How to use email themes

This document provides you with content and direction to help you create impactful email communications about benefits throughout the year. For more details on how and when to use this, refer to the [Communications Calendar](https://thepoolmi.org/login) document.

Within this document, you'll find more information on themes that align with The Pool benefits program and correspond to different times or events. To get started:

* Choose a theme that matches the timing and relevance of your email
* Consider your target audience and the benefits message you want to convey
* Customize the email content to suit your communication style, while incorporating the theme throughout



**Theme:** New Year, New Goals

### Subject: Happy New Year!

As we welcome in 2025, the season of new goals and resolutions is beginning. This year, instead of focusing on big goals that may be hard to achieve, try approaching your resolutions with flexibility and self-compassion. Small, manageable changes can lead to big results over time.

Whether it’s taking a brisk walk during your break, adding more veggies to your meals, or setting aside a few minutes each day for mindfulness, every step counts. Remember, it’s not about perfection, but progress—small changes can lead to big results over time. Celebrate each win, no matter how small, and be kind to yourself along the way.

### Workouts that work for you

Looking for more ways move your body?

**[Priority Health]:** The [Active & Fit Direct Program](https://www.priorityhealth.com/member/plan-features/activefit) makes it easier, and more affordable to stay active at the gym or at home with flexible fitness options starting at just $28 a month. With this benefit, you get access to:

* Membership to 12,500+ gyms (you can switch gyms at any time)
* 12,000+ on-demand videos
* 1:1 well-being coaching
* Membership options for your spouse
* Discounts on memberships at 8,500+ premium gyms, exercise studios, outdoor experiences, and more

**[BCBSM]:** The [Fitness Your Way](https://www.blue365deals.com/BCBSMI/offers/tivity-health-waived-enr-gym-membership-s?utm_campaign=2024blue365_tivity&utm_source=google&utm_medium=search&utm_content=general_textads__&gclsrc=aw.ds&gad_source=1&gclid=Cj0KCQjwq_G1BhCSARIsACc7NxptNraW84JaLSIJlUfQemiXiZRnXJ8SRYvhqNrKfNjo-NKMdU5Bn7EaAkgTEALw_wcB) makes it easier, and more affordable to stay active at the gym or at home with flexible fitness options starting at just $19 per month or just $10 per month for a digital only option: With this benefit, you get access to:

* Discounted access to over 13,000 gyms with a single membership
* Live virtual classes like cardio, boot camps, barre, and yoga
* Access to 50,000+ on-demand videos available 24/7
* Information about managing chronic medical conditions
* Discounts from 20,000+ nationwide health and well-being specialists such as massage therapists, acupuncturists, chiropractors, personal trainers, and nutrition counselors
* Additional discounts on vitamins, exercise equipment, aromatherapy, and more

# Additional January Themes

**Theme:** Winter wellness

During the winter season, especially after the holidays, it’s common for people to experience a slump in their mental health and to have a harder time keeping up with healthy habits like regular exercise. Use this theme as an opportunity to share resources to support your employees who need a little boost.

**[Priority Health] Resource:** Priority Health offers [virtual mental health support](https://www.priorityhealth.com/landing/behavioralhealth) and affordable access to [on demand fitness classes](https://www.priorityhealth.com/member/plan-features/activefit) to help you focus on your wellness from the comfort of home.

**[BCBSM] Resource:** Blue Cross Blue Shield offers [mental health support](https://www.bcbsm.com/behavioral-mental-health/support/) and affordable access to [on](https://www.priorityhealth.com/member/plan-features/activefit) [demand fitness classes](https://www.priorityhealth.com/member/plan-features/activefit) to help you focus on your wellness from the comfort of home.

**Theme:** National mentoring month

Use this theme to help support the growth of your employees by sharing tips, tools, and resources they can use to grow their skills with support from their peers and community.

