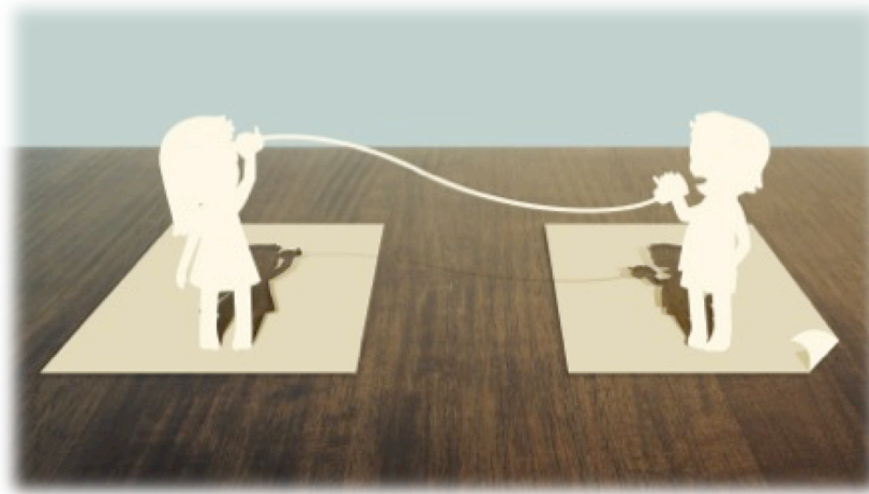


Communicate Well

It's Not Just What You Say, It's How You Say It!



Amy Cohen

Inspired Perspectives LLC.

Objectives

- Where communication fits in a framework.
- What messages should do.
- How communications are interpreted.
- 7 Essentials.

Where Communication Fits

A Framework for Sustainable Engagement



Information vs. Inspiration

Key elements that are crucial before any real change can happen:

Information - If one is not informed, they don't know what to expect.

Motivation - If person is not motivated, they will not carry out a behavior even if they know they should.

Strategy - Giving the tools necessary to do what the person *knows* and *wants* to do.



Communications Should...

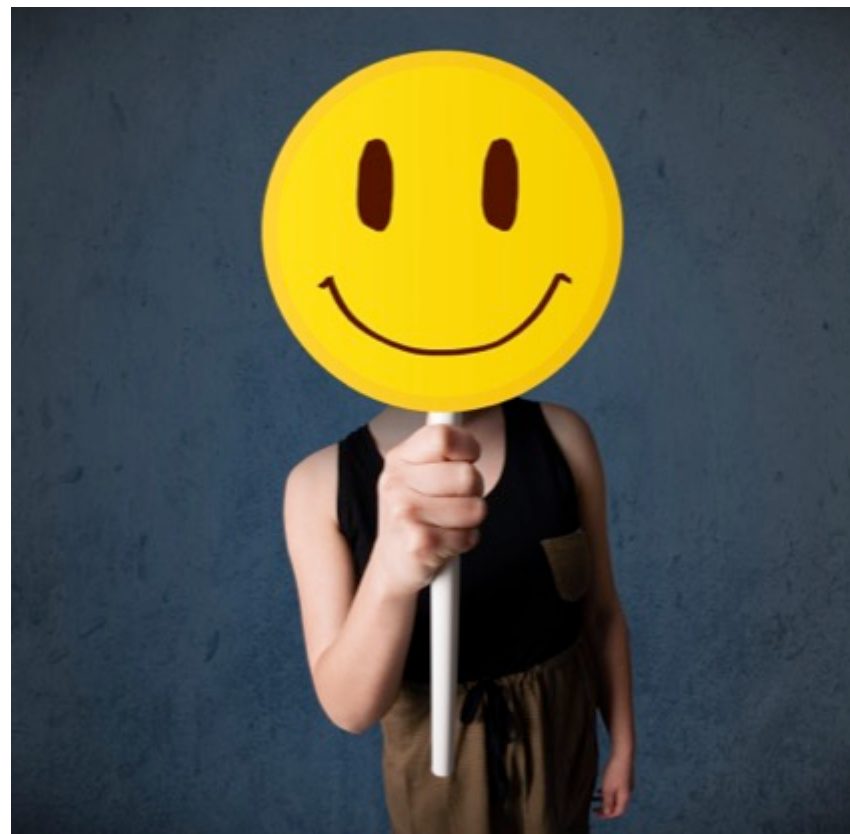
- Help raise *awareness* of health risks and solutions.
- Provide the *motivation* and skills needed to reduce these risks.
- Affect or reinforce *attitudes* in shaping corporate culture.
- Generate *interest* so employees take *action*.
- Connect employees directly to the resources that are available to them in the right “teachable moment.”



What Does Your Wellness Program Say to Employees?

