



STRIVE COMMUNICATIONS PLAYBOOK

This communications playbook was created to provide you with ideas to help your employees feel connected, be engaged, and live well. Take what resonates and make it your own.

The specific days have been clearly marked on the calendar to give an overview of the set days a notification should be sent out. For the months with highlighted weeks or a month overview, those have been left open to add when you feel is best in your communication plan. AI targeting can be included in our messaging and has been indicated by brackets of sample demographics that the message can be sent to. As always, if you have any questions please reach out to a member of the STRIVE team.

JANUARY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Blood Donor Month

"Did you know January is blood donor month? See if you are eligible and schedule an appointment. You could save a life (or multiple) with a simple donation!"

Personalized Birthday Shoutout:

"Happy birthday [employee name]! We hope you have a great day today! Take a look at our list of places we've compiled that you can get birthday freebies from!"

HSA Reminder

"Reminder to continue (or begin) putting money into your HSA account! It's an easy way to save on healthcare costs!"

January 1st: New Years Day

"A new year for opportunities. Do you have your resolutions ready? Wishing everyone a healthy, happy, and successful year ahead!"

January 24th: National Compliment Day

"We think you are pretty amazing! Happy National Compliment Day. You never know the power your words can have towards someone's day."

FEBRUARY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Cancer Prevention Month

"February is cancer prevention month. Ways to help prevent include: maintaining a healthy diet and exercising, staying away from carcinogens, and screening on schedule."

American Heart Month

"Did you know, heart disease is the leading cause of death for [women] over [40]? During American Heart Month, utilize telehealth services to schedule routine wellness visits."

"The risk for [men] [45+] having a heart attack increases significantly. It's American heart month – see how you can keep your risk low."

Obesity Prevention

"Your health should be top of mind. Make this year your healthiest yet. Read these tips on living a healthier lifestyle."

February 8th: Annual Physical Reminder

"It's that time of year again to schedule your annual physical. Utilize telehealth to schedule yours today! It's important to take preventative measures to stay healthy!"

February 17th: Random Acts of Kindness

"Buy someone a coffee or bring a neighbor a meal. On random acts of kindness day, no action is too small! "

MARCH 2022

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Colonoscopy Reminder

"Putting off that [colonoscopy]? We get it. They aren't fun, but they are important. Find a provider to get one scheduled."

March 4th: Employee Appreciation Day

"It's National Employee Appreciation Day and we are so appreciative of you, [name]! Our company could not be where it is or who it is without you."

March 8th: International Women's Day

"Strong women. May we know them, may we be them, may we raise them. Happy International Women's Day to all the incredible women in our lives!"

March 10th: Daylight Savings

"This weekend is Daylight Savings Time. Read what you can do to prepare and be ready for the transition forward."

March 13th: Daylight Savings

"Daylight savings starts tonight, don't forget to set your clocks forward. Sunnier days are ahead!"

March 20th: Spring Begins

"It's the first day of spring! Spend some time in the sun – [women] [18-65] should spend 10-15 minutes a day in the sun as it leads to better mood, regular sleep schedule, and improved Vitamin D levels!"

APRIL 2022

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Stress Awareness Month

“[Women] are twice as likely to suffer from stress as men. During stress awareness month, find ways to help cope and minimize the stress in your life.”

“Adults between [20-40] have reported higher levels of stress than any other age group. What tactics do you have in place to help cope with your stress? Read this blog for some great tips!”

Mammogram Reminder

“Eligible for a [mammogram] but haven't gotten one in a few years? Find a provider near you and get one scheduled!”

April 1st: April Fools Day

“It’s no joke how much we value having you on our team! Please keep the office pranking safe and fun. Happy April Fool’s Day!”

April 7th: World Health Day

“On World Health Day, there is no better day to schedule a routine check-up with our telehealth feature. Stay healthy everyone!”

April 11th: National Pet Day

“Can’t forget about our pet babies! Post your pets in our community tile for National Pet Day. We’d love to see them!”

MAY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Mental Health Awareness Month

"1 in 5 adults suffer from a mental illness. During mental health awareness month, take a look at the behavioral health services available to you. Looking after your mental health is just as important as your physical health."

"People with depression have a 40% higher risk of developing cardiovascular and metabolic diseases. For those who feel they may be exhibiting symptoms, here are a list of resources you can use to seek help. You can always use our telehealth feature and discuss with a doctor in a few short minutes as well."

"Young adults between [18-25] have the highest prevalence having a mental illness. In general, [women] have a higher prevalence than men. What are you doing to take care of your mental health?"

Wellness Portal

"Haven't visited your [wellness portal] yet? Visit today to see what rewards/incentives are waiting for you!"

May 30th: Memorial Day

"Home of the free, because of the brave. We honor and remember those who paid the ultimate sacrifice this Memorial Day."

JUNE 2022

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

Men's Health Month

"For [men] between [18-70], only 3/5 get annual physicals. Routine health checks are important. Take a look at this article to see what you should be screening for & when."

"40% of [men] only go to the doctor when they think they have a serious medical condition. If you need to connect with a doctor, utilize your free telehealth!"

National Safety Month

"It's national safety month. Take a look at this article for tips on how to stay safe in the workplace."

Tobacco Quitting Resources

"Did you know, by quitting [tobacco] you can save money on premiums. Check out these tips to quit."

Financial - Living Will

"It's important to prepare for the unexpected, especially with [little ones] Utilize [EAP] to begin the process of updating or setting up a will if you don't already have one."

June 21st: International Day of Yoga

"Breathe in. Breathe out. It's international day of yoga. Yoga is a great practice for both your mental and physical well-being. Try it out today!"