**Resource:** Michigan has a program called Mentor Michigan that matches mentors with young people through 250 organizations across the state. Learn more [**here**](https://www.michigan.gov/leo/boards-comms-councils/mcsc/mentor)**.**



**Theme:** Heart Health Awareness

### Subject: Show your heart some love

This month is a great reminder to prioritize our cardiovascular health with small, achievable steps that make a big difference. Incorporating heart-healthy habits like staying active, choosing nutritious foods, and managing stress can have a lasting impact. Consider taking the stairs instead of the elevator, preparing a heart-healthy meal, or practicing relaxation techniques that can reduce your blood pressure.

Remember, heart health is a journey, not a destination. Let’s support each other in making choices that keep our hearts happy and healthy all year long!

### Looking to make a change?

**[Priority Health]** With [**Omada**](https://go.omadahealth.com/priorityhealth), you can get support from health coaches, hypertension specialists, and hypertension-specific peer groups and communities. Omada uses, science backed, behavioural interventions to help you make lasting changes and improve your long-term heart health.

**[BCBSM]** With [**Omada**](https://go.omadahealth.com/wmhip), you can get support from health coaches, hypertension specialists, and hypertension-specific peer groups and communities. Omada uses, science backed, behavioural interventions to help you make lasting changes and improve your long-term heart health.

### Make cardiovascular health a regular part of your wellbeing routine

From heart healthy recipes to information on local heart health initiatives, the [American Heart](https://www.heart.org/en/affiliates/michigan/) [Association](https://www.heart.org/en/affiliates/michigan/) offers many amazing resources to help you and your community live longer, healthier lives.

# Additional February Themes

## **Theme:** National Random Acts of Kindness Day – February 17th

Use National Random acts of Kindness Day to share a dose of appreciation with your employees and connect them with opportunities to spread that kindness throughout their communities.

**Resources:** Learn about the science of kindness, get ideas for how to make kindness the norm in all your communities and find resources you can share with your employees at [The Random Acts of](https://www.randomactsofkindness.org/) [Kindness Foundation.](https://www.randomactsofkindness.org/)



**Theme:** National Nutrition Month

### Subject: Find your way to better health with food

March is National Nutrition Month—a perfect excuse to focus on the foods that fuel us. While meal planning and nutrition can be a source of stress for many of us, balanced nutrition plays a key role in our overall health and wellbeing!

Finding the right mix of food that brings you joy, and food that makes your body feel good is all about experimentation. Take some time this month to try some new recipes and ingredients. Small, thoughtful changes can lead to lasting benefits. Let’s embrace this month as an opportunity to nourish our bodies and feel our best.

### Nutrition support tailored to you

**[Priority Health]** Through your [Priority Health Wellbeing Hub](https://www.priorityhealth.com/member/getting-care/wellbeing-hub), you have access to information and tools tailored to your specific health and wellbeing needs, including nutrition! Use the hub to find recipes, learn about your nutritional needs, track your habits, and more!

[**[BCBSM]**](https://www.bcbsm.com/individuals/resources/health-and-well-being/)Through the [Blue Cross Health & Well-Being site](https://www.mibluesperspectives.com/categories/nutrition), you can take a complete health assessment to get a clearer picture of your overall health, and find information about all aspects of nutrition including recipes, weekly webinars, and more.

### Reverse diabetes, one recipe at a time

With [Virta](https://www.virtahealth.com/join/thepoolmi), you can lose weight, reduce your reliance on medications, and save money, all through making changes to your diet with support from the Virta medical team along the way. Virta is available at no cost to you and your eligible family members with type 2 diabetes.

# Additional March Themes

## **Theme:** Spring cleaning and organization

Use spring cleaning as a way to remind your employees of the “spring cleaning” tasks they should be taking periodically to improve or support their financial, emotional, and physical health.

Check out the [Healthier Michigan blog](https://www.ahealthiermichigan.org/) or Priority Health’s [Think Health blog](https://thinkhealth.priorityhealth.com/) for ideas.