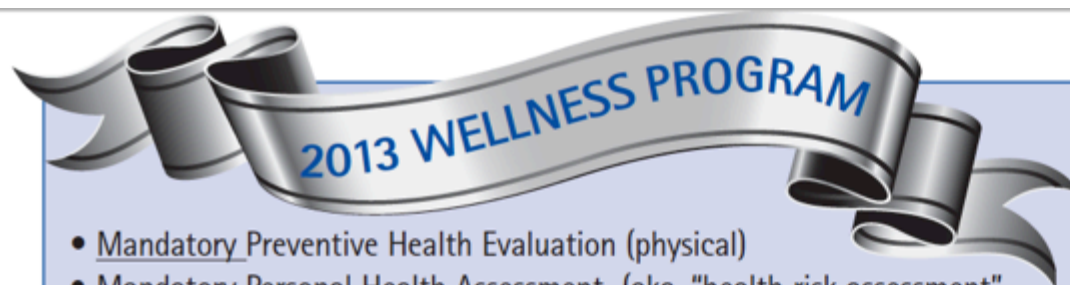
All about health care costs?

For employee's happy life?



See the forest through the trees!

Understanding the programs, incentives, benefits!



- Mandatory Preventive Health Evaluation (physical)
- Mandatory Personal Health Assessment (aka, "health risk assessment" through employee's health care plan administrator/network manager) and
- Choose any three of the following wellness goals:
 - ✓ Tobacco-Free Commitment
 - ✓ Physical Activity Participation
 - ✓ Weight Management
 - ✓ Life/Work Skills (EAP on-line seminars)

Active non-union employees
and their covered spouses
(if applicable)
certify that in
August, 2013 between
August 1, 2012 and July 31, 2013,
she/he each completed
the wellness requirements.

Information



Motivating



Strategic



Meaningful





FREE PROGRAMS!

Easy, Convenient and FREE Lifestyle Management Programs

MANAGE YOUR HEALTH WITH THESE EASY-TO-USE PROGRAMS AT NO COST TO YOU. COACHING SUPPORT IS AVAILABLE TO:

MANAGE YOUR WEIGHT using a non-diet approach. Build confidence, become more active, eat healthier and change your habits.

GET AND STAY TOBACCO FREE by developing a personal quit plan that's right for you.

MANAGE STRESS and learn coping techniques to deal with stress on and off the job.

It's not too late to get your health coaching completed to save the maximum amount on your health insurance premiums. You must complete 3 calls by Oct 31st. Each call lasts about 15 minutes and needs to be scheduled 2 weeks in advance. Calls can be on weight management, smoking cessation, stress reduction, exercise, healthy living and more!

Call [1.855.246.1873] or go to myCigna.com to sign-up today.



HARRISHEALTH
SYSTEM


WellnessWorks
Employee Wellness
employee_wellness@harrishealth.org
713.634.1290

Information



Motivating



Strategic



Meaningful



Vote

A. Employees who do not participate in a biometric health screening will lose a \$1200 contribution to their Health Savings Account.

B. Employees who get their biometric health screening will earn \$1200 for their Health Savings Account.

C. All employees will receive a \$1200 *contribution* into their Health Savings Acct. KEEP the \$1200 by having your biometric screening done. Employees who do not participate will LOSE the \$1200 deposit.

7 Essentials

#1 Name and Logo



Program Logo/Brand

Benefits to program and increases engagement

- Shows importance
- Easily recognized
- Part of culture shows here to stay



Logo Examples-Meaningful?



Bank



Hospital



Logo Examples

Gun Company



Bicycle Manufacturer



Dealership



7 Essentials

#2 Simple and Concise



Simplify Your Message

Option A

Live Healthy Together

**Work out together,
lose weight together,
live longer and
happier together.**



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Option B



Bananas

1. Bananas are thought to have originated in Malaysia around 4,000 years ago. From there, they spread throughout the Philippines and India, where in 327 B.C. Alexander the Great's army recorded them being grown.
2. Bananas were introduced to Africa by Arabian traders and discovered there in 1482 A.D. by Portuguese explorers who took them to the Americas, the place where the majority of bananas are now produced.
3. There are approximately 1000 different banana plants in the world.
4. Over 100 billion bananas are consumed annually in the world which makes bananas the 4th largest agricultural product in the world.
5. Americans consume bananas more than any other fruit. The average American consumes 26.2 pounds of bananas per year. Americans actually eat more bananas than apples and oranges combined.
6. Eating bananas can cheer you up! Bananas are the only fruit to contain tryptophan, an amino acid plus Vitamin B6 which work together to help the body produce serotonin, a natural chemical which alleviates mental depression.
7. The phrase "going bananas" was first recorded in the Oxford English Dictionary and is linked to the fruit's comic connection with monkeys.
8. A cluster of bananas was formerly called a "hand" while a single banana was called a "finger".
9. Nearly all commercial banana plants (Cavendish) are perfect clones of one another and most originate from one single plant in Southeast Asia which actually makes them

Roll Out

Implementation Letter. Is message:

