



# PREVENTIVE CARE EMPLOYEE COMMUNICATIONS TOOLKIT

## EMPLOYER RESOURCE

We've created a variety of communications to help you connect with employees about three important topics within preventive care — proactive care, whole-person health and healthy habits.

**For more information or questions contact your Blue KC representative.**

### **In this toolkit, you will find:**

- Prioritizing Preventive Care
- Toolkit Content
- Activation Roadmap
- Usage Guidelines



Kansas City

# PRIORITIZING PREVENTIVE CARE

Making time for preventive care means staying ahead of health issues before they become health conditions.

## 25%

Nearly 25% of people in the United States didn't go to the doctor for an annual checkup last year.<sup>1</sup>

## \$36.4B

Five chronic diseases or risk factors—high blood pressure, diabetes, smoking, physical inactivity, and obesity—cost United States employers \$36.4 billion a year due to missed work.<sup>2</sup>

## 1 IN 3

Nearly one in three people who have a long-term physical health condition also have a mental health concern—most often depression or anxiety.<sup>3</sup>

## TOOLKIT CONTENT

### PROACTIVE CARE

Blood pressure screening and control is one of the most effective ways to prevent heart disease and stroke. Among people with diabetes, blood pressure control reduces the risk of cardiovascular disease by 33% - 50%.<sup>4</sup>

#### KEY EMPLOYEE MESSAGE

Making time for preventive care can be simple.

#### DETAILS

Educate and remind employees to take advantage of covered care and provide strategies for easier access.

### WHOLE-PERSON HEALTH

Improving psychological well-being has been shown to increase a healthy immune response and enhance resistance towards disease.<sup>5</sup>

#### KEY EMPLOYEE MESSAGE

Honor the mind-body connection and prioritize mental well-being.

#### DETAILS

Emphasize the connection between physical and mental health and provide actionable strategies for improving well-being.

### HEALTHY HABITS

Eating a diet rich in fruits and vegetables daily can help reduce the risk of many leading causes of illness, including heart disease, Type 2 diabetes and some cancers.<sup>6</sup>

#### KEY EMPLOYEE MESSAGE

Discover easy healthy habits that work for you.

#### DETAILS

Recognize that each employee's definition of health will be unique and empower them with customizable strategies to improve their overall health.



<sup>1</sup> CDC, "BRFSS Prevalence & Trends Data," US Department of Health & Human Services, Sept. 13, 2021.

<sup>2</sup> National Center for Chronic Disease Prevention and Health Promotion, "Chronic Disease Fact Sheet: Workplace Health Promotion," Centers for Disease Control and Prevention, June 9, 2022.

<sup>3</sup> "Physical Health and Mental Health," Mental Health Foundation, Feb. 18, 2022.

<sup>4</sup> HealthyPeople.gov, "Clinical Preventive Services," Office of Disease Prevention and Health Promotion, 2020.

<sup>5</sup> Abdurachman and Netty Herawati, "The Role of Psychological Well-being in Boosting Immune Response: An Optimal Effort for Tackling Infection," African Journal of Infectious Diseases, Mar. 7, 2018, 54-61.

<sup>6</sup> CDC, "Only 1 in 10 Adults Gets Enough Fruits or Vegetables," US Department of Health and Human Services, May 16, 2021.

# TOOLKIT CONTENT

We developed turnkey and customizable communication materials that will fit within your existing company branding and communications initiatives. Use them as a complete set or individually depending on your needs.

## LEARN AND PLAN

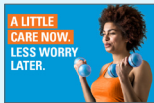


### How-To Guide

Information on how to use the preventive care employee communications toolkit, set your activation plan and track results.

## ACTIVATE

### ONLINE COMMUNICATIONS

[DOWNLOAD](#)

### Digital Banners

Preventive care educational ads for use on employer intranet or within other communications.

**Format:** Static Ads, JPGs, Illustrator design files

### ONSITE COMMUNICATIONS

[DOWNLOAD](#)

### Tent Cards

Self-standing table displays that can be used around the workplace to educate employees on key preventive care topics.

**Format:** Print-ready PDFs, Illustrator design files

[DOWNLOAD](#)

### Posters

Eye-catching and informative promotional pieces to educate employees about the importance of focusing on their preventive care.

**Format:** Print-ready PDFs, Illustrator design files

[DOWNLOAD](#)

### Lobby Display Screen

Large format digital display to capture attention and promote preventive care.

**Format:** MP4s, JPGs, After Effects design files

### DIRECT COMMUNICATIONS

[DOWNLOAD](#)

### Email

Tailored communications addressing employee preventive care.

