

Sample Communication Plan for Internal Health Supports and Resources



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Use this template as a guide to create your own communication plan, adjusting as needed to reflect your company's benefit year and specific internal health supports and resources.

JANUARY

General health and wellness

- Since many people adopt health-related goals with each new year, it's a great time to spotlight related benefits and resources, such as preventive care and testing, fitness reimbursements, and resources related to nutrition.

APRIL

Stress and Burnout

- Teach employees (starting with managers and team leaders) about how to prevent stress and burnout
- Highlight resources for employees to leverage when/if stress levels climb, like PTO/flexible work arrangements, mental health care, and Employee Assistance Programs (EAPs).

FEBRUARY

Heart Health and Cancer Awareness

- Connect staff with resources for cancer screenings, treatment, and support
- Highlight supports and coverage for maintaining cardiovascular health

MAY

Mental Health Awareness

- Use this opportunity to normalize conversations about mental health. For many people, simply being able to talk more openly about mental health in the workplace reduces the stress and shame that have become associated with mental health challenges.
- Demonstrate the importance of mental health with policies and practices that promote it, from flexible work arrangements to wellness benefits to financial education.
- Highlight actionable resources for employees who need support.

MARCH

Eye Health and Vision Care

- Highlight vision and eye health coverage
- Educate employees about reimbursements available for supplies and tools that support eye health, such as blue light blocking glasses

JUNE

Mens' Health

- Organize a health fair (virtual or in-person), where vendors can offer services and information to your employees on everything from preventive screenings to smoking cessation to stress management.
- Host a walkathon (again, virtual or in-person, you decide!) to raise money for a charitable cause selected by your employees.

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JULY

Sun Safety

- Educate employees' on the risks of prolonged UV exposure and the steps they can take to mitigate those risks.
- Provide information about and access to skin cancer screenings and treatment.
- Offer discounts or reimbursements on care items related to sun safety, such as topical sunscreen, UV protective clothing, and so forth

OCTOBER

Breast Cancer Awareness

- Because breast cancer can happen to anyone, educate all employees on self-exams for breast cancer early prevention, as well as resources for regular screenings.
- Highlight cancer care and other supports available to employees who experience a cancer diagnosis, or have a loved one fighting cancer.

AUGUST

Immunization Awareness

- Thanks to COVID-19, people are thinking about vaccinations more than ever (for better or worse).
- August is a great time to educate people about other types of immunizations available through their health plan and consider hosting on-site vaccination clinics if you have large populations of people working in the same location

NOVEMBER

Open Enrollment

- If your company's plan year begins January 1, you're probably already familiar with using the open enrollment period to educate employees about all sorts of benefits. Helping ensure your staff understands their options, and knows how to select the best plans for their needs, is the first step to improving utilization and satisfaction.

SEPTEMBER

Cholesterol and Other Health Screenings

- Educate employees on the importance of cholesterol and other routine health screenings.
- Highlight how they can access these services with an easy-to-use provider directory or clinic information.
- Inform employees about other resources they can access to help them manage their cholesterol, such as nutrition support and meal delivery services

DECEMBER

Open Enrollment

- If relevant, continue education and resources to support open enrollment.
- December holidays and the end of the year can be stressful so it's an ideal time to highlight supports and resources that help employees reduce and manage stress, such as mindfulness and wellness programs, flexible work policies, EAPs, and mental health care.



Thank you!