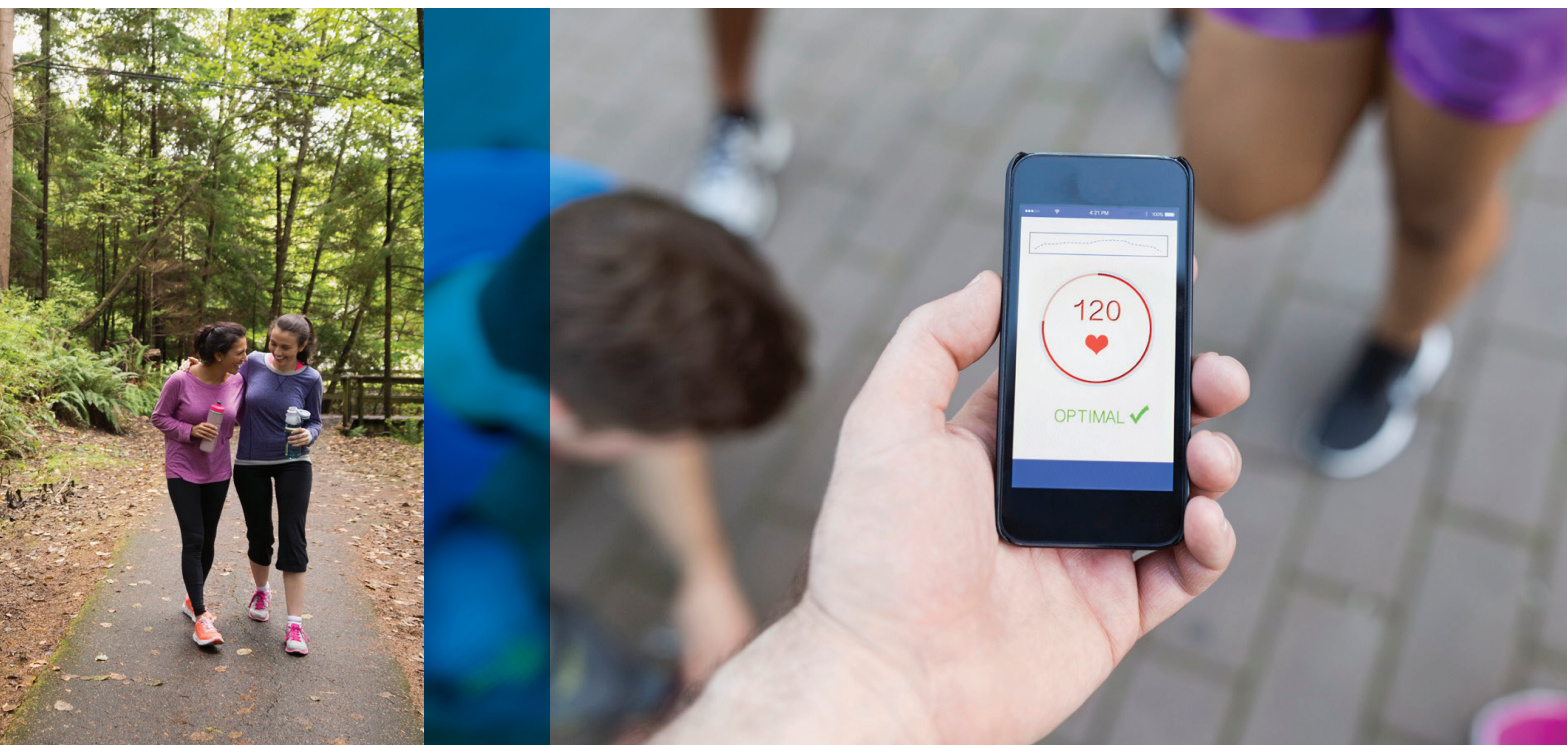


Give your heart some love

A toolkit designed to help your employees maintain a healthy heart



Educating employees on the importance of a healthy heart

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

Fortunately, heart disease can 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.

What's in the toolkit?

