

## Wellness Strategy Calendar – The Middle Ground Sample Template

**Goals:** Promote the health and well-being of all associates and their families.

MONTH	THEME	COMMUNICATION AND MESSAGING	ONSITE ACTIVITIES
<b>JANUARY</b>	New Year, New You!	<ul style="list-style-type: none"> <li>Promote Independence Healthy Lifestyles<sup>SM</sup> benefits including fitness reimbursement, weight management, and tobacco cessation</li> <li>Promote Nutrition Counseling Benefit</li> <li>Provide education and awareness on cervical, prostate, and breast cancer screenings</li> </ul>	<ul style="list-style-type: none"> <li>Implement a New Year, New You Challenge by promoting physical activity, healthy eating, and tobacco cessation</li> <li><a href="#">Member wellness perks</a></li> <li><a href="#">Preventive Services IBX</a></li> </ul>
<b>FEBRUARY</b>	Heart Health	<ul style="list-style-type: none"> <li>Provide education and awareness on heart health (hypertension, heart disease, and heart failure, etc.)</li> <li><a href="#">High Blood Pressure</a></li> <li><a href="#">Stroke-Warning-Signs-and-Symptoms</a></li> <li><a href="#">Cardiovascular Health Topics</a></li> </ul>	<ul style="list-style-type: none"> <li>Offer onsite biometric screenings</li> <li>Set up a heart health education table</li> <li>Communicate online <a href="#">Healthy Heart: Cardiovascular Disease Prevention Seminar</a></li> </ul>
<b>MARCH</b>	Colorectal Cancer	<ul style="list-style-type: none"> <li>Provide education and awareness materials related to colorectal cancer</li> <li><a href="#">Healthy Cooking</a></li> </ul>	<ul style="list-style-type: none"> <li>Promote <a href="#">Colorectal Cancer Video</a></li> <li>Communicate online <a href="#">Reading Food Labels Seminar</a></li> </ul>
<b>APRIL</b>	Engagement/ Physical Activity	<ul style="list-style-type: none"> <li>Participate in <a href="#">National Walk @ Lunch Day</a></li> <li>Implement <a href="#">StairWELL to Better Health Program</a></li> <li><a href="#">Seasonal Eating Tips</a></li> </ul>	<ul style="list-style-type: none"> <li>Set up physical activity education table</li> <li><a href="#">Physical Activity Basics</a></li> <li>Communicate online <a href="#">Taking Care of Your Body: Exercise Seminar</a></li> </ul>
<b>MAY</b>	Asthma	<ul style="list-style-type: none"> <li><a href="#">Asthma and Allergy Awareness Month</a></li> <li>Promote awareness for Asthma Action Plan</li> <li><a href="#">asthma-action-plan</a></li> </ul>	<ul style="list-style-type: none"> <li>Connect with American Lung Association for resources and toolkits</li> <li><a href="#">Asthma Video-An Intro</a></li> </ul>

<b>JUNE</b>	Men's Health	<ul style="list-style-type: none"> <li>• Provide education and awareness on men's health issues and prevention guidelines</li> <li>• <a href="#">Men's Health Month</a></li> </ul>	<ul style="list-style-type: none"> <li>• Offer a "Wear Blue" event</li> <li>• Set up a Men's Health education table</li> </ul>
<b>JULY</b>	Sun Safety	<ul style="list-style-type: none"> <li>• Provide education and awareness on skin cancer, water safety, and sunscreen, etc.</li> <li>• <a href="#">Be Safe in the Sun</a></li> <li>• <a href="#">EWG Sunscreen Info</a></li> </ul>	<ul style="list-style-type: none"> <li>• Set up a Summer Safety education table</li> <li>• Connect with American Cancer Society for resources and toolkits</li> <li>• Hand out sunscreen to employees</li> </ul>
<b>AUGUST</b>	Mindful Meditation/Yoga	<ul style="list-style-type: none"> <li>• Promote <a href="#">Mindful Meditation at Your Desk Video Series</a></li> <li>• Promote <a href="#">Yoga at Your Desk Video Series</a></li> <li>• <a href="#">Promote National Immunization Awareness Month</a></li> </ul>	<ul style="list-style-type: none"> <li>• Offer onsite mindfulness education seminars</li> <li>• Offer onsite yoga classes</li> </ul>
<b>SEPTEMBER</b>	Know Your Numbers Campaign	<ul style="list-style-type: none"> <li>• Promote Independence Blue Cross Wellness profile</li> <li>• Communicate <a href="#">Wellness Guidelines</a></li> <li>• Promote <a href="#">Independence Blue Cross App</a></li> </ul>	<ul style="list-style-type: none"> <li>• Offer onsite biometric screenings</li> <li>• Set up a Know Your Numbers education table</li> </ul>
<b>OCTOBER</b>	Preventive Health	<ul style="list-style-type: none"> <li>• Provide education and awareness on breast health</li> <li>• Promote mammography screenings</li> <li>• Provide education on flu vaccinations</li> </ul>	<ul style="list-style-type: none"> <li>• Set up a breast health education table</li> <li>• Offer onsite flu shots</li> <li>• <a href="#">Everyday Flu Prevention Flyer</a></li> </ul>
<b>NOVEMBER</b>	Weight Management	<ul style="list-style-type: none"> <li>• Promote Maintain, Don't Gain Campaign</li> <li>• Great American Smokeout (always 3<sup>rd</sup> Thurs in Nov)</li> <li>• Provide handouts on healthy holiday tips</li> </ul>	<ul style="list-style-type: none"> <li>• Implement Maintain, Don't Gain campaign</li> <li>• <a href="#">Holiday Eating Guide</a></li> <li>• Set up a tobacco cessation education table</li> <li>• Communicate online <a href="#">Tobacco Cessation Seminar</a></li> </ul>
<b>DECEMBER</b>	Stress	<ul style="list-style-type: none"> <li>• Provide education and awareness on stress</li> </ul>	<ul style="list-style-type: none"> <li>• Offer holiday stress seminar</li> <li>• Communicate online <a href="#">Stress Seminar</a></li> <li>• <a href="#">Resilience Video</a></li> </ul>

