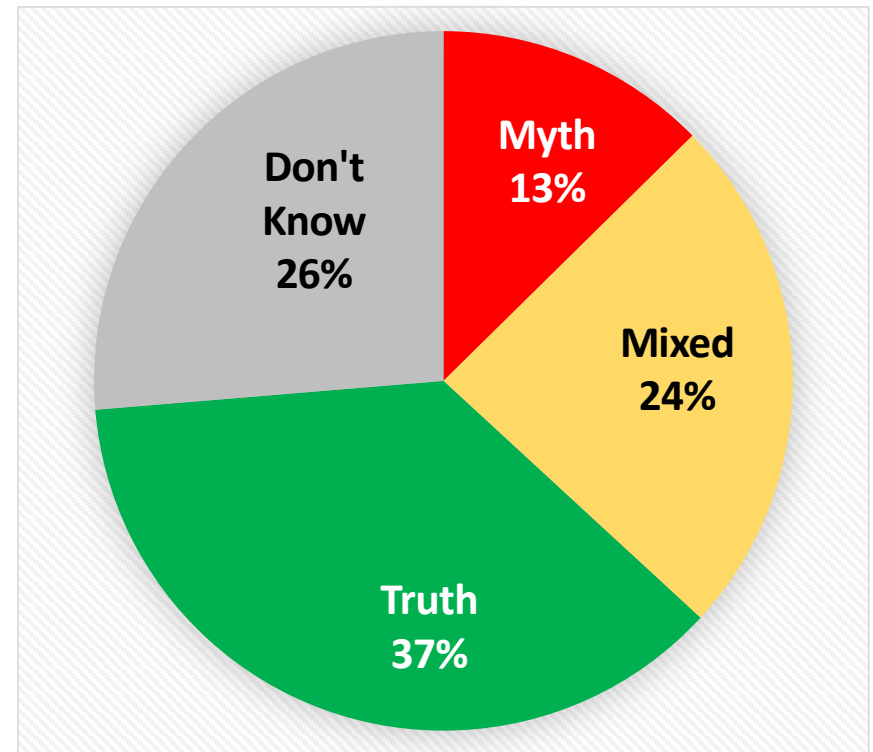
# Marketing Favoring Techno EAPs

Techno-EAPs offer a **less stigmatized access** way for employees to get support than Traditional EAPs.



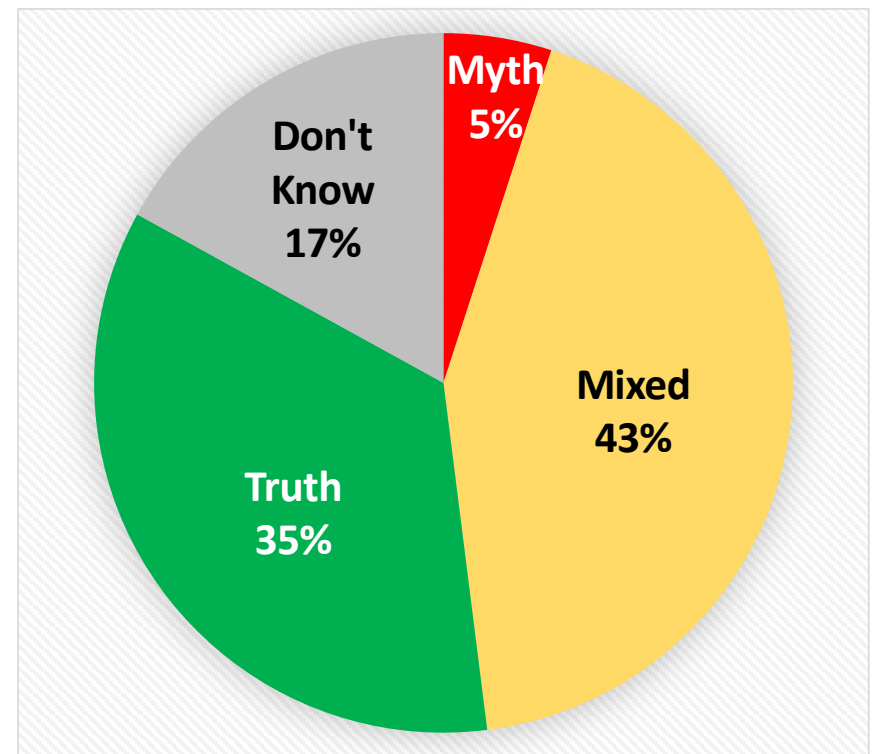
# Marketing Favoring Techno EAPs

Techno-EAPs conduct and publish **scientific research** on their services more than Traditional EAPs



