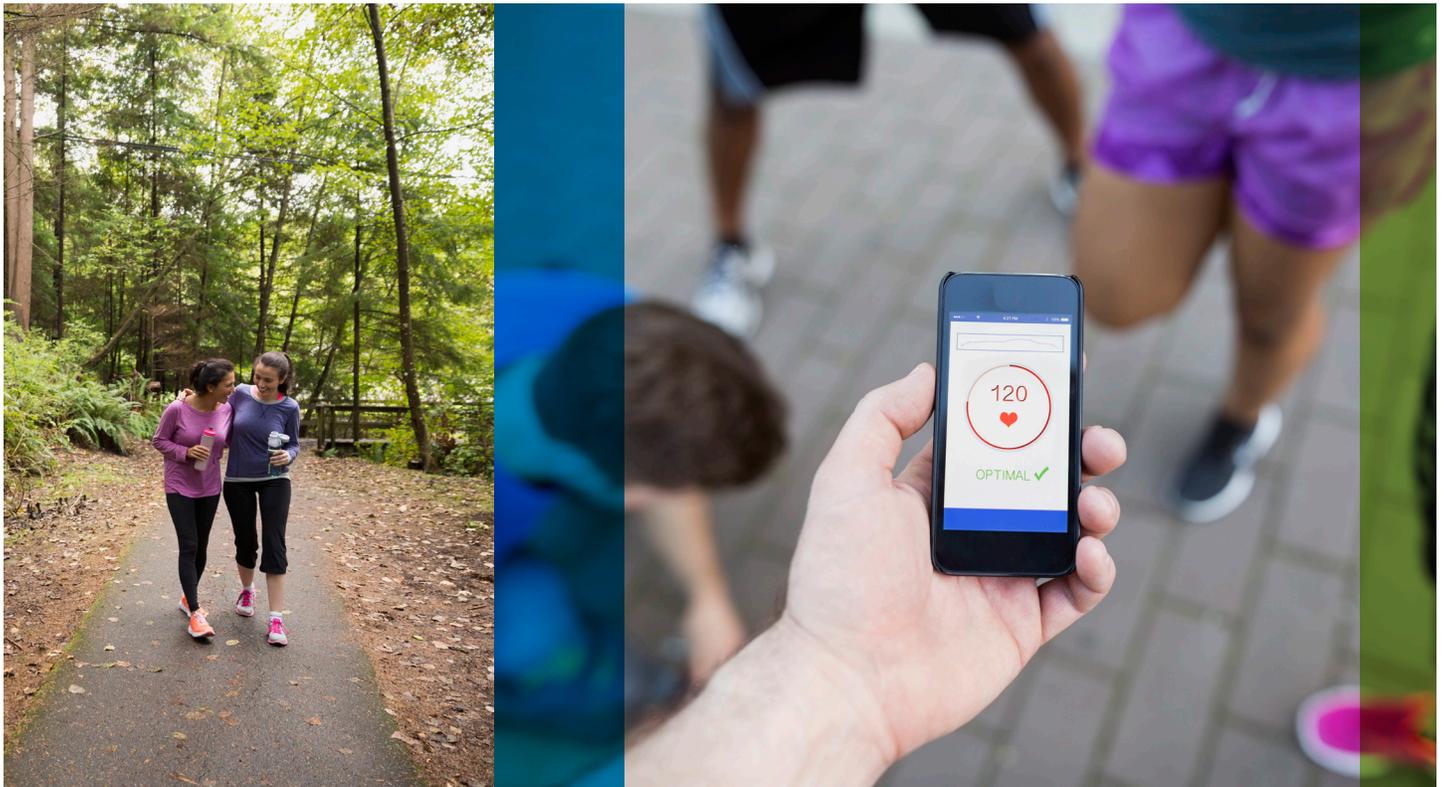


Give Your Heart Some Love

A Toolkit for Setting up a Heart Healthy Awareness Campaign



Helping Your Employees Reduce Their Risk of Heart Disease

Heart disease, particularly coronary artery disease, can have a devastating effect on your workforce—both men and women. As heart disease progresses, it can affect strength and stamina. A heart attack may mean a long recovery and work limitations afterwards. A severe heart attack can kill.

Fortunately, heart disease can also be prevented and controlled. Education is a big part of helping employees understand whether or not they're at high risk for heart disease and have contributing factors like high blood pressure. That's why MetLife developed the *Give Your Heart Some Love* campaign. It's an education and awareness campaign designed to encourage employees to start making heart healthy lifestyle changes.

What's in the Toolkit?