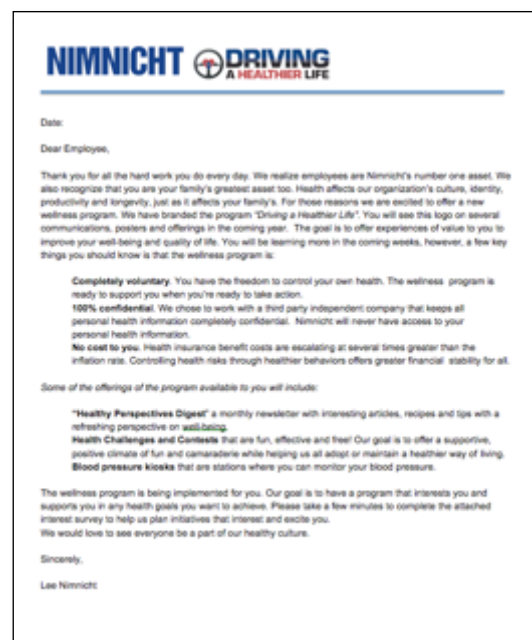
- ✓ Positive?
- ✧ Builds morale, optimism, loyalty
- ✓ Meaningful/Relevant?
- ✧ Age, culture, interests, gender
- ✓ Supportive of objectives?
- ✧ No scare tactics, avoid defensive, focus on opportunity

Employees are #1 asset

Offer value to you

Improve quality of life

Implemented for you



<http://www.cdc.gov/nationalhealthyworksite/docs>

7 Essentials

#3 Attractive/Impactful



GET AHEAD FINANCIALLY

Spend less than you earn. Cost cuttings can be small sacrifices that lead up to big savings.
Put away the plastic. Credit card debt is the number one obstacle to financial success.
Pay yourself first. Auto deposit 5% -10% of your paycheck BEFORE you pay your bills.
Know where it goes. Plan a budget for realistic spending and saving goals.

Humor

<https://vimeo.com/110425031>



Which would you read?



HEALTH & WELLNESS
VANDERBILT FACULTY & STAFF

The Occupational Health Clinic
The Vanderbilt Child and Family Center

Health Plan
WorkLife Connections LRP

Connection

Providing programs that support the health and productivity of Vanderbilt's most valuable asset... YOU!

Vol. 31 • NO. 2
April/May 2011

De-clutter, Delete, De-Stress. Spring cleaning your life!

Spring cleaning is synonymous with an annual heavy duty cleaning or de-cluttering. While the efforts that go into this task are often tiring, the result of getting organized gives one a feeling of accomplishment. Cleaning doesn't seem like an obvious way to reduce stress, but keeping your surroundings less cluttered and more organized is a standard time management tool.

Where did I put that document? Where are my keys? Which folder has the e-mail about the new policy? A little spring reorganization can make you more efficient and reduce frustration. Once you do the initial organization, the key is to use a system to keep things straight. Jim Kendall, Manager of WorkLife Connections offers the following suggestions:

1. **Daily to-do lists and scheduling systems** (day planners or electronic devices) are useful in keeping track of regularly scheduled appointments, tasks, projects, and deadlines. They also serve as a map for what you want to get accomplished today, this week, and this month. Review it first thing each day and when you end the day. David Allen's book *Getting Things Done: The art of stress-free productivity* or Stephen Covey's *First Things First*, outline practical methods for organizing your life.
2. **Handle papers and e-mails once.** Try *TRAP*, which stands for *Take It, Refer It (Pass it along), Act on it*; File it is based on the book *Organize for Success* by Stephanie Winston.
3. **Set up desktop and e-mail folders and files** for saving things you aren't ready to part with just yet. Clean out your e-mail inbox monthly.
4. **Spend your energy on those tasks that yield a greater impact toward your goals.** Take control of this resource and allocate it.
5. **Don't forget to budget time for self-care and enjoying life's special moments.** Make room in your schedule for exercise, sleep, quiet time, socializing, and hobbies. If you have trouble taking care of yourself, consider reading *Self-Nurture: Learning to Care for Yourself as Effectively as you Care for Everyone Else* by Alice D. Domar and Henry Dreeher.
6. **Throw things away that you haven't used in several years.** Simplify. There will be a couple of things you wish you had kept, but most of it you will never miss.

Pam Brown, Director of the Vanderbilt Organizational Effectiveness Team, suggests controlling TV time. "In the evening and on weekends, limit your television watching to programs that you truly enjoy. If possible, record shows and save them until you've completed other tasks." She also adds, "Reward yourself when you've completed a task — identify non-food rewards

Mark Your Calendar

April 1 Start Challenge 2 Begins
April 6 National Start Walking Day
April 9-16 The Week of the Young Child
April 20 Presentation: Caring for a Loved One With Alzheimer's Disease
May 18 National Employee Health and Fitness Day



Traci Nordberg
Associate Vice Chancellor,
Chief Human Resource Officer

Leading by example

Vanderbilt Leaders Making Wellness a Priority

What is one of the things that helps you most in balancing work and raising 3 children under the age of 8?