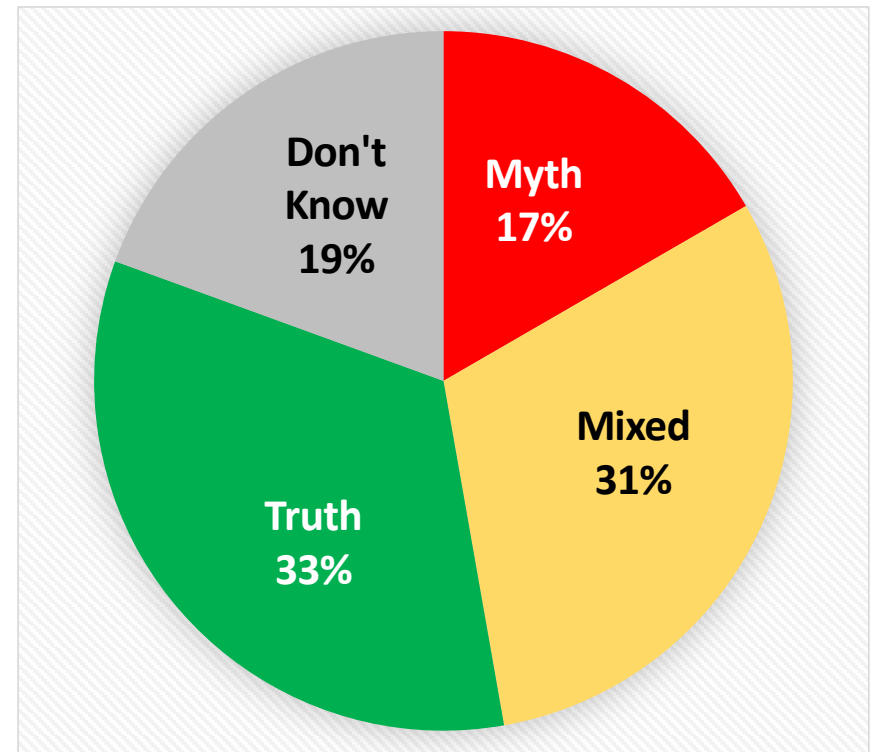
# Marketing Favoring Techno EAPs

Techno-EAPs have **more effective promotional activities** than Traditional EAPs.



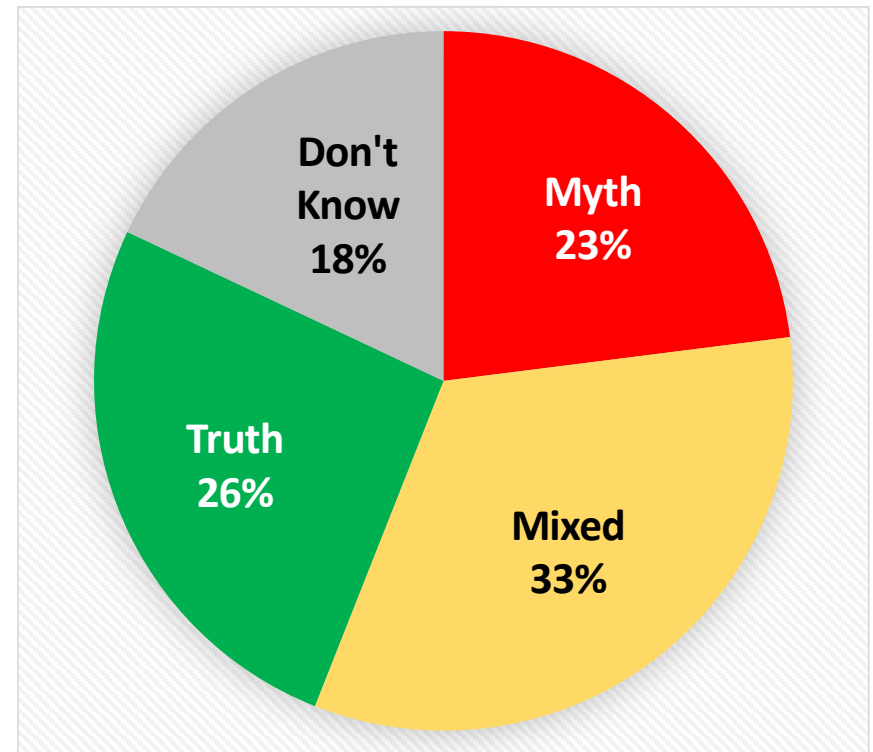
# Marketing Favoring Techno EAPs

Techno-EAPs have **better measurement and data reporting practices** than Traditional EAPs.



# Marketing Favoring Techno EAPs

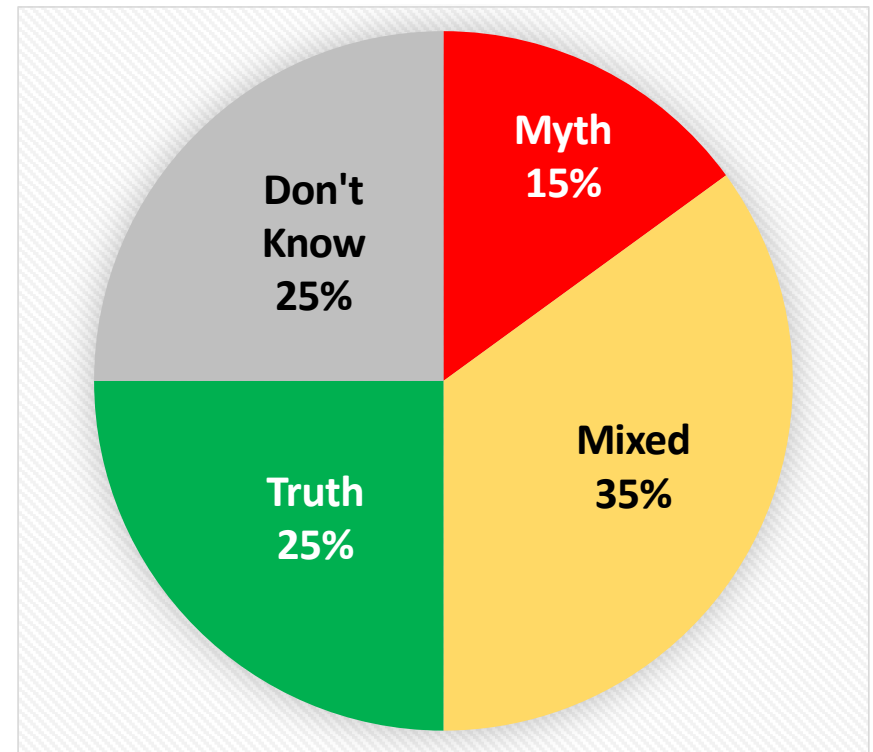
Techno-EAPs are **more cost-effective** as an employee benefit than Traditional EAPs





