

The materials provided in this kit can help you promote the Health Assessment to your members. When your employees take the Health Assessment, they begin an engaging process to learn how to make healthy lifestyle choices. Better knowledge means healthier employees, and healthier employees are more productive.

The information provided in this kit offers a quick and easy strategy to market the Health Assessment program, and includes sample text for emails and communication materials. Planning a small event around this launch is a great way to create excitement and awareness. Effective communications and marketing is the key to maximum participation and engagement.

## Suggested Communication Timeline

### Week 1

- Send email #1 to employees from CEO
- Display posters
- Distribute materials

### Week 2

- Send email #2 to employees

### Week 3

- Send email #3 to employees

### Week 4

- Send email #4 to employees



**To order additional  
myBlueWellness tool kit materials,  
simply follow these steps:**

1. Go to **AlabamaBlue.com/employers** and sign in.
2. Select **Forms and Materials**.
3. Enter the stock number to download or order materials.

Title	Stock Number
Email Communication.....	FYH-180
Make it Personal.....	FYH-191
Health Assessment.....	FYH-227
Health Assessment Poster.....	FYH-244
Personal Health Record .....	FYH-274
Wellness Services For You .....	FYH-279