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# WELL-BEING ENGAGEMENT TOOLS AND SERVICES



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# CREATE A HEALTHY MINDSET



## INFLUENCE PEOPLE IN A POSITIVE WAY

Content, design, and communications with the purpose of improving personal well-being in populations by shaping mindset, behavior change modifications and increasing program engagement.

### INDEX

- ▶ Logo Design Branding
- ▶ Wellness Newsletters
- ▶ Well-Being Challenges & Incentives
- ▶ Wellness Calendars
- ▶ Custom Content & Consulting
- ▶ Coloring Books & Journals

**70%** of employees are interested in taking proactive steps to improve their health.



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LOGO DESIGN  
BRANDING



BRAND YOUR PROGRAM  
FOR ONGOING AND  
CONSISTENT  
COMMUNICATIONS

Let Us Design Your Program Logo To:

- Match your organizations mission
- Help build your brand
- Increase program recognition and buy-in
- Cost: \$500 includes 3 options and 1 add/edit or change



*Pure Wellness*  
Eat Healthy, Be Happy, Live Fully!

**NIMNIGHT**  
**DRIVING**  
A HEALTHIER LIFE

**ACME**  
BARRICADES

**HEALTHY**  
**WAY**  
SUPPORTING YOUR WELL-BEING

 **BankUnited**

**BANK ON WELLNESS**

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# WELLNESS NEWSLETTERS

## 100% ORIGINAL CONTENT

Ongoing consistent communication centerpiece  
tailored to your population.



**Movement:** Motivating ideas to  
incorporate physical activity into daily life.



**Self-Care | Health Condition | Balance**  
Dealing with stress, medical, self-care,  
mindfulness, work-life balance.



**Healthy Eating:** Foods that  
feed our body and mind.



**Financial | Medical | Safety | Life**  
Daily decisions lead us down different paths  
and determine the life we lead.

## CONTENT INCLUDED PER CATEGORY IN EACH ISSUE:

**Page 1 - Inspire To Move:** One full-page cover article

**Page 2 - Nourishing You:** Two articles and a recipe

**Page 3 - Health Harmony:** Two articles and health tip

**Page 4 - Good Decisions:** One half-page article and a quiz

- **Content** is taken from evidence-based information and written in a creative writing style that makes it more appealing and relevant.
- **Personalize** to your brand and promote your internal programs and benefits.
  - Wellness website and program deadlines.
  - Carrier programs and EAP.
  - Events, and challenges.
- **Delivery Options:**
  - Electronic PDF or print options.
  - Bulk ship or direct mail to homes (engage spouses and families).
- **Eco friendly** – Printed on recycled paper and/or delivered electronically.



## ELECTRONIC

### STANDARD – \$295 per issue

PDF newsletter includes client logo on cover.  
Wellness Coaches Clients: WC logo included with service

### CUSTOMIZED OPTIONS – \$150 per hour

Half cover article: approximately 1.5 hours  
Custom cover: approximately 2 hours  
Half page on pg. 4: approximately 1 hour

## PRINT

Printed version based on number of copies. Call for a quote.  
Bulk shipping or individual mailing options priced separately.



## STIMULATE A SENSE OF CURIOSITY & ADVENTURE!

Well-being campaigns and challenges help participants develop new habits in all dimensions of wellness: EMOTIONAL, PHYSICAL, SOCIAL, FINANCIAL and SPIRITUAL.



### STEP-BASED CHALLENGES

Encourage movement through virtual adventures themed with motivating ideas to incorporate **PHYSICAL ACTIVITY** into daily life.



#### National Parks Adventure

Draw on the excitement from learning about and visiting national parks and historic sites



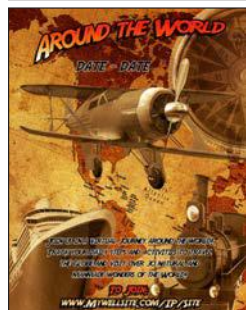
#### Walk Well

Get up and go while exploring ways to incorporate enjoyable daily walks



#### Amazing America

Experience the splendor of the beautiful USA from the east coast to the west



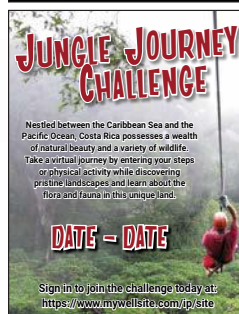
#### Around The World

Journey around the globe visiting natural wonders of the world



#### Rock Your Way To Wellness

Let music be the motivator for movement while visiting hometowns of members from the Rock and Roll Hall of Fame