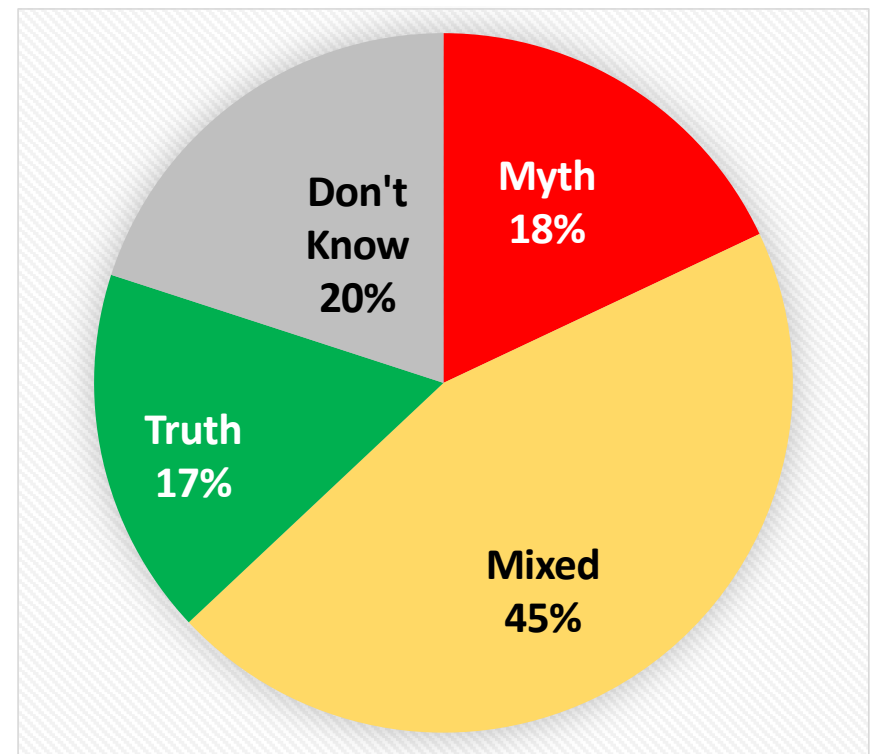
# Marketing Favoring Techno EAPs

Techno-EAPs provide **faster connections to start treatment** than Traditional EAPs.



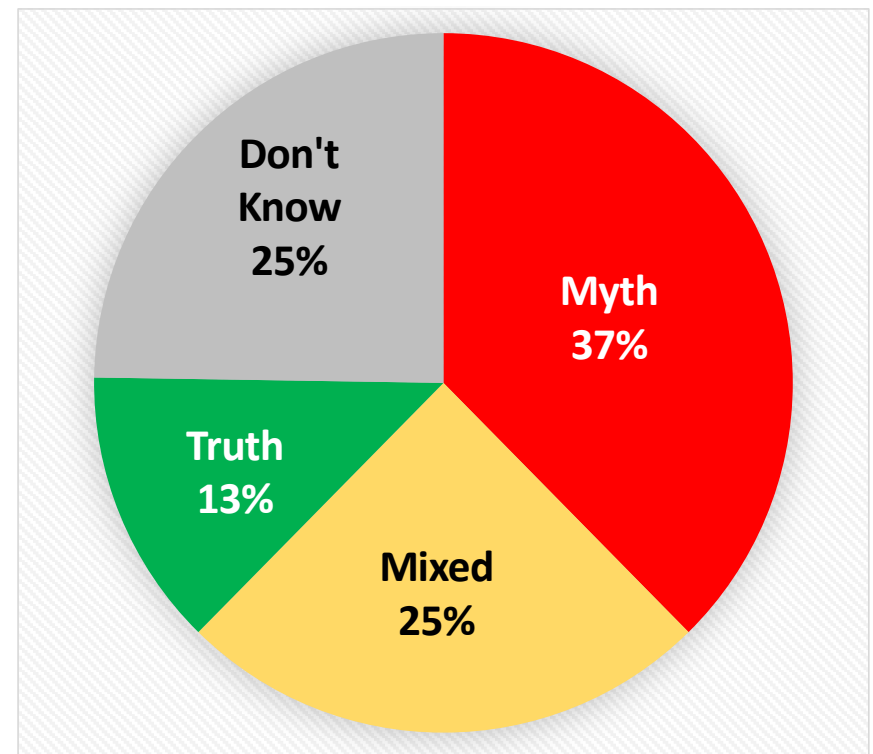
# Marketing Favoring Techno EAPs

Techno-EAPs have **greater utilization for only clinical cases involving licensed (human) counselors** than Traditional EAPs.