**Resource:** Help prevent drug misuse before it starts by cleaning out your medicine cabinets. You can [drop off old, unneeded, or unused medications at one of the many pharmacies,](https://www.dea.gov/everyday-takeback-day) hospitals, and other businesses and do your part to help prevent prescription opioid poisoning or overdose.



**Theme:** Public Health Week

### Subject: Healthier together

This April, we’re proud to celebrate Public Health Week—a time to recognize the importance of public health in our communities and our lives. Use this month as an opportunity to learn, engage, and take steps towards a healthier community.

Whether it’s staying informed about public health issues, participating in community wellness events, or simply spreading awareness, every effort counts. Let’s work together to make our community a healthier, safer place for everyone.

### How you can make a difference in the health of your community

1. **Promote Healthy Habits**: Encourage friends, family, and neighbors to adopt healthier lifestyles. Organize or participate in local activities like walking groups, community gardens, or wellness workshops to promote a culture of health in your community.
2. **Support Public Health Initiatives**: Get involved in local public health efforts by volunteering at health fairs, blood drives, vaccination clinics, or community clean-up events. Supporting these initiatives helps raise awareness and provides essential services to Pool members who might not have access to them otherwise.
3. **Advocate for Healthier Policies**: Engage in local government by advocating for policies that promote public health, such as smoke-free zones, access to healthy foods, safe recreational areas, or mental health services. You can do this by attending town hall meetings, signing petitions, or joining community groups focused on health advocacy.

[Here](https://www.michigan.gov/mdhhs), you can learn more about organizations working to improve community health and wellness and helping ensure access to quality health care for all Michigan residents.

# Additional April Themes

**Theme:** Financial Literacy Month

Financial literacy can have a big impact on overall wellness by helping Pool members feel more secure in their daily lives, confident in their futures, and able to pursue their goals and dreams. Use this topic to collect tools and tips to help your employees learn more about managing their financial lives.

**Resource:** [This site](https://www.michigan.gov/finlit/Financial-Empowerment) is a great place to find information and programs to share with your employees.

**Theme:** Autism Awareness Month

According to the CDC, about 1 in 36 children has autism, and it is often underdiagnosed in adults. This means, whether we realize it or not, most people will be working with, living with, or teaching someone with autism. Use this month as an opportunity to educate your employees about the diversity of autism.

**Resource:** [Michigan.gov](https://www.michigan.gov/autism) has information and resources for parents and teachers.



## **Theme:** Mental Health Awareness Month

### Subject: Self-Care is Health Care

This month is a great time to focus on our emotional and psychological wellbeing. Mental health is just as important as physical health, and taking care of it is essential for a balanced life.

Taks some time to think about how you can prioritize caring for your mental health, whether it’s taking time to unwind or do things that make you happy, connecting with loved ones, or seeking professional support when needed. Remember, it’s okay to ask for help, take a mental health day, and prioritize yourself. Every step we take in caring for our own mental health helps create a culture where it's not just accepted but encouraged.

Let’s also work to break the stigma around mental health by talking openly about it. Share your experiences and encourage others to do the same—it helps to normalize caring for our minds as much as we do our bodies. Together, we can foster a supportive environment where mental health truly

matters.

### Need support? No problem!

Sometimes mindfulness exercises and self-care practices aren’t cutting it, and we need to work with a professional to help keep our minds healthy. Whether you are looking for ongoing support or need care in response to a specific situation, we have resources to connect you to the care you need.

**[Priority Health]** Priority Health plan members can [connect with therapists and counselors](https://www.priorityhealth.com/landing/behavioralhealth) and find information about the many [Community Mental Health](file://localhost/C%3A/Users/mahandley/Documents/Willow) efforts Priority Health works with across Michigan.

**[BCBSM]** Blue Cross Blue Shield Health plan members have access to [Behavioral and Mental Health](https://www.bcbsm.com/behavioral-mental-health/basics/) care resources for everything from acute situations like grief or burnout, to chronic conditions like anxiety or depression, to substance abuse disorders or managing ADHD.