Sleep! I try to make getting enough sleep a priority so that I can function at my best each day.

What is a favorite activity for family time?

We enjoy being active outdoors, doing things such as riding bikes. Lately we have been having fun discovering parks in the Nashville area. My kids like to find new parks online, and we discover them together.

What was the last book you read?

What the Dog Saw by Malcolm Gladwell.

How do you manage a healthy dinner for your family after a hard day?

Well, sometimes it is a challenge. One thing we do is plan three meals for the week and buy everything we need at the grocery store. Seared tofu is a favorite. We also occasionally like to eat breakfast for dinner.



meijer.DIGEST be safe be healthy

GET UP AND GO!

April 2014 *Digest*

Physical activity is an important part of a healthy lifestyle for so many reasons — it boosts heart health, lowers blood pressure, helps beat stress, and may help reduce anxiety and depression, all factors that arguably matter more than the number on the scale.

The **Get Up and Go Challenge** is an 8 week physical activity competition which teams of coworkers compete with each other to get the most exercise points by tracking their steps on the RedBrick Health website!

Registration will take place April 14 – April 25. When you sign-up during this time frame you will get a free pedometer as well as **exclusive Be Healthy mPerks offers** throughout the challenge. You **MUST** sign up by April 25 to receive the pedometer and mPerks offers!

To sign-up: Visit www.redbrickhealth.com, log in, and follow the prompts for the challenge. AFTER you sign up, visit the Resources page and click on "Get Be Healthy mPerks Offers" and fill out the short form. You can also sign up by calling 855-824-6437.

The Challenge will begin May 5, just in time for spring! Everyone think warm thoughts until then!

mperks.
Get **EXCLUSIVE**
Be Healthy mPerks Offers!

1. GET UP AND GO! 2. NOURISHING YOU 3. HEALTH HARMONY 4. GOOD DECISIONS/INSPIRE TO MOVE

Design Quality

Get to Know Live Well

INTRODUCTION TO YOUR Wellness & Optional Incentive Program

WHAT IS THE LIVE WELL PROGRAM?

"Live Well" is Crowley's branded wellness program that offers tools and resources tied to your Crowley Benefits to keep you and your family's health and well-being a priority."

The Live Well Goal is to promote the health and wellness of our people by creating a work environment that nurtures all dimensions of wellness while heightening engagement, reinforcing healthy behaviors, increasing performance and controlling health care expenditures.

What is the LIVE WELL INCENTIVE PROGRAM?

Just like safe drivers pay less for car insurance. Crowley offers health conscious employees who participate in wellness programs discounts on their health plan.

As insurance rates go up for everyone, Crowley is helping to take on more of the cost increases. Earn points for higher discounts and lower your contributions to your health care plan.

The optional incentive program is for full-time eligible employees covered under Crowley's self-insured health plans. The program is based on points and a tier system. There are several ways to accumulate points. See the "Live Well Incentive Program Overview" for details.

Crowley has selected Interactive Health (IH) as our wellness partner to ensure privacy, measure current state of health and assist in reaching

INCLUDED IN THIS PACKET: WELLNESS PROGRAM

- ✓ **Dimensions of Live Well**
 - 8 Dimensions of Well-Being
- ✓ **Live Well Calendar**
 - Review themes, challenges and webinars by quarter and month.
- ✓ **Live Well Program Quick Reference Guide**
 - Quick reference of wellness benefits, offerings and tools available to you.

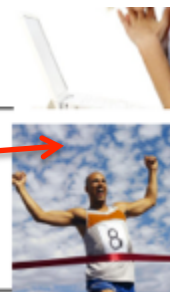
INCENTIVE PROGRAM

- ✓ **Live Well Incentive Program Overview**
 - Ways to accumulate points
 - Descriptions of key components of the program
- ✓ **1st Year Participant Overview**
 - Explanation for new hires and first year participants
- ✓ **Contribution Schedule-Example**
 - Review points and associated tiers to explain employee contribution discounts.
- ✓ **Key Words and Descriptions**
 - Get familiar with the terms and components of the incentive program
- ✓ **Health Evaluation FAQ's**
 - Frequently asked questions regarding the evaluations from Interactive Health (IH)
- ✓ **Health Evaluation- Test at Lab Instructions**
 - Process to have your health evaluation at a Lab Corp facility
- ✓ **Resource Directory**
 - Important websites and phone numbers to

coach on topics such healthy eating, physical activity and stress

Challenges

Participate in online challenges with your peers in teams to increase physical activity, eat better or lose weight.



