

The road to **well-being**

Preventing
Disability

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Dear Employer,

You'd like to help your employees stay healthy — not just to avoid disability but to enjoy good quality of life. We're here to help you get that message out.

90% of disabilities are caused by illness, not by accident.

In fact, the biggest percentage of disabilities are musculoskeletal — hips, knees and back — and are often worsened by obesity. So keeping fit and eating healthy will be addressed in emails to your employees. We'll also be discussing injuries, digestive problems and mental health.

We are sending you this disability prevention campaign kit. You'll find a four-month communication plan that includes:

- Emails to educate your employees about staying healthy
- Flyers about eating well, staying active and avoiding stress
- A poster about enjoying a healthier life and preventing disabilities

Use the tools provided in this kit to launch an interactive campaign to help change behavior in your employees. Here's what we've provided for each month:

Month 1 —

Touch 1: Let your employees know about this campaign. Send the introductory email explaining the materials and activities for the next four months.

Touch 2: Hang the educational poster in your office.

Touch 3: Send out the healthy eating and staying fit flyers.

Month 2 —

Send the second email about avoiding injuries.

Month 3 —

Send the third email about managing digestive problems.

Month 4 —

Touch 1: Send the final email addressing mental health.

Touch 2: Send out flyers about handling stress.

We hope this kit will be a helpful roadmap as you lead your employees toward a healthier lifestyle.



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Month 1: Preventing disability

Start up an interactive disability prevention program for your employees with these easy-to-use tools and resources:

An email for employees

This introduces the campaign to your employees and gets them engaged with the program. Each [email](#) has links that are based on the theme of the month. For example, in the first email, the links focus on disability awareness and prevention. They feature:

- [A quick quiz to raise disability awareness](#)
- [Employees can discover their Personal Disability Quotient](#)
- [Ways to lower the chance of disability](#)
- [A surprising study linking obesity and pain](#)

Send this communication to your employees on the first day of the month to introduce the program.

A poster for your office

This [poster](#) will educate employees about living healthy and avoiding disability. Just print it and post it wherever your employees gather.

Two flyers for your employees

The [first flyer](#) focuses on getting fit. The [second flyer](#) shows how to build a healthy meal.

24/7 NurseLine

Anthem Blue Cross and Blue Shield (Anthem) health plan members can call the toll-free number on the back of their ID card anytime and talk to a registered nurse.

Resource Advisor

Anthem Life & Disability Insurance Company (Anthem Life) members can take advantage of this personal service [here](#).

The Disability Resource Center

All employees can visit [anthem.com/life/planahead](https://www.anthem.com/life/planahead) and get helpful advice anytime.

At Anthem, we know how busy you are. So we designed this disability prevention program to be easy to use.

Take a look at all your resources below, starting with an email to employees with four links featuring disability awareness and prevention. There's also a link to the poster for your office as well as links to two flyers you may wish to send out.

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[Click to download](#)



- ▲ The first email on disability prevention.



- ▲ A quick quiz to raise disability awareness.



- ▲ Ways to lower the chance of disability.

[Click to download](#)



- ▲ A poster about living healthy and avoiding disability.

[Click to download](#)



- ▲ A flyer that focuses on easy ways to get fit.

[Click to download](#)



- ▲ A flyer that shows how to put together a healthy meal.

Keep up enthusiasm for your disability prevention program with the tools below:

An email for employees

This [email](#) has six links that help employees learn how to avoid injury, particularly to hips, knees and back. The links include:

- [Tips to prevent hip problems](#)
- [Ways to relieve or avoid knee pain](#)
- [A demonstration of how to lift things properly to prevent back pain](#)
- [How prolonged sitting can cause pain](#)
- [Linking weight loss with less back pain](#)
- [A slideshow that features sleep positions that help relieve back pain](#)

Send this communication to your employees on the first day of the month.

24/7 NurseLine

Anthem health care members can call the toll-free number on the back of their ID card anytime. They'll talk to a registered nurse.

Resource Advisor

Anthem Life members can take advantage of this personal service [here](#).

The Disability Resource Center

All employees can visit anthem.com/life/planahead and get helpful advice anytime.

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It's Month 2 of your educational disability prevention program. We hope the posters are still up. And more employees are eating healthy and getting fit.

The second employee email focuses on avoiding injury — especially to the back, hips and knees. It has six links, including demonstrations on how to lift things properly and sleep positions that can help relieve back pain.

[Click to download](#)



- ▲ The second email focuses on avoiding injury.



- ▲ Tips to prevent hip problems.



- ▲ A demonstration of how to lift things properly.



- ▲ How prolonged sitting can cause pain.



- ▲ Linking weight loss with less back pain.



- ▲ A slideshow showing sleep positions that help relieve pain.

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Month 3: Dealing with digestive problems

This month we focus on preventing or managing digestive distress. See the resources below.

An email for employees

This [email](#) has three links that help employees get a handle on digestive problems — from common stomachaches to chronic conditions such as colitis, Crohn's disease and IBS. The links include:

- [Ways to prevent digestive problems](#)
- [Ten tips for managing digestive distress](#)
- [Some FAQs about digestive diseases](#)

Send this communication to your employees on the first day of the month.

24/7 NurseLine

Anthem health care members can call the toll-free number on the back of their ID card anytime. They'll talk to a registered nurse.

Resource Advisor

Anthem Life members can take advantage of this personal service [here](#).

The Disability Resource Center

All employees can visit [anthem.com/life/planahead](https://www.anthem.com/life/planahead) and get helpful advice anytime.

A balanced diet can help prevent many digestive problems. But sometimes, that's not enough.

Our email this month explores the theme of digestive health with three links: ways to prevent problems, ways to manage them and answers to Frequently Asked Questions.

[Click to download](#)



- ▲ The third email focuses on digestive health.



- ▲ Ways to prevent digestive problems.



- ▲ Ten tips for managing digestive distress.



- ▲ FAQs about digestive diseases.



- ▲ The Disability Resource Center gives helpful advice to everyone, anytime.

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Month 4: Achieving mental wellness



Wrap up the disability prevention program with an email and flyers addressing mental health. Here are your links and resources:

An email for employees

This [email](#) has four links that educate employees about mental illness, dealing with depression and handling stress. The links include:

- [The surprising facts about mental illness](#)
- [A helpful slideshow about dealing with depression](#)
- [Advice on how to manage stress at work](#)
- [The warning signs of mental illness](#)

Don't forget to send this communication to your employees on the first day of the month.

Two flyers for employees

The [first flyer](#) is about stress awareness; the [second flyer](#) suggests ways to handle stress.

24/7 NurseLine

Anthem health plan members can call the toll-free number on the back of their ID card anytime and talk to a registered nurse.

Resource Advisor

Anthem Life members can take advantage of this personal service [here](#).

The Disability Resource Center

All employees can visit [anthem.com/life/planahead](https://www.anthem.com/life/planahead) and get helpful advice anytime.

Mental health affects all of us. So does stress.

This month you'll be finishing up the disability prevention program with an interactive email and two informative flyers focusing on mental wellness and managing stress.

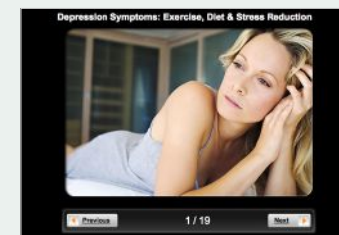
[Click to download](#)



- ▲ The fourth email focuses on mental health.



- ▲ Surprising facts about mental illness.



- ▲ A helpful slideshow about dealing with depression.

[Click to download](#)



- ▲ Stress awareness flyer.



- ▲ How to deal with stress flyer.

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