

Germ defense

A toolkit designed to help your employees fight colds and the flu



Helping employees stay healthy during the cold and flu season

Viruses cause both the common cold and influenza (the flu). You can't see these microscopic germs, but your business can feel their effects. Statistics from the United States Centers for Disease Control and Prevention indicate that cold and flu season costs companies tens of billions of dollars in healthcare costs and hundreds of millions of dollars in sick days and lost productivity. On average, about 8% of the U.S. population gets sick from flu each season.¹

There are far too many misconceptions about both diseases. Employee education has the potential to make a tremendous difference in the health of your workforce and in controlling healthcare costs.

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 timeline

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.

Awareness handouts and lifestyle flyers

Two types of educational information are provided for use during the campaign. Articles are intended to provide information about colds and the flu. The flyers are generally more interactive and provide opportunities for employees to apply information about colds and the flu 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
Week 1: Be healthy and informed	Know the difference between colds and the flu; Five common questions about cold and flu season	N/A
Week 2: Understand cold and the flu	When and why the flu spreads so fast	Knowing what to do — and not to do — about the flu
Week 3: Take action against colds and the flu	N/A	Reliable steps for staying on your feet

Campaign objectives

- Raise awareness of the importance of preventing colds and flus
- Educate employees on taking the most effective measures to avoid catching colds or coming down with the flu, or to recover faster if infected
- Encourage employees to adopt better workplace habits to limit the spread of germs

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 articles, lifestyle flyer 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 article and 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 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.

Campaign content

1. Be healthy and informed

Know the difference between colds and the flu

- Cold & flu fast facts
- Do you have a cold or the flu?

Five common questions about cold and flu season

- Cold and flu Q&A

2. Understand colds and the flu

When and why the flu spreads so fast

- Know your body and environment

Knowing what to do — and not to do — about the flu

- Know your facts about the flu

3. Take action against colds and the flu

Reliable steps for staying on your feet

- Get ahead of cold and flu season

4. Employee evaluation

Sources:

1. The Centers for Disease Control and Prevention. Key Facts about Influenza (Flu), August 25, 2022. Available from www.cdc.gov.

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