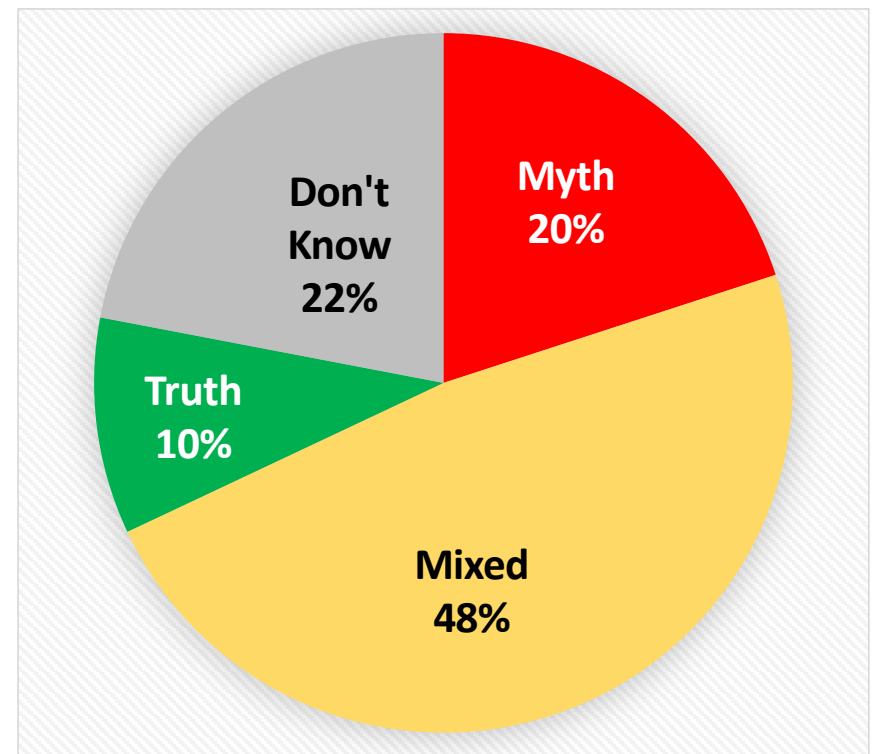
# Marketing Favoring Techno EAPs

Techno-EAPs have **better clinical treatment outcomes** (anxiety, depression, stress) than Traditional EAPs.



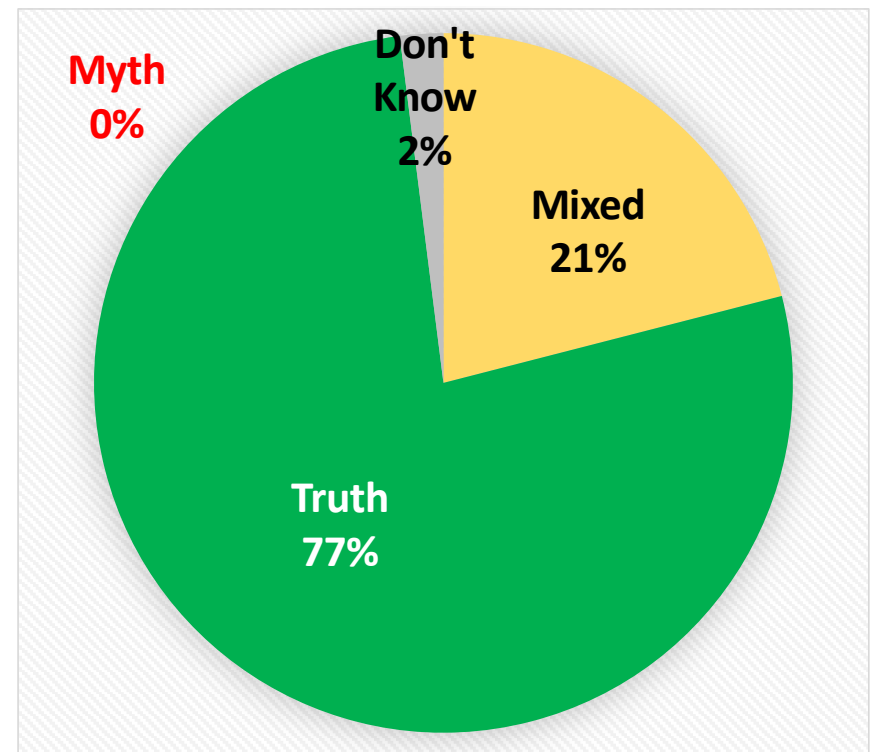
# Marketing Favoring Techno EAPs

Techno-EAPs have **greater utilization for any type of contact with service (machine or human) than Traditional EAPs.**