## **Theme:** Women’s Health Awareness Month

Mother’s Day gives us a great opportunity to focus on women’s specific health care! Employees who aren’t sure where to start can check out the [Wise Woman Program](https://www.michigan.gov/mdhhs/keep-mi-healthy/chronicdiseases/cancer/wisewoman), a federal program administered in Michigan that focuses on screening and evaluations for women.

**Resource:** Pelvic floor health is an important but often overlooked aspect of woman’s health. [Hinge](https://www.hingehealth.com/for/thepool/pelvic-health/) [Health](https://www.hingehealth.com/for/thepool/pelvic-health/) is a great resource for information and personalized physical therapy.



**Theme:** Men’s Health Month

### Subject: Give the gift of health this Father’s Day

This is a time to encourage the men in our lives to take charge of their health. Despite the importance

of regular check-ups and preventive care, according to the CDC, statistics show that men are less likely than women to visit a doctor, often due to societal pressures to "tough it out" or a reluctance to discuss health issues.

Let’s use this month as a reminder to break that cycle—schedule that overdue doctor’s appointment, make time for exercise, and be proactive about your health. Small, consistent choices can lead to a healthier, happier life, and it’s never too late to start.

### Feel Better, Live Longer

As we age, staying active becomes even more crucial for preventing chronic conditions like heart disease and diabetes, especially for men who are at higher risk for both conditions. [Hinge Health](https://www.hingehealth.com/for/thepool/?utm_source=1&utm_medium=ptops&utm_campaign=ongoing) is a free program that can help you build a sustainable mobility and strength routine, key factors in healthy aging.

And remember! Regular screenings and checkups are key to catching conditions before they get worse. Learn more at [Fight Like a Man by Men's Health Foundation.](https://www.miumenshealthfoundation.org/)

### Self-care is for Everyone

Men often face unique stressors and may be less likely to seek help for mental health. But prioritizing

stress management and quality sleep are essential parts of self-care that can improve both mental and physical health.

**[Priority Health]** [Explore these resources](https://www.priorityhealth.com/landing/behavioralhealth) that help men manage stress and improve sleep quality.

**[BCBSM]** [Explore these resources](https://www.bcbsm.com/behavioral-mental-health/resources/men/) that help men manage stress and improve sleep quality.



**Theme:** World Environment Day

Wellbeing isn’t limited to simply feeling good in our bodies and minds. Use World Environment Day to remind your employees of how taking care of the environment, especially locally can help improve both our community’s health and personal wellbeing by reducing stress and giving us a sense of purpose and fulfillment.

**Resources:** Find ways to take care of and foster a healthy environment within your community with [Volunteer Michigan](https://www.volunteermichigan.org/).

## **Theme:** Summer Fun and Outdoor Activities

Summer is the perfect time to recharge and enjoy time with the people we love, two things that are proven to give our mental health and happiness a boost. Encourage your employees to try new experiences or indulge in the things they enjoy while the weather is warm.

**Resource:** Find a [Michigan fair or festival,](https://www.michigan.org/fairs-festivals?gad_source=1&gclid=Cj0KCQjwzva1BhD3ARIsADQuPnXE84CSS5YqaQSLtoyk7sHXogpQE7nN8A9zEc-vyIfZAL2_oDbSvfMaAvDcEALw_wcB) and encourage your employees to attend with family and friends.

**Resource:** Let your employees know if there is a free [Priority Health Fitness Court](https://www.priorityhealth.com/about-us/fitnesscourts) in your area!



## **Theme:** Nutrition and Healthy Eating

### Subject: Fuel your life with food that helps you feel good

Making thoughtful choices about what we eat is one of the most important things we can do for our bodies. Whether it’s choosing whole grains, eating more fruits and vegetables, or cutting back on processed foods, small changes can have a big impact. Remember, nutrition isn’t about perfection—it’s about balance and enjoying a variety of foods. Let’s take this opportunity to make mindful choices that nourish us from the inside out.