Community Activity

Run a 5k, join a sports team or participate in a health promotion activity in your community



Weight Watchers Online

Online Weight Loss Program with meal support, peer group meetings tools and resources



Preventive Screenings

Annual Physical Flu Shot



7 Essentials

#4 Repetitive

“Guess What Day it is?” <https://vimeo.com/82106822>



Strategy



- Frequency
- Budget
- Topics
- Media

Communication Plan:

| <i>What Information</i> | <i>Target Audience</i> | <i>When?</i> | <i>Method of Communication</i> | <i>Provider</i> |
|----------------------------------|---|--------------|--------------------------------|-----------------------------------|
| Milestone report | Senior management and project manager | Bimonthly | E-mail and hardcopy | Project office |
| Project status reports & agendas | Staff and customer | Weekly | E-mail and hardcopy | Project manager |
| Team status reports | Project manager and project office | Weekly | E-mail | Team recorder |
| Issues report | Staff and customer | Weekly | E-mail | Team recorder |
| Escalation reports | Staff and customer | When needed | Meeting and hardcopy | Project manager |
| Outsourcing performance | Staff and customer | Bimonthly | Meeting | Project manager |
| Accepted change requests | Project office, senior mgmt., customer, staff, and project mgr. | Anytime | E-mail and hardcopy | Design department |
| Oversight gate decisions | Senior management and project manager | As required | E-mail meeting report | Oversight group or project office |

Ongoing Communications

- **Who is sending what and how often?**
 - ✓ Vendors (Wellness, EAP, Carrier, Consultants)
 - ✓ Internal (HR/Benefits, Wellness Team)
- **Frequency?**
 - ✓ Weekly- Tips,
 - ✓ Monthly-Newsletters, Posters, Videos
 - ✓ Quarterly-Flyers, Presentations/Webinars/Workshops
 - ✓ Annually-Calendars, Self-Care



2015 CALENDAR

at a glance

CROWLEY®
People Who Know™

Intellectual • Physical • Social Emotional • Spiritual • Financial • Vocational • Environmental

JAN FEB MAR APRIL MAY JUNE JULY AUG SEPT OCT NOV DEC

2015 Q1 Healthy Heart

January 19 - March 31
LOSE YER BOOTY


Heart Healthy
Weight Challenge 

WORKSHOPS

Time Management
February 12, 2015

2015 Q2 Diabetes

April 27 - June 7
EAT A RAINBOW

Fruit & Veggie
Challenge 

WORKSHOPS

**Understanding
Food and Nutrition**
April 24, 2015

2015 Q3 Musculoskeletal

July 31 - August 23
GET FIT ON ROUTE 66

Physical Activity
Challenge 

WORKSHOPS

**Understanding Health
and Exercise**
July 24, 2015

2015 Q4 Metabolic Syndrome

September 14 - October 11
GOOD NIGHTS

Sleep
Challenge 

WORKSHOPS

Avoid Burnout
October 20, 2015

WEBINARS TO WATCH

| | | | | |
|--|---|---------------------------|--|---|
|  EAP www.crowley-eap.com | GOAL SETTING FOR SUCCESS | WORK/LIFE BALANCE | FAMILY COMMUNICATION | BANISHING BULLYING |
| | THREE NEVERS OF PARENTING | THE POWER OF SELF-TALK | PRACTICING GRATITUDE | |
|  HEALTH www.myinteractivehealth.com | FITTING FITNESS IN | AGING WELL | SLEEPING WELL | SMALL STEPS TO A HEALTHIER WEIGHT |
| | EATING ON THE RUN METABOLIC SYNDROME | BOOST YOUR IMMUNITY | FACT OR FICTION ON WEIGHT LOSS | |
|  FINANCIAL www.bettermoneyhabits.com | MANAGING MY PERSONAL BUDGET | KEEPING CREDIT HEALTHY | CREATE A SAFETY NET FOR LIFE'S UNEXPECTED EVENTS | STEPS TO HELP GET OUT OF DEBT |
| | UNDERSTANDING HOME REFINANCE | | | |





Visit the Live Well Site at www.MyWellSite.com/ip/Crowley

2015 Wellness Plan for Applied Information Services



| Month | Challenge | Supportive / Internal Programs | Incentives |
|-------|--|--------------------------------|------------|
| JAN | Around the World Physical Activity TEAM Challenge Jan 26th- Mar 8th  | | |
| FEB | | | |
| MARCH | | | |
| APRIL | Eat the Rainbow Fruit & Veggie Individual Challenge April 6-May 17th  | | |
| MAY | | | |
| JUNE | | | |
| JULY | Summer Fun Individual Challenge June 8th-July 19th  | | |
| AUG | | | |
| SEP | Walk on Wednesdays Challenge Aug 10th-Spt 27th  | | |
| OCT | Healthy Holiday Challenge Nov 9th- Dec 20th  | | |
| NOV | | | |
| DEC | | | |

