

# Beating back pain

A toolkit designed to help your employees prevent back pain



## A frustrating, painful ailment for employees and businesses

Low back pain is a very common health problem worldwide and a leading cause of disability — affecting performance at work and general well-being.

Some back pain is the result of underlying medical conditions, while others have genetic origins. Other back troubles can result from poor posture, injuries from exercise and sports, too much sitting, a slip on the stairs or ice, or other types of injuries.<sup>1</sup>

For many people back pain can be debilitating and may recur or worsen over time.

### 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 evaluation
- Campaign content

### Suggested campaign

The total campaign is designed to last three weeks but can be shortened or extended if desired. See the suggested timeline for distribution of articles, 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 back pain. The flyers are generally more interactive and provide opportunities for employees to apply information about back pain in their everyday lives – at home and at work. In addition to articles and flyers, we also provide a campaign evaluation form to distribute at the end of the wellness campaign, as outlined in the email schedule on the next page.

|   | Articles  | Flyers                                 |
|---|---|--|
| <b>Week 1:</b> Protecting your back from injury | Protecting your back during everyday activities | The importance of protecting your back |
| <b>Week 2:</b> What could be causing back pain  | Underlying conditions that may cause back pain  | N/A                                    |
| <b>Week 3:</b> Treatment options                | N/A   | Managing low back pain                 |

## Campaign objectives

- Provide information to employees on the many causes of low back pain, with an emphasis on prevention
- Create greater awareness of the importance of protecting the back, and the many sensible lifestyle changes that employees can make to help keep their backs healthy and strong
- Provide information about treatment options, including non-invasive therapy options

## 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 flyer noted in the table above.

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

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

**Follow-up email** – Deploy this email on the Monday morning following the last week (Week 3) 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.

## 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. Protecting your back from injury

#### The importance of protecting your back

- What can you do to protect your back?
- Lifestyle changes that may help you maintain a healthy, pain-free back

#### Protecting your back during everyday activities

- How to protect your back

### 2. What could be causing back pain

#### Underlying conditions that may cause back pain

- Medical conditions that can cause back pain

### 3. Treatment options

#### Managing low back pain

- The effectiveness of non-invasive treatments
- Treatment alternatives to consider before surgery

### 4. Employee evaluation

#### Sources:

1. National Institute of Arthritis and Musculoskeletal and Skin Diseases. Back Pain, July 2019. Available from [www.niamsd.gov](http://www.niamsd.gov).

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