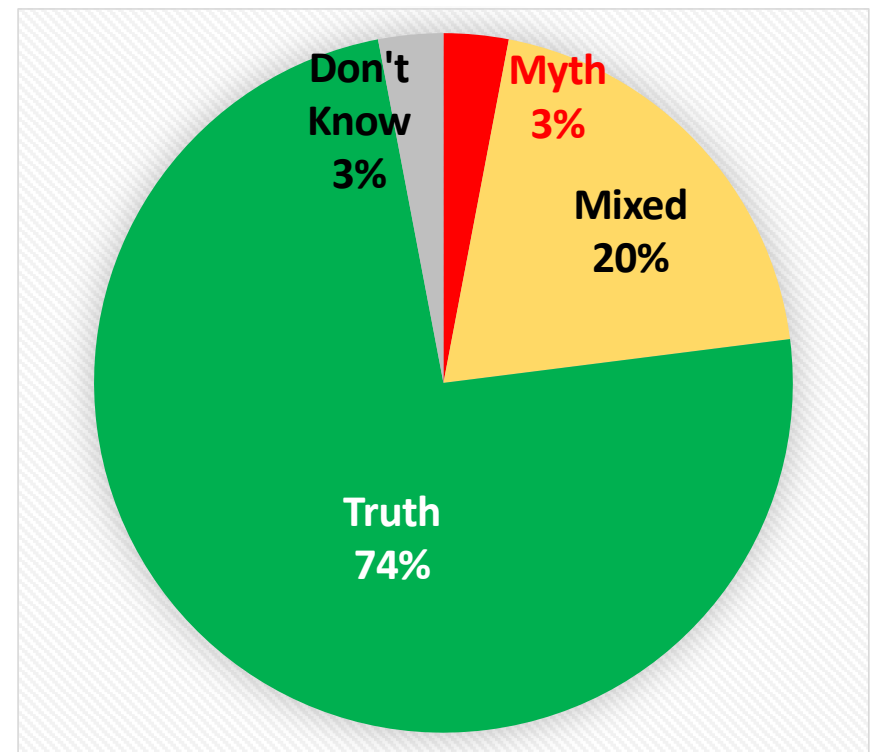
# Marketing Favoring True EAPs

**Traditional EAPs** conduct **more thorough initial assessments** beyond just identifying risks for a few specific mental health disorders (work, family, marriage, stress, money) than Techno-EAPs.



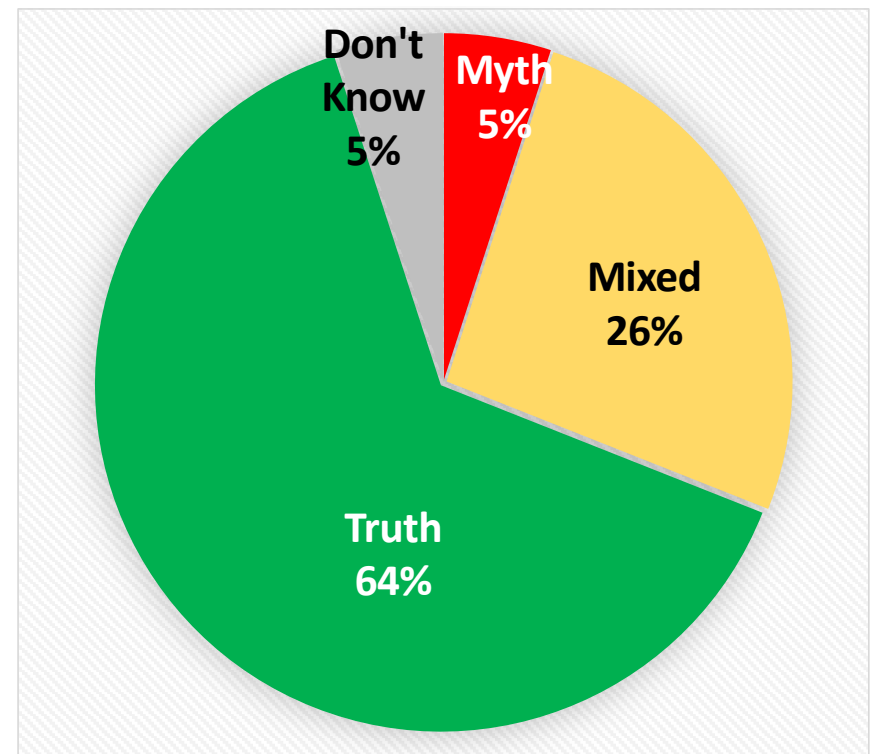
# Marketing Favoring True EAPs

**Traditional EAPs** provide **more services for the workplace and the organization** (crisis response, manager consultations, trainings) than Techno-EAPs