**Format:** HTML, JPGs, Illustrator design files

[DOWNLOAD](#)

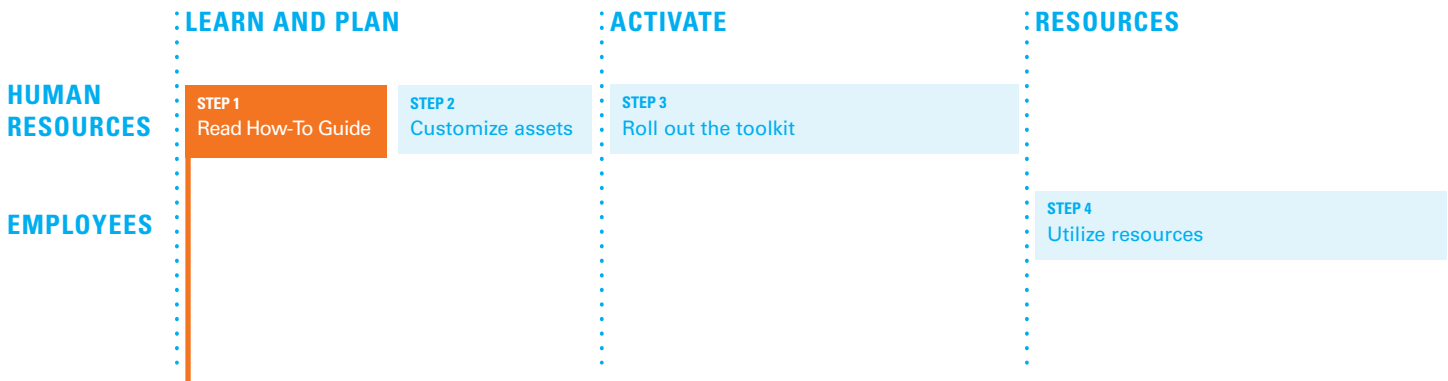
### Mailers

Postcard communications connecting employees to important preventive care details.

**Format:** Print-ready PDFs, InDesign design files

# ACTIVATION ROADMAP

Implementing this initiative is easy. Follow the suggested schedule and steps below to promote more open dialogue about preventive care with your workforce. Review each step for activation tips and resources available to help.



## STEP 1

## STEP 2

## STEP 3

## STEP 4

### Read How-To Guide

Use this guide to determine how you'd like to use this initiative. Talk with your Blue KC representative about any questions and support you need to implement it with your workforce.

#### CONSIDERATIONS



Decide if you will use it as a standalone communications initiative or integrate with existing preventive care communications.



Plan the launch and release dates for the various communications.



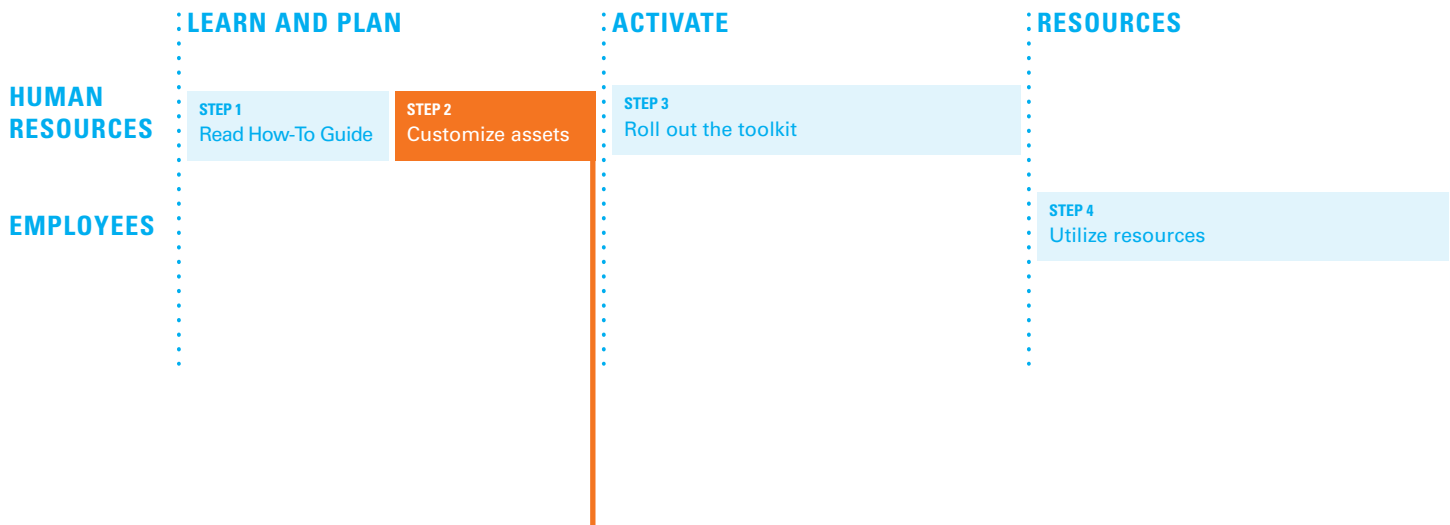
Select the communication channels you'd like to use and the asset formats for them.