#### Jungle Journey

Tour the amazing waterfalls, beaches and exotic plants of Costa Rica



#### Run For Your Life

Outrun the Zombies to survive this challenge



#### Get Fit Crime Mystery

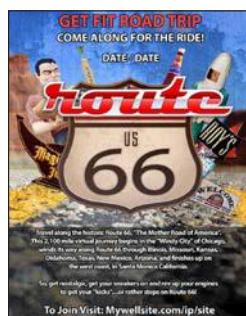
Steps unlock clues to solve the mystery





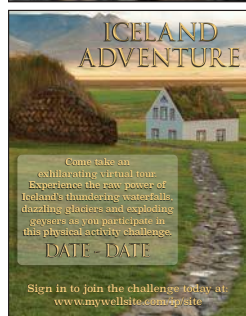
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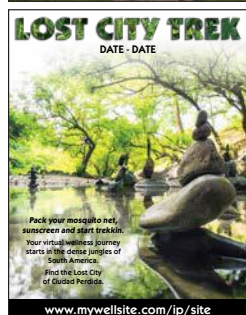
### Get Fit Road Trip

Explore the landmarks along the famous Route 66



### Iceland Adventure

Thundering waterfalls, dazzling glaciers and exploding geysers await



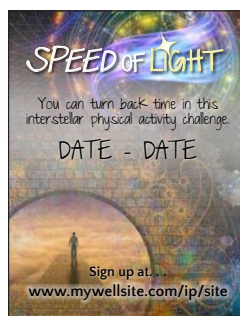
### Lost City Trek

Journey through the dense jungles of South America



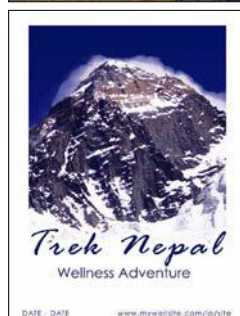
### Oh What Fun Healthy Holiday

Combat stress while visiting famous holiday places



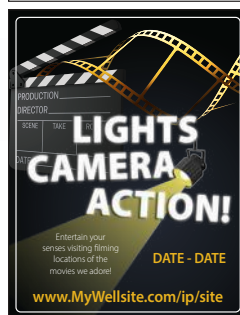
### Speed of Light

Practice behaviors that slow aging while unlocking the secrets of time travel



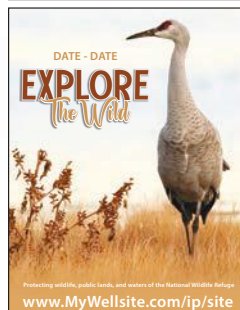
### Trek Nepal

Explore the foothills of Mount Everest



### Lights, Camera, Action

Entertain your senses visiting filming locations of the movies we adore



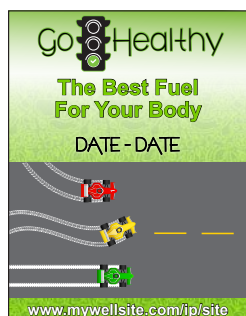
### Explore The Wild

Protecting wildlife, public lands, and waters of the National Wildlife Refuge



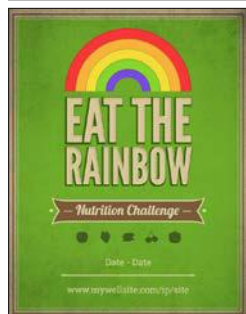
## WELL-BEING CHALLENGES/CAMPAIGNS

Practice healthy behaviors that boost self-care, incorporate mindfulness, and inspire balance.



### Go Healthy

Race to the finish line in this healthy eating challenge



### Eat The Rainbow

Colorful fruits and vegetables make a rainbow with 5 daily servings



### One Month Madness

Step right up to the greatest healthy eating challenge on earth!