ICS - US East Jacksonville WELLNESS PROGRAM ACTIVITIES QUARTERS 3/4

| Program Activity | Summary | Date/ Location | Reward |
|---|---|--|---|
| Lunch and Learn BE AWARE  | A lunch time seminar engineered to educate you on self-defense and personal safety. | Wed 9/17 12:00 -1:30pm Training Room <i>*be advised this is an active class, better to eat after.</i> | • Activity points for your prevention plan |
| Philanthropic Events | Participate in one of these events or support a non-profit organization to demonstrate your commitment to our community. | Watch for upcoming posts and Q3 communications | • Activity points for your prevention plan |
| Food & Fitness Fitbit Challenge HEALTHY BALANCE  | 12 week food and fitness challenge designed to improve your overall health | Kick Off: 9/2/14 End Date: 11/21/14 Look for upcoming communications. | • Activity points for your prevention plan • Purchase your Fitbit and receive full reimbursement |
| Health Awareness KNOW YOUR NUMBERS  | Get a better understanding of your health status and the impact that out-of-line biometric standards can have on your health and wellbeing. | Awareness and education campaign | Earn a discount on your insurance premium |
| Gym Reimbursement  | Fitness reimbursement program through United Health Care | On-going | • \$20/ month |
| Prevention Plan | Log your activities | On-going | • Discounts on your health insurance premium. |

For questions please contact the following team members:

Casey Rebman casey.rebman@icsfl.com, Philanthropy Coordinator
Jonathan Potter jonathan.potter@icsfl.com, Physical Activity Challenge Coordinator

7 Essentials

#5 Emotional Appeal



Emotional and psychological appeals resonate more than feature or functions.

Features vs. Psychological Appeal?



Stop Smoking!

Cigarette smoking is responsible for 9 out of 10 lung cancer cases.¹ Protect yourself and your loved ones by saying **"NO"** to smoking!

Once you've ditched that cigarette, the benefits are immediate:²

| | | |
|---|---|--|
| Within 20 minutes: <ul style="list-style-type: none"> Blood pressure decreases | Within 24 hours: <ul style="list-style-type: none"> The lungs start clearing out mucus and toxins | Within 2 to 12 weeks: <ul style="list-style-type: none"> Blood circulation improves |
| Within 8 hours: <ul style="list-style-type: none"> Carbon monoxide and nicotine levels in blood fall to normal Oxygen level in blood increases to normal | Within 48 hours: <ul style="list-style-type: none"> Nerve endings regenerate | Within 5 to 10 years: <ul style="list-style-type: none"> Risk of stroke and coronary heart diseases falls to that of a non-smoker Risk of lung cancer falls to half |

¹ SingHealth, <http://www.singhealth.com.sg/PatientCare/ConditionsandTreatments/Pages/LungCancer.aspx>, accessed 1/11/12.
² Health Promotion Board, http://www.hpb.gov.sg/hpb/default.asp?pg_id=2564, accessed 1/11/12.



WHAT DOES SMOKING REALLY COST YOU?

SMOKING COSTS YOU APPROXIMATELY \$1,800 PER YEAR. WHAT COULD YOU DO WITH THAT MONEY IF YOU QUIT?

- A FAMILY VACATION
- AT LEAST 3 IPADS
- A NEW WARDROBE
- A BIG SCREEN HD TV
- A NEW STEREO AND ALARM SYSTEM FOR YOUR CAR
- SEASON TICKETS TO JAGUAR GAMES

GET HELP TO KICK THE HABIT:

ON-SITE: Contact Wellness Services for options at wellness@jea.com
OFF-SITE: <http://www.quitsmokingnowfirstcoast.com/index.html>,
www.northfloridasahec.com, www.ahectobacco.com,
www.lungfita.org, www.ffsonline.org/