Identify what internal resources are available to customize the content and if you need any outside resources to supplement them.

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## Customize assets

Download the assets file and review the usage guidelines to tailor the suite of communication materials.

### CONSIDERATIONS



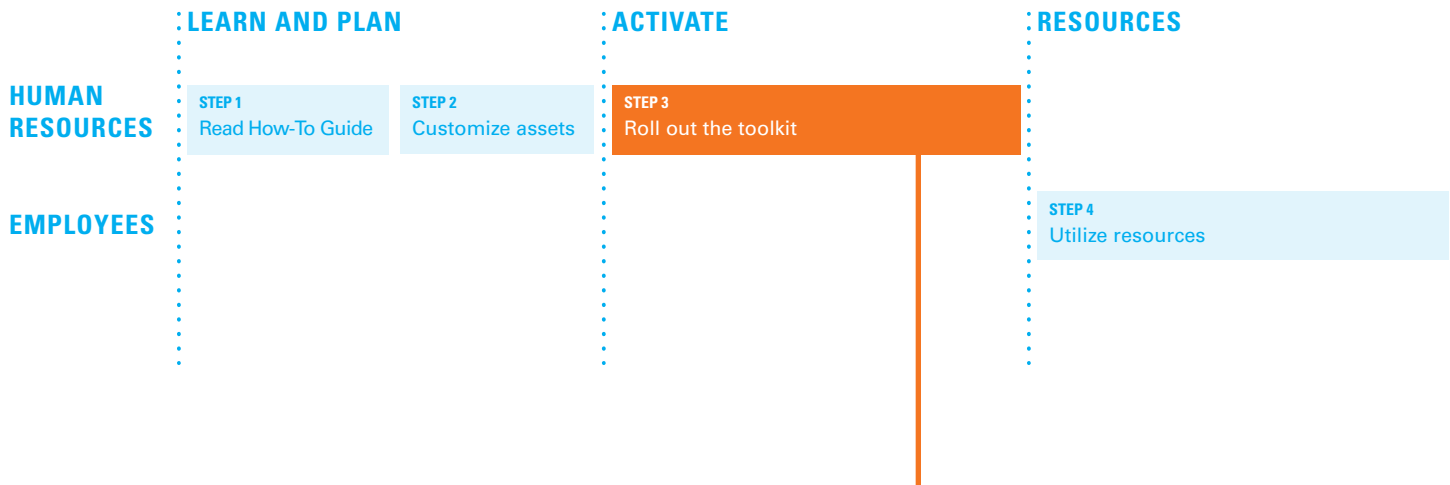
All assets require including your company logo.



All materials include a “Find Support” link that connects you to [BlueKC.com/PreventiveCare](https://BlueKC.com/PreventiveCare). This page includes education on preventive care and covered vaccinations for all ages. You have the option to swap out this default link for your company’s resource landing page.

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## Roll out the toolkit

Choose your preferred path and begin sending out your Preventive Care Employee Communications, staged over a three-month period. The toolkit is turnkey, but you are able to customize the order of topics to fit your workforce.

