**2022 Health and Well-being**

**Calendar template**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | January |  | February |  | March |
| Quarter 1 |  | **Program launches**Incentive focus: Program launch* Email: Program launch
* Flyer: Program launch
* Web copy: Program launch
* FAQs

\*Direct mailer: Program launch\*\*Misc. email: Online account |  | Activity highlight: myStrength* Email: myStrength
* Flyer: myStrength
 |  | Incentive focus: Health assessment benefits* Email: Health assessment benefits
* Flyer: Health assessment benefits
 |
|  |  | April |  | May |  | June |
| Quarter 2 |  | Activity highlight: Exercise (Wellbeats)* Email: Exercise
* Flyer: Exercise

\*\*Misc. email: 30-day sign in |  | Incentive focus: Activity launch* Email: Activity launch
* Flyer: Activity launch
* Web copy: Activity launch
 |  | Activity highlight: Coaching* Email: Coaching
* Flyer: Coaching

\*\*Misc. email: Spouse forward |
|  |  | July |  | August |  | September |
| Quarter 3 |  | Incentive focus: Incentive reminder* Email version 1: Incentivereminder (No HA taken)
* Email version 2: Incentive reminder (HA complete)
* Flyer: Incentive reminder

\*Direct mailer: Incentive reminder(2 versions) |  | Activity highlight: Nutrition* Email: Nutrition
* Flyer: Nutrition

\*\*Misc. email: Started, not finished |  | Activity highlight: Stress* Email: Stress
* Flyer: Stress
 |
|  |  | October |  | November |  | December |
| Quarter 4 |  | Activity highlight: Sleep* Email: Sleep
* Flyer: Sleep
 |  | Incentive focus: Last chance* Email: Last chance
* Flyer: Last chance
 |  | **Program closes** |

\*Direct mailer are a buy up option and will need to be produced and printed by the communications team. Reach out the communications team for more information if you’re interested in this option for your client.

\*\*These emails are to be used based on client needs. For example, the spouse email may not apply if spouses are not eligible to earn the incentive.