This toolkit provides all of the materials needed to deliver a successful campaign:

- Campaign Objectives
- Suggested Timeline
- Marketing Materials
- Campaign Kick-off Event Ideas
- An Employee Challenge
- Campaign Content
- Prize Strategy
- Campaign Evaluation

Campaign Objectives

- Raise awareness on the importance of preventing heart disease
- Educate employees on the risk factors associated with heart disease
- Motivate employees (through an employee challenge) to make lifestyle changes to protect themselves from heart disease
- Bring employees together around heart disease awareness by encouraging them to share their heart healthy stories with their colleagues

Suggested Timeline

The campaign is designed to last a minimum of 4 weeks but can be extended to 6 weeks. Below is the suggested timeline for implementation and email communications. The emails noted as *recommended* are core items of the campaign. The emails noted as *optional* are not required for campaign success, however, sending these out may increase employee engagement and enthusiasm.

The following suggested dates are based on a campaign that runs from February 1 – March 2.

- Pre-launch Email: (*optional*).....
- Kick-off Email: (*recommended*).....
- Week 2 Email: (*optional*).....
- Week 3 Email: (*optional*).....
- Week 4 Email: (*recommended*).....

Marketing Materials

1. Articles

- Give Your Heart Some Love - Commit to the Heart Healthy Challenge
- Cholesterol and Blood Pressure – Learn the Fast Facts
- Your Heart Healthy Challenge – Start Heart Healthy Living Today!

2. Email Campaign

- **Pre-launch Email:** A Healthy Heart is a Grateful Heart
- **Kick-off Email:** Give Your Heart Some Love Starts Today!
- **Week 2 Reminder Email:** Participate in the Heart Health Challenge <for Your Chance to Win>
- **Week 3 Encouragement Email:** Know Your Risks for Heart Disease
- **Week 4 Campaign Summary and Evaluation Email:** Your Heart Health Summary <and Last Chance to Win!>

3. Flyers

- **Don't Weigh Down Your Heart:** Understanding the Relationship Between Your Weight and Heart Disease
- **Know What's in Your Heart:** Understanding the Basics of Heart Disease
- **If Your Heart Needs Extra Support:** Your Doctor May Suggest Treatment
- **The Strong Beat of Your Heart:** Making Eight Positive Lifestyle Changes

Campaign Kick-Off Event

We strongly recommend an onsite event to kick off the campaign. The event can be as big or small as you want, but it's an important opportunity to provide the educational handouts to employees and to encourage employees to participate in the challenge. If you decide not to include an employee challenge in your campaign, you can still use the event to distribute the campaign materials. If you are unable to arrange an onsite event, we recommend setting up a table in a common area, like the entrance to the employee cafeteria. Keep materials restocked for the duration of the campaign.

An Employee Challenge

The employee challenge is designed to motivate employees to commit to making at least five heart healthy changes throughout the campaign (4 – 6 weeks). The challenge provides employees with a list of actions they can choose from, such as: improving their physical activity levels, improving eating habits, getting more sleep, and talking to their health care provider about their risks for heart disease.

Campaign Content

1. A basic overview

2. Knowing your risks

- Major risk factors
- Modifiable risk factors
- Contributing risk factors

3. Preventing heart disease

- Quit smoking
- Manage your cholesterol
- Manage your blood pressure
- Exercise
- Maintain a healthy weight
- Manage your diabetes
- Stress and depression

4. Treatments for heart disease

- Lifestyle
- Procedures and surgery

5. Heart healthy employee challenge

6. Employee evaluation

Prize Strategy

While offering prizes for participation in the employee challenge is not required, it can increase participation in the campaign. Consider individual giveaways for employees who complete the employee challenge. Or offer a drawing for one or more raffle prizes for all employees who complete the challenge. As an alternative, consider offering a prize to employees who complete the campaign evaluation.

Campaign Evaluation

The campaign evaluation is a very important part of the campaign. It's not a survey—it's designed to capture ideas and information from participating employees that you can share with all employees. It's a great way to recognize employees who have taken steps to stop heart disease, and to continue the momentum of the campaign. Here's an example of feedback that could help motivate other employees to make healthier lifestyle choices, long after the campaign has ended.

“

I learned my blood pressure was so high that I was put on medication immediately. If I hadn't read the information that my employer provided, I could have been on the road to having a heart attack!”

I stopped adding salt to food when I cook, and I didn't miss it at all (and neither did my family).

I make it a point to get up from my desk every hour and stretch for a few minutes. I know it's good for my heart, but it also clears my head for the next task!

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