### Lose Yer Booty

Weigh-in for this pirate adventure



### Maintain Don't Gain

Celebrate the season sensibly



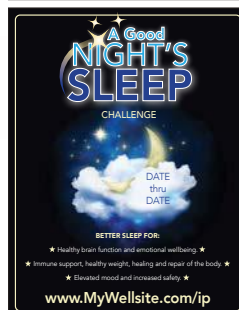
### No Time Like The Pleasant

Quiet the noisy mind and discover the power of now



### Relationships Matter

Social wellness to foster connection



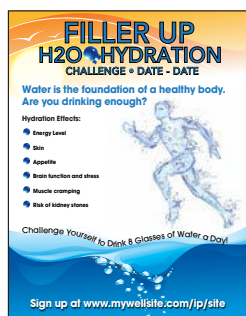
### A Good Night's Sleep

Count sheep and aim for a better night's sleep



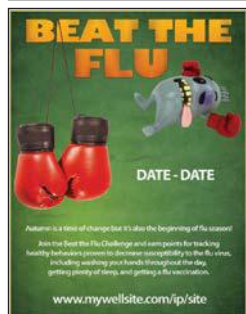
## WELL-BEING CHALLENGES/CAMPAIGNS

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### Filler Up

Hydration challenge



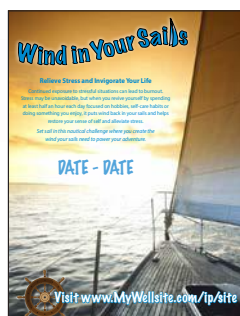
### Beat The Flu

Don't let the flu get you



### The Road To Resilience

Bounce back sooner from life's ups and downs



### Wind In Your Sails

Relieve stress and invigorate your life



### Good Cents

Financial wellness

### PER CHALLENGE PRICING

ELIGIBLE EMPLOYEES	BASE CHALLENGE	USERS INCLUDED IN PRICE	PRICE PER USER OVER THOSE INCLUDED
100 - 499	\$1995	100 users	\$7/user over 100
500 - 999	\$2495	150 users	\$7/user over 150
1000 - 2999	\$2995	250 users	\$6/user over 250
3000 +	\$3495	400 users	\$4/user over 400

### ALL CHALLENGES INCLUDE:

- Marketing Flyer
- Promotional Video
- Weekly health tip messages
- Real-time incentive reporting
- User support
- Social message boards
- Options for individual or team challenges

### OPTIONAL SERVICES:

- Fitness device/app integration: \$750/challenge or \$2500 for the year.
- Prizes/incentives and fulfillment: Call for pricing.
- Custom challenge creation: \$150/hr.
- Annual Portal Available. Call for pricing.





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# WELLNESS CALENDARS

Create a culture of health that celebrates well-being through art and strategic communication.

Art can have a powerful influence on culture by providing a visual representation of shared beliefs, values, and aspirations.

A wellness calendar is more than decorative, it serves as an easily accessible tool to:

Foster motivation • Plan intentional actions • Promote goodwill



## COST PER COPY:

100-499.....	\$4.95 ea.	500-999.....	\$4.25 ea.
1000 - 2499 .....	\$3.95 ea.	2500+ .....	Call for quote

## OPTIONAL PERSONALIZATION LEVELS

## ADD TO UNIT COST

<b>1</b>	<b>BRANDED</b>	Logo and text on 1 1/2" tab	Color \$495 Black \$150
<b>2</b>	<b>PERSONALIZED (150 or more)</b>	Custom Inside Back Cover	\$500
<b>3</b>	<b>CUSTOM (2500 or more)</b>	Add dates to date squares, choose new images or topics	Call for quote

## DELIVERY OPTIONS:

Bulk shipping and handling - quoted separately  
Direct mail to homes with color cover letter and envelope - quoted separately



## PARTNER WITH OUR CREATIVE TEAM

Combination of Graphic Design or Content Development

### Graphic Design

Professional and clean designs that are attractive and impactful. Whether following your internal brand standards or creating a new look for your communications, can work in partnership for any level combined customization.

### Content Creation

We combine evidence-based content with original creative writing designed to appeal to individuals on an emotional level to promote positive behavior change.

### Ideas and Common Types of Communications: (electronic & print)

- Program Resource Guides
- Roll out Introduction Announcements
- Social Media posts
- Calendars\*
- Flyers and posters
- Postcards/mailers\*
- Forms
- Emails
- Videos

#### Pricing

\$150 per hour

\* Ind. mailings available through USPS



### Strategic Benefit/Well-Being Consulting

Full content solution to give life and visibility to your programs. Develop an ongoing comprehensive communication plan that delivers messages that are relevant, meaningful, include emotional appeal, and motivate action.

Integrate program communications delivered in "one-clear voice" to position benefits and well-being as interdependent programs that reflect accountability so the organization and its people can mutually thrive.