JEA Building Community®

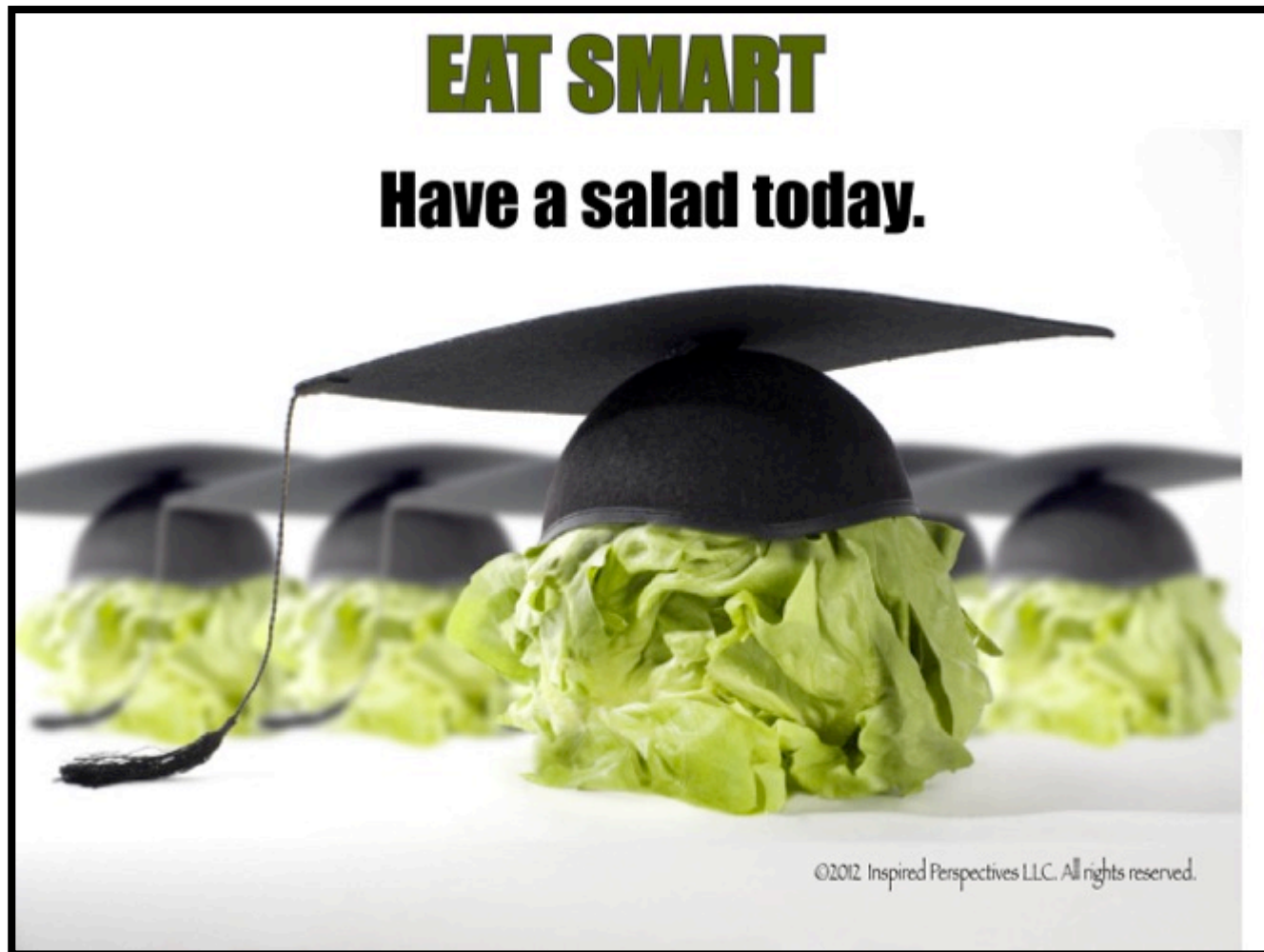
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How does this make you feel?



7 Essentials

#6 Actionable





JUNE NEWS

NextEra Health & Well-Being's Newest Wellness Platform is Here!

A website dedicated to you and your well-being! Sign-up today to access exclusive content such as Warrior of Wellness Materials, past Healthy Perspectives Digests, get fun health tips or send a motivational e-card to someone you care about. Check out the calendar for upcoming events, healthy recipes or communicate to friends. We are rolling out new programs constantly, so go on and check out how you can take charge of your health today!



Take the challenge to reach Skull Island today!

Take charge of your health today by going to
mywellsite.com/nextera and **sign-up** for *Lose Yer Booty!*

mywellsite.com/nextera and **sign-up** for *Lose Yer Booty!*



Drive to Resources

- Less than 1% of employees visit health plan wellness sites.

* Dr. Bruce Sherman

- Direct to the resources you want them to use.



Office DEPOT.
OfficeMax®

 **WELL BALANCED**
benefits • wellness • retirement

Take Charge of Your Health.
Reward Your Life.
www.PowerofVitality.com



7 Essentials

#7 CREDIBLE

Statistics are good credibility, but lack human context.

| STATISTIC | DIABETES STATISTIC | COMPARABLE STATISTIC |
|-------------------|--|----------------------|
| 1 Out of Every 4 | People with Diabetes in the U.S. don't know they have it | |
| 1 Out of Every 11 | People in the U.S. have Diabetes | |
| Two Times Higher | Medical costs for persons with Diabetes | |
| 50% Higher | Risk of death for adults with Diabetes | |

*American Psychological Association

- What makes people believe ideas?

Authorities?

Faith?

Experience?

- Concrete details or anecdotes.
- Human experience or intuition.

SUPERCHARGE Your Metabolism

Your metabolism converts the food you eat into fuel to power your

Fuel Your Fire. Just as adding small twigs can keep a fire dwindling down, eating small meals throughout the day your metabolism gradually burning.

Burn Hotter. Physical activity is the accelerant that is most effective in keeping our metabolic fire burning. The best metabolism-boosting exercises are weight lifting and cardiovascular training.



Any amount of physical activity you add to your routine will stimulate your body and build muscle, thus increasing your metabolism. Take a walk during your lunch breaks, or start using that gym membership to fit in a short, convenient workout.