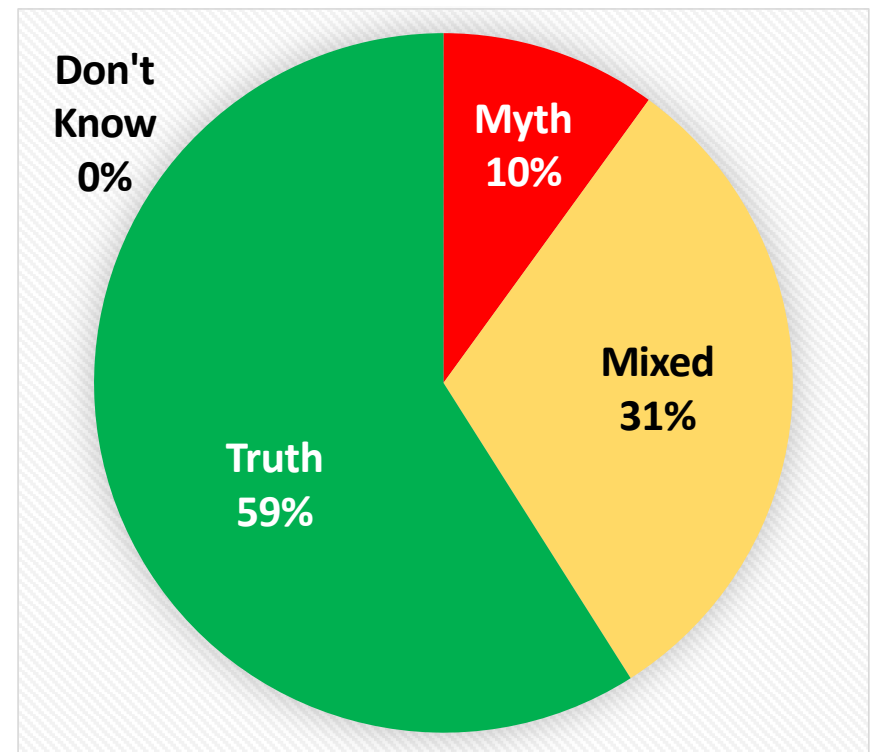
# Marketing Favoring True EAPs

**Traditional EAPs** have **better work-related outcomes** (absenteeism, work presenteeism, turnover) than **Techno-EAPs**



# Marketing Favoring True EAPs

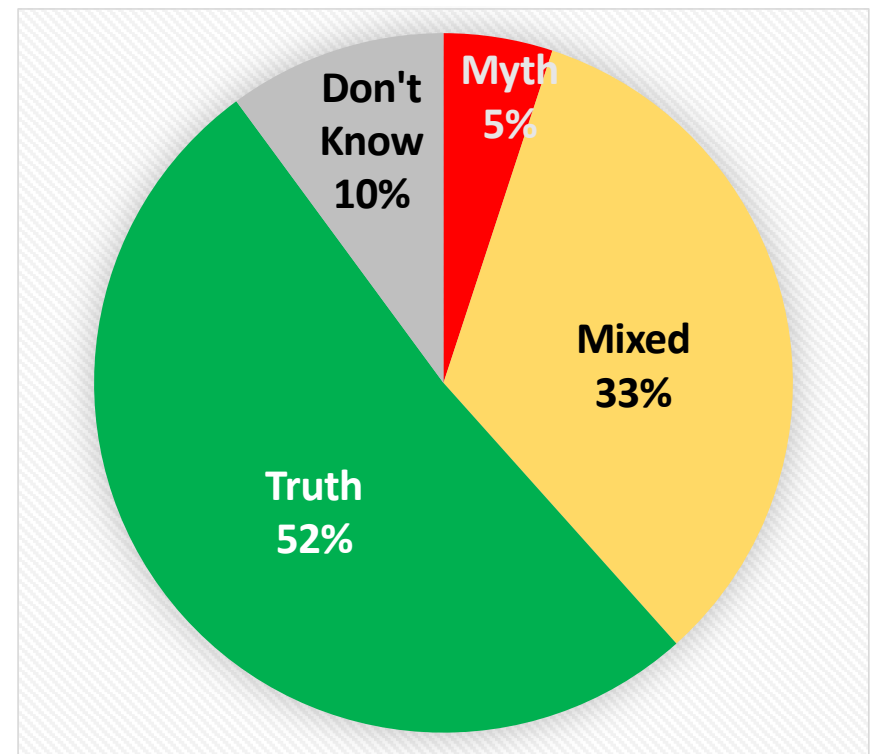
Traditional EAPs provide more resources for **work/life issues** (child care, elder care, concierge for life tasks) than Techno-EAPs.