**Create AWARENESS • Inspire MOTIVATION • Drive ACTION**

### Strategic Communication Action Plan Example:

QUARTERLY THEME	MONTH	MONTHLY TOPIC	BENEFIT/OFFERING TO HIGHLIGHT	COMMUNICATION TYPE MONTHLY/BI-MONTHLY	QUARTERLY
Q1	JAN				
	FEB				
	MAR				
Q2	APR				
	MAY				
	JUNE				
Q3	JULY				
	AUG				
	SEPT				
Q4	OCT				
	NOV				
	DEC				





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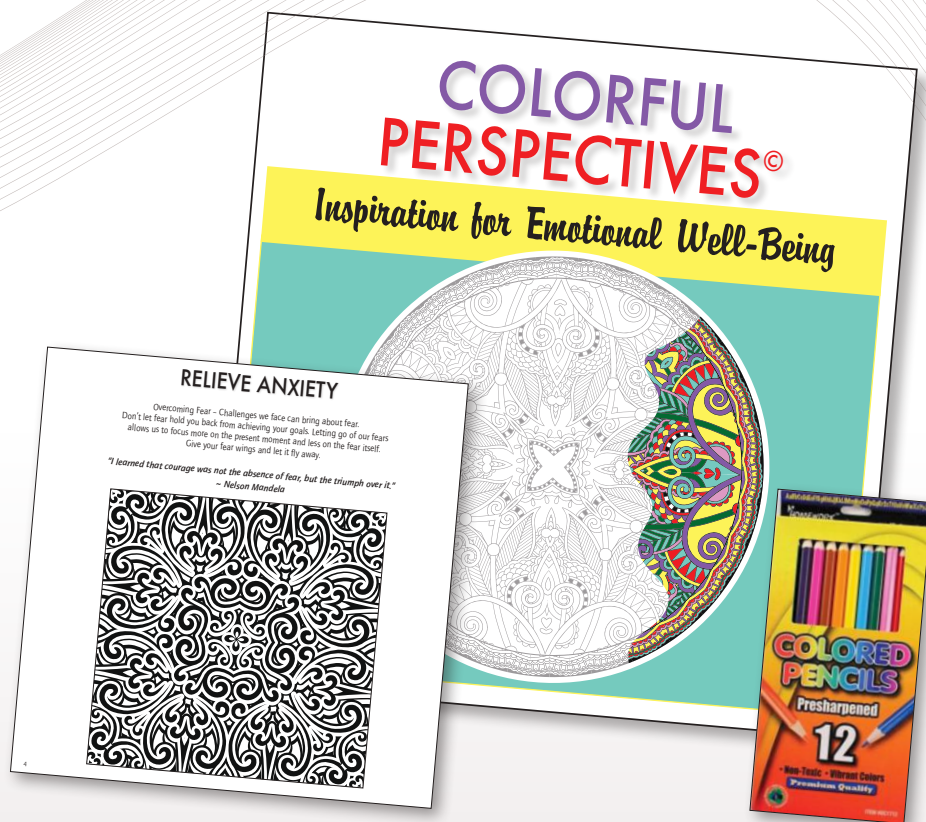
# COLORING BOOKS & JOURNALS

## COLORING BOOKS

ENHANCE EMOTIONAL WELL-BEING WITH THE  
COLORFUL PERSPECTIVES® COLORING BOOK:

- as a health fair handout or relaxation station
- to kick off a stress program
- for holiday gifts
- to create a relaxation room
- also available with colored pencils as a kit!

Size: 10" x 10" • Gloss Cover • 28 pages  
Also available with colored pencils  
as a kit! CALL FOR PRICING!



## GOOD THINGS GRATITUDE JOURNAL



5.5" w x 8.5" h, 128 pages

**Practice Gratitude.** There are many things in our lives for which we are truly grateful. Gratitude enables us to savor the unrecognized good that surrounds us, no matter what the circumstances.

**The Good Things Gratitude Journal** is a tool to keep track of the good things in life. Each page offers space to:

- write down three things for which we are grateful
- appreciate moments in the day
- reflect on valuable lessons we learned

Instead of feeling drained, overwhelmed or stressed by circumstances, a gratitude journal helps to lower stress, adjust perspective and encourage feelings of calm.

### PRICING

50-99 .....	\$8.95 each	100-499 .....	\$7.95 each
500-999 ..	\$6.95 each	1000-2499 ..	\$5.99 each

Printed in the USA using recycled materials

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