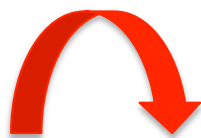
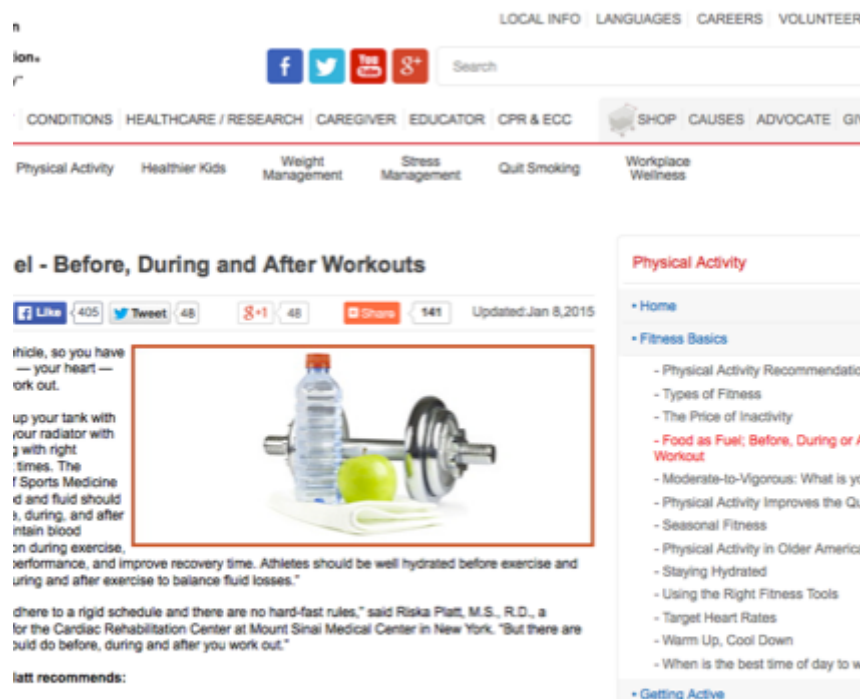
Scan this code or visit <http://ow.ly/snWWm> for a slide show of 6 secrets to fire up your metabolism.

*"Start where you are. Use what you have.
Do what you can." – Arthur Ashe*

Copyright

Is it okay to:

- Use images from Google image?
- Pull recipes from the internet?
- Use articles or parts of articles from web and source them?

LOCAL INFO LANGUAGES CAREERS VOLUNTEER

Facebook Twitter YouTube Google+ Search

CONDITIONS HEALTHCARE / RESEARCH CAREGIVER EDUCATOR CPR & ECC SHOP CAUSES ADVOCATE GIVING

Physical Activity Healthier Kids Weight Management Stress Management Quit Smoking Workplace Wellness

el - Before, During and After Workouts

Like 405 Tweet 48 +1 48 Share 541 Updated: Jan 8, 2015

thicle, so you have — your heart — work out.

up your tank with your radiator with g with right times. The f Sports Medicine d and fluid should s, during, and after tain blood on during exercise, performance, and improve recovery time. Athletes should be well hydrated before exercise and uring and after exercise to balance fluid losses."

there to a rigid schedule and there are no hard-fast rules," said Riska Platt, M.S., R.D., a for the Cardiac Rehabilitation Center at Mount Sinai Medical Center in New York. "But there are buld do before, during and after you work out."

latt recommends:

Physical Activity

- Home
- Fitness Basics
 - Physical Activity Recommendation
 - Types of Fitness
 - The Price of Inactivity
 - Food as Fuel: Before, During or After Workout
 - Moderate-to-Vigorous: What is it?
 - Physical Activity Improves the Quality of Life
 - Seasonal Fitness
 - Physical Activity in Older Americans
 - Staying Hydrated
 - Using the Right Fitness Tools
 - Target Heart Rates
 - Warm Up, Cool Down
 - When is the best time of day to work out?
- Getting Active

Copyright Notice



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Updated: Sep 10, 2014

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Copyright Permission Guidelines



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Updated: Jun 12, 2014

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- Making a video from others' video footage or using copyrighted music as part of soundtrack

Right Way

- Purchase licenses to use graphics.
- Cite and Source
- Use copyrighted with permission and follow guidelines.
- Reputable partner.

Cite Sources

- Is what I am writing original or did I use information from another source?
- Even a paraphrased work would be sourced so the originator can be credited for efforts.
- Citing sources for an image is not license to use.

In-house vs. Outsource

DOES YOUR in-house NEWSLETTER COST MORE THAN YOU THINK?

How much does your in-house wellness newsletter cost you?

DILEMMA: Companies want to have more control over the content of their wellness newsletter and save costs by having staff create newsletters.

CONSIDERATION: A quality newsletter takes approx. 80 hours of working payroll hours for:

- editorial planning, research and fact checking.
- original and creative writing.
- vetting reputable website for internet links resources.
- 3 layers of editorial review.
- graphic selection and licensed purchases of images.
- typesetting and graphic design time.

IN-HOUSE COST vs. **HEALTHY PERSPECTIVES DIGEST COST**
\$1600* /issue **\$295/issue** (on average)



*80 hours x \$20/hour

Thank you!

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