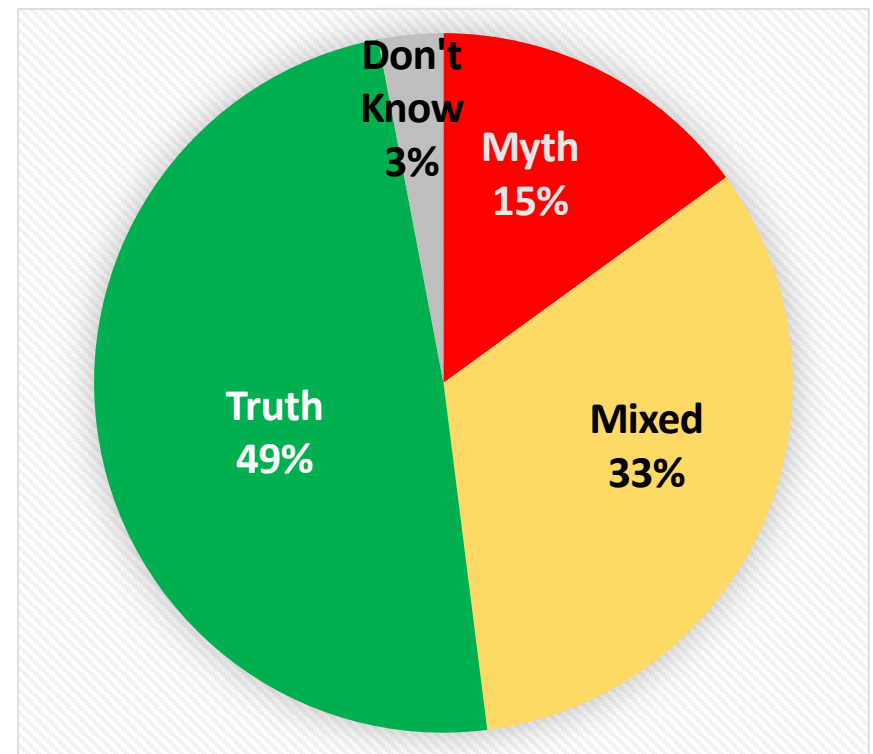
# Marketing Favoring True EAPs

Traditional EAPs provide more support for employee **disability cases and return-to-work programs** than Techno-EAPs.



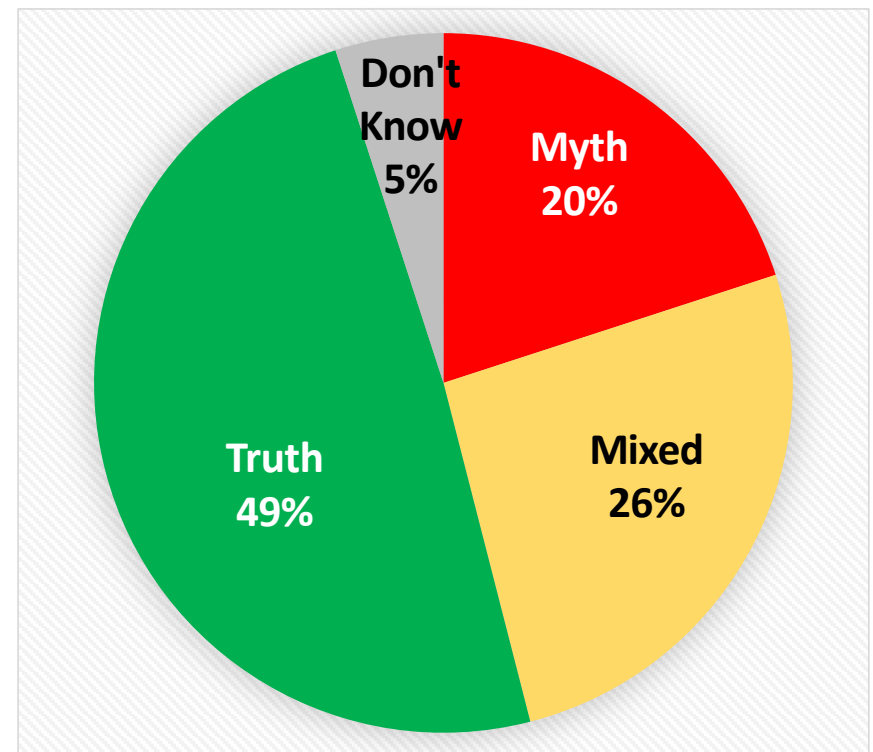
# Marketing Favoring True EAPs

Traditional EAPs have more of their **leadership team who are experienced in workplace mental health** than Techno-EAPs.