In this toolkit, you'll find all the information needed to deliver a successful campaign:

- Campaign objectives
- Suggested campaign timeline
- Campaign kick-off event ideas
- Employee challenge
- Prize strategy
- Employee evaluation
- Campaign content

Suggested campaign timeline

The total campaign is designed to last four weeks, but can be shortened or extended if desired. See the suggested timeline for distribution of handouts, flyers, emails and additional campaign documents below.

Articles and flyers

Two types of educational information are provided for use during the campaign. Articles are intended to provide information about an aspect of heart health. Flyers are generally more interactive and provide opportunities for employees to apply information about heart health in their everyday lives — at home and at work. In addition to articles and flyers we also provide an employee challenge form and campaign evaluation form to distribute at the beginning and end of the wellness campaign, as outlined in the email schedule on the next page.

	Articles	Flyers
Week 1: Commit to the healthy heart challenge	Give your heart some love	N/A
Week 2: Understanding the basics of heart disease	N/A	Know what's in your heart
Week 3: Understanding the relationship between weight and heart disease	Cholesterol and blood pressure	Don't weigh down your heart
Week 4: Positive lifestyle changes for a healthy heart	N/A	If your heart needs extra support; The strong beat of your heart

Campaign objectives

- Raise awareness of the importance of preventing heart disease
- Educate employees on the risk factors associated with heart disease
- Motivate employees to make lifestyle changes to protect themselves from heart disease

Email campaign

The email campaign, included in this toolkit, is conveniently provided to you in the form of a Word document, making it easy to simply copy and paste the provided subject line and email body to a message to your employees.

Pre-launch email – Deploy this email the week before the campaign launch date.

Week 1 kick-off email – Deploy this email on Monday morning of Week 1. This will be the official campaign launch date. In this email, attach the Week 1 article and employee challenge noted in the table above.

Week 2 email – Deploy this email on Monday morning of Week 2. In this email, attach the Week 2 flyer noted in the table above.

Week 3 email – Deploy this email on Monday morning of Week 3. In this email, attach the Week 3 article and flyer noted in the table above.

Week 4 email – Deploy this email on Monday morning of Week 4. In this email, attach the Week 4 flyers noted in the table above.

Follow-up email – Deploy this email on the Monday morning following the last week (Week 4) of the campaign. In this email, attach the employee evaluation form.

Campaign kick-off event

We strongly recommend an onsite or virtual event to kick off the campaign. The event can be as big or small as you want, but it's an important opportunity to introduce the campaign theme to employees and to encourage them to participate in the challenge.

If you are unable to arrange a formal kick-off event, we recommend setting up a table in a common area, such as the entrance to the employee cafeteria, for the distribution of materials. Keep materials restocked for the duration of the campaign. Making the campaign materials available online is another option.

Challenges

Employee challenge: The healthy heart challenge

Distribute the log for the individual challenge during the first week of the campaign. Employees are encouraged to use the information, strategies and skills introduced over the course of the campaign to take steps to optimize their heart health during the next four weeks.

Prize strategy

While offering prizes for participation in the employee campaign is not required, it can increase participation. Consider individual giveaways for employees who complete the employee challenge. Or, offer a drawing for one or more raffle prizes for employees who complete the challenge. As an alternative, consider offering a prize to employees who complete the evaluation survey. Some ideas for individual prizes that support a healthy heart could include the following:

- gift certificate to a local, healthy restaurant
- gift certificate to a yoga or exercise class
- heart-shaped stress ball
- water bottle
- fitness equipment

Employee evaluation

A brief evaluation survey is available to collect feedback, ideas and information from employees who participated in the campaign. Participant feedback will be valuable for planning future campaigns.

Campaign content

1. Commit to the healthy heart challenge

Give your heart some love

- Know your risk for heart disease

Employee challenge

2. Understanding the basics of heart disease

Know what's in your heart

- What is heart disease?
- Know your risks

3. Understanding the relationship between weight and heart disease

Cholesterol and blood pressure

- Learn the fast facts about cholesterol and blood pressure

Don't weigh down your heart

- Heart disease doesn't "weight"
- Know your body, know your risks

4. Positive lifestyle changes for a healthy heart

If your heart needs extra support

- Treatment options your doctor may suggest
- Treating high cholesterol

The strong beat of your heart

- Preventing heart disease

5. Employee evaluation



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