### CONSIDERATIONS



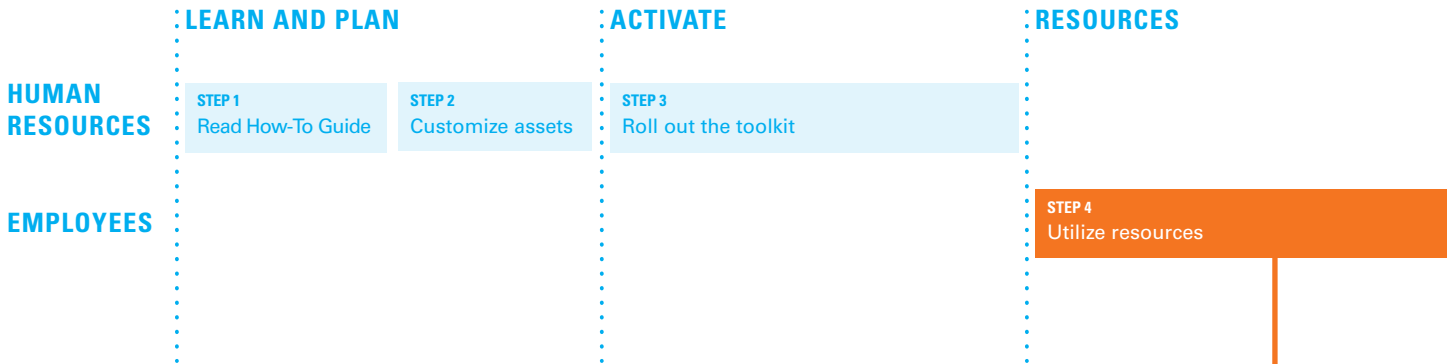
Choose the order in which you want to engage employees in the three key topic areas (Proactive Care, Whole-Person Health, Healthy Habits)



Release all of the materials as a series, and leave them up for employees to see. Encourage leaders and managers to support the importance of the initiative and talk about the materials.

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## Employees utilize preventive care resources

Create a single point of access to all resources you offer, from health insurance member services and Employee Assistance Programs (EAPs), to telehealth and online self-guided tools.

### CONSIDERATIONS



Track, through usage or feedback, which resources are most accessed and helpful.



Identify where you can flex existing support (such as paid breaks for proactive care appointments or onsite health screenings), in addition to where you can expand benefits to address unique health concerns (such as online wellness or meditation programs to address whole-person health).



Break down barriers to seeking help; for example eliminating a \$10 copay can result in twice as much employee engagement.<sup>7</sup>

# USAGE GUIDELINES

The following provides instructions on how to add your company branding, customize the content and select the formats you need.

SPECIFICATIONS		CUSTOMIZATION	
BRANDING		CHANGE	DON'T CHANGE
<ul style="list-style-type: none"> <li>Employer logo can be added to assets in the “company logo” space with equal sizing to the Blue KC logo.</li> <li>Employer cannot remove the Blue KC logo or modify them without permission.</li> <li>All employee communications must be constructed so that it is clear that the employer is not the same as, affiliated with, or related to Blue KC.</li> </ul>		Company logo	Blue KC logo
CONTENT		CHANGE	DON'T CHANGE
<ul style="list-style-type: none"> <li>The existing creative cannot be changed outside of adding your company logo and the Find Support URL. The Find Support URL is defaulted to <a href="https://BlueKC.com/PreventiveCare">BlueKC.com/PreventiveCare</a> but can be changed to your company's resource landing page.</li> <li>The photography rights are only licensed for use within provided assets together with the Blue KC branding. They cannot be used for any other purpose.</li> </ul>		Find Support URL (Optional)	Creative design, copy, photography
FORMATS		CHANGE	DON'T CHANGE
<ul style="list-style-type: none"> <li>Sizing/output file types can be changed as long as it maintains the same creative elements and ratio as the assets provided.</li> <li>New formats, sizing ratios and asset types must not be created without permission from Blue KC.</li> </ul>		Sizing and output file if ratio and elements maintained	New formats, sizing ratios, asset types (without permission)

## Measuring Success

Tracking the impact of this effort is important but not always easy to know how to do. Here are some indicators that can help get you started.

<b>Awareness and engagement with material</b> <ul style="list-style-type: none"> <li>Email open rates, clicks, etc.</li> <li>Employee sharing of content</li> </ul>	<b>Utilization of preventive care support</b> <ul style="list-style-type: none"> <li>Regular participation in company-covered care and benefits</li> <li>Proactive care visits</li> <li>EAP usage</li> <li>Self-guided behavioral health tool usage (e.g., apps, online programs)</li> <li>Engagement in company-sponsored programs (e.g., regular vaccination reminders)</li> </ul>	<b>Impact on company culture and practices</b> <ul style="list-style-type: none"> <li>Regular educational/social programs on preventive care topics</li> <li>Open dialogue about utilizing covered preventive care</li> <li>Setting aside time in company schedule for preventive care appointments</li> </ul>	<b>Employee engagement and satisfaction</b> <ul style="list-style-type: none"> <li>Improved preventive care perceptions (re: ease of using covered care and the time it will take to do so)</li> <li>Recognition of ability to personalize covered care</li> <li>Increased open communication about utilization of preventive care and adoption of healthy habits</li> </ul>
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