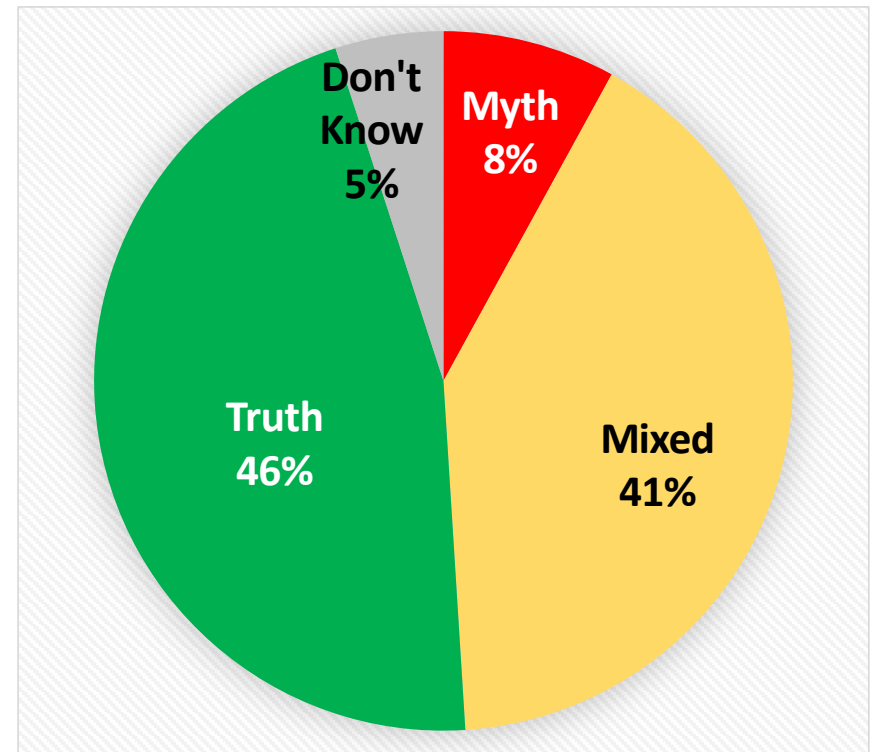
# Marketing Favoring True EAPs

**Traditional EAPs know the Core Technology of the EAP field better than Techno-EAPs.**



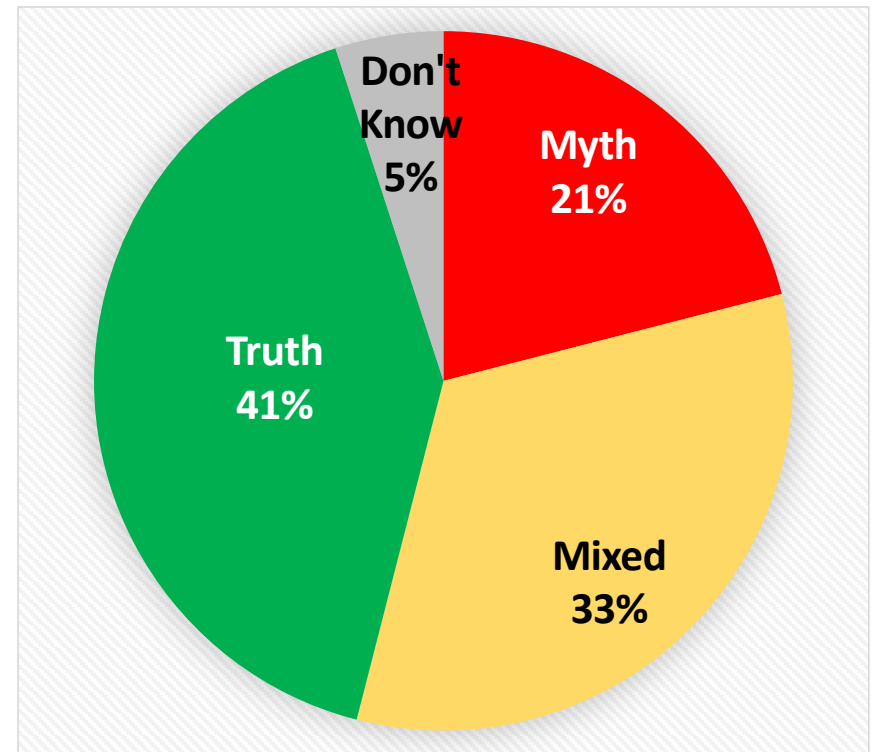
# Marketing Favoring True EAPs

**Traditional EAPs** provide more resources for **personal legal and financial issues** than Techno-EAPs.



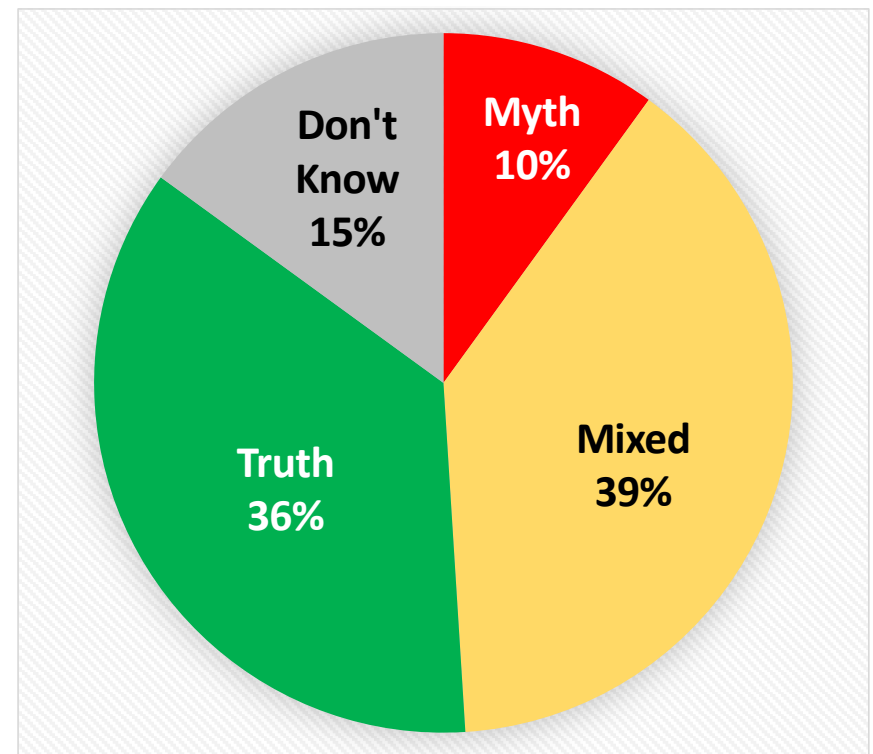
# Marketing Favoring True EAPs

**Traditional EAPs** follow **ethical clinical and data privacy practices** more than Techno-EAPs.



# Marketing Favoring True EAPs

**Traditional EAPs** refer more cases to psychiatric or substance use benefit providers than Techno-EAPs



# Marketing Favoring True EAPs

**Traditional EAPs** have **fewer early drop-outs** from counseling / treatment service than Techno-EAPs.