JULY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Telehealth Reminder

“Feeling under the weather and need to be seen by a doctor? Utilize the services available to you through [telehealth]!”

Telehealth - Prescriptions

“Almost time to renew your prescriptions? Utilize [telehealth] to see if you can receive them at a fraction of the cost.”

July 4th: 4th of July

“Wishing everyone a safe and happy 4th of July! If you are celebrating with fireworks, practice these safety tips. 36% of firework-related injuries sent to the hospital occurred by [men] under [30] and could have been preventable!”

July 24th: International Self-Care Day

“It’s international self-care day. What do you do to practice self-care? We’d love to hear about it! Add your self-care essentials in our community tile and you may even find inspiration from others to add to your list!”

July 30th: International Day of Friendship

“Keeping your social relationships thriving and healthy is important. On international day of friendship, let your crew know just how important they are in your lives. Friends are the family you get to choose!”

AUGUST 2022

SUN	MON	TUE	WED	THU	FRI	SAT
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

National Wellness Month

"It's national wellness month, how can you add health habits into your daily routine? Need some inspiration? Read these 7 health tips for [men] over [30]."

"Regular exercise for 30 minutes a day can keep your body healthy, help you sleep better, and improve your mood over time. Get moving!"

"It's important to feel well in all aspects of your life. When it comes to personal wellbeing, adults [45-59] rate the lowest. Want to improve yours? Read this article with tips to get started."

"It's recommended to have 150 minutes of moderate aerobic activity per week with 2 days of muscle strengthening activity. Make a workout a priority today!"

"During wellness month, what better time to begin using your [Health Coach] and earn your annual incentive while reaching your health goals!"

August 1st: Simplify your Life Week

"It's simplify your life week. Find ways to declutter in all areas of life. Take a little time everyday this week to help make your life easier and less cluttered."

SEPTEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	3

Flu Shot Reminder

"It's flu shot season! Take some time today to find a pharmacy or clinic near you and get yours scheduled!"

September 5th: National Suicide Prevention Week

"Suicide is the second leading cause of death of those between [10-34]. Although it may feel like it, you are never alone. For those who may need it, call the suicide hotline 24/7 at 800-273-8255."

"[Middle-aged white men] have the highest suicide rate. It's okay to seek help. It's okay to talk about it. For those who may need it, utilize our behavioral health services. You'll be connected to a qualified physician in minutes."

"On average there are 130 suicides a day. That's 130 too many. For those who may need it, the hotline number is always available 24/7 at 800-273-8255."

September 12th: National Day of Encouragement

"Lift up those around you today with some positive words of encouragement. It could make their whole day!"

September 24th: National Family Health & Fitness Day

"Grab your family and let's workout. On National Family Health & Fitness Day, what better family activity than getting outside, being active, & burning off some energy!"

OCTOBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Breast Cancer Awareness Month

"October is breast cancer awareness month. Women are at risk at any age, but [women] over [50] are at a higher risk. Stay proactive and schedule a screening. Use the app to find nearby providers who are in your network."

October 6th: World Financial Planning Day

"Financial wellbeing is an important aspect of your wellbeing. Take time today to plan for retirement or create an emergency fund to set yourself up for success."

October 10th: World Mental Health Day

"56% of adults with mental illness do not receive treatment. On world mental health day, we wanted to share the importance of mental wellbeing. Utilize our behavioral health services, it's as easy as a click."

October 17th: National Retirement Planning Week

"42% of Americans between [18-29] have no retirement savings. Set yourself up for a comfortable future. Need some help on where to start? Read these tips."

October 31st: Halloween

"Submit your costumes to the community tile for a vote! Wishing a safe and spooky Halloween to all!"

NOVEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Pre-Diabetes Awareness

“For those at-risk for [diabetes] it is important to be educated. Check out these lifestyle resources to decrease your risk”

November 2nd: Stress Awareness Day

“Stress – we all experience it, but the highest levels are found in adults [18-33]. Find ways to manage/improve your daily stress - your mind and heart will thank you.”

November 4th: Daylight Savings Ends

“It’s almost time to fall back an hour which can affect your sleep cycle & health. Read these tips to be ready.”

November 6th: Daylight Savings Ends

“It’s the end of daylight savings time. Set your clocks back an hour and enjoy that extra hour of sleep!”

November 11th: Veteran's Day

“Today we celebrate our veterans. To all who have served, especially [employee(s) who have served], we thank you.”

November 13th: World Kindness Week

“It’s world kindness week. How will you participate? One of our favorites is buying someone a coffee. Let us know by posting yours in the community tile.”

November 24th: Thanksgiving

“We are thankful for each and every one of you! What are you thankful for this Thanksgiving?”

DECEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Financial Planning - Budgeting

"What better year to set yourself up for success than by creating a [budget] to reach your financial goals? Here are some free resources to get started."

December 11th: National App Day

"There really is a day for everything. It's National App Day and we are proud to be able to provide this app to you. Take a look around the app today, you may discover features you weren't even aware of!"

December 16th: National Ugly Sweater Day

"We want to see your ugly holiday sweaters! Post them in the community tile and let's take a vote! Who has the ugliest of them all?"

December 22nd: Happy Holidays

"Happy holidays to you and your family! We hope it is a time full of happiness and laughter. Want to spread some holiday cheer and help your community? Here is a list of food banks in [location] you and your family can volunteer at."

December 31st: New Years Eve

"You've made it through another year! We hope you had a year full of happiness, growth, and opportunities. What's on your resolution list for this next year?"