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Use these basic templates as guides and to give you a jumpstart on creating emails – and even intranet or newsletter blurbs – about wellness.

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## Content Type: **Helpful Hints/Tips**

### Example Topic: **Cold and Flu Season**

**Subject Line** To Your Health

Keep subject short and employee-focused

**Body** Want to keep yourself, those you care about (like your coworkers!) free of colds and flu? **It's as easy as 1-2-3.**

Keep the number of tips between 3 and 5.

1. Wash your hands frequently. Use warm water and make sure you get suds from the soap.



Use simple and conceptual images

2. Sneeze and cough into the crook of your elbow.



3. Stay home if you are sneezing, coughing, achy, or have a fever.



Give clear direction to additional info

Check out the Wellness section of our Intranet for more details, other tips and information and who to contact with questions.

**ALTERNATE:**

If you have any questions please contact [your manager/HR/The Wellness Committee] at [email/phone extension].

Always include contact

Use a "PS" to draw attention to info you want to highlight

Thank you!

**Bonus action:** Consider getting vaccinated against the flu. You can learn more by visiting <insert relevant public health URL here>

## Content Type: Challenge

### Example Topic: Staying Active

**Subject Line** Get Moving!

Keep subject short and employee-focused

Provide brief, employee-centric context

**Body** Staying active benefits your physical and mental health. But being active at work can sometimes be tough. So, we're issuing a challenge to all [insert your company name] employees.

Include relevant dates

Starting March 1, everyone who wants to participate in the *Get Moving! Challenge* will get a pedometer (a wearable device that counts how many steps you take) and many opportunities to win great prizes.

#### Pedometer pick up locations

Put critical info directly in email/article

Office in City 1	Lobby
Office in City 2	Cafeteria
Production Plant	Human Resources office
Call Centre	Main meeting room

Make incentives clear

#### Prizes

If any of the 20 *Get Moving! Challenge* Leaders see you wearing your pedometer, you'll win an instant prize. Prizes awarded daily!

[See who the \*Get Moving! Challenge\* Leaders are.](#)

Make it easy for employees to find details, if they want them

Weekly prizes will also be awarded based on logbook entries.

[See weekly prizes](#)

Information that employees need to make a decision (in this case, whether to participate) should be clear and in the main content

#### Rules

Only steps while you're at work count. (Honour system is in effect.)

Every employee can win more than once but no more than three times.

Steps must be recorded in the electronic logbook provided.

[Learn more about the electronic logbook](#)

#### Watch for more

Throughout March, watch for tips and suggestions for increasing your number of steps each day.

"Let's walk and roll!" ~ B. Active, *Get Moving! Leader in City 1*

Make the wrap-up short, relevant and supportive. It's a good place to include quotes from employees. It should also help employees know what to expect.

## Content Type: Program / Events

### Example Topic: Healthy Eating

Create FOMO! (Fear of Missing Out)  
Also make the topic clear

Brief context that  
highlights benefit  
to employee

**Subject Line** Free Sessions! Learn More About Healthy Eating

**Body** Is eating better on your personal To Do list? Many of us want to have healthier meals and snacks but don't always know how.



To save you time and get the info you want, we've invited experts to provide on-site seminars. They are free and open to full-time, part-time and contract employees. You can register for as many sessions as you'd like.

Make deadlines clear

➔ **Don't delay! Registration closes on [date].** ⬅

Make constraints and  
consequences clear

If you don't have  
an Intranet, use  
a jump link and  
put details at the  
bottom of the  
email

Note: Registration is on a first come, first serve basis. Each session is limited to 25 participants. However, if more than 25 people register, we will offer additional sessions so that no one misses out.

All sessions will be held in the main training room. Click on the titles for complete details.

**Fats, Carbs and Protein – The Essential Building Blocks** [hyperlink to dedicated page on Intranet]

Date and Time:

**Knowing How Much is Enough** [hyperlink to dedicated page on Intranet]

Date and Time:

**Home Cooking Made Easy** [hyperlink to dedicated page on Intranet]

Date and Time:

**Grocery Shopping for Health** [hyperlink to dedicated page on Intranet]

Date and Time:

Take action today!

Encourage participation again at the end  
Just be sure to keep it short!

Questions? Contact [name and email and/or phone extension]

Always included  
contact info!