Here are three ways you can incorporate more healthy eating habits into your routine in a sustainable and enjoyable way.

1. **Meal Prep with Variety**: Dedicate some time each week to meal prepping, but keep it fun by experimenting with new recipes and ingredients. Prepare a mix of your favorite healthy dishes and try out different cuisines or cooking methods. This way, you'll have nutritious meals ready to go, and the variety will keep you excited about your food choices.
2. **Practice the 80/20 Rule**: Focus on making healthy choices 80% of the time, while allowing yourself to indulge without guilt the other 20%. This approach helps maintain balance without feeling deprived, making healthy eating more sustainable in the long run.
3. **Mindful Eating**: Slow down and savor your meals by practicing mindful eating. Pay attention to the flavors, textures, and aromas of your food. This not only enhances your eating experience, but also helps you tune in to your body's hunger and fullness cues, making it easier to avoid overeating.

### Support that makes healthy eating easier

If you are managing chronic health conditions, looking for more structure, or want to make bigger changes in your diet, we have resources to support you.

* + **[Priority Health]** With [Omada,](https://go.omadahealth.com/priorityhealth) you can get support from health coaches, who can help you build habits for healthy eating, based on your unique health needs and where you want the most support, all at no cost to you.
	+ **[BCBSM]** With [Omada](https://go.omadahealth.com/wmhip) you can get support from health coaches, who can help you build habits for healthy eating, based on your unique health needs and where you want the most support, all at no cost to you.
	+ [Virta](https://www.virtahealth.com/join/thepoolmi) provides science backed nutrition support for you and your eligible family members with type 2 diabetes. This program can help you manage and even reverse type 2 diabetes by making small but impactful changes to your diet, all with support from the Virta medical team along the way.



**Theme:** Summer Travel

This summer, encourage your employees to take advantage of all Michigan has to offer! Whether they’re [planning a getaway](https://www.michigan.org/summer) or exploring your own backyard, there are plenty of opportunities to enjoy the great outdoors. From hiking and biking trails to beautiful lakes and state parks, Michigan has

something for everyone.

**Resource:** [Find a national park near you](https://www.michigan.org/article/trip-idea/guide-national-parks-michigan) and explore all the activities and Michigan’s natural beauty.

**Theme:** Self-Care and Relaxation

Summer is the perfect time to help your employees prioritize self-care and relaxation. From spending time with loved ones, to practicing mindfulness, or simply taking a break from the hustle and bustle, encourage your employees to carve out time for themselves.

**Resources:** Explore [Michigan.gov](https://www.michigan.gov/mdcs/employee-service-prog/mindfulness) for some mindfulness tips you can share with your employees.

### Resources:

**[Priority Health]** For employees who are looking for some professional advice on how to prioritize their wellbeing, [Priority Health offers a multitude of resources](https://www.priorityhealth.com/landing/behavioralhealth).

**[BCBSM]** For employees who are looking for some professional advice on how to prioritize their wellbeing, [Blue Cross Blue Shield offers a multitude of resources](https://www.mibluesperspectives.com/virtual-webinars/members).



## **Theme:** National Immunization Awareness Month

### Subject: Be proactive and protect your health

While you are getting ready to transition into the fall routine, don’t leave your health behind. If you’re due for any vaccines, now’s a great time to get up to date. Let’s all do our part to stay healthy and

protect those around us. Take a few minutes today to check you and your family’s immunization records and schedule necessary appointments with your healthcare provider. Vaccinations not only protect you from serious diseases, but also contribute to a safer environment for our whole community.

### More ways to protect your health

While you are checking your immunization records, take a moment to schedule all your remaining preventative care appointments for the year before your schedule gets too busy. Preventative care, like screenings, annual physicals, dental cleanings, and eye exams are the best way to protect your health and catch any issues before they get worse. Preventive care is fully covered by your health insurance so there is no reason to skip those appointments!

### Need to find a provider?

**[Priority Health]** Priority Health plan members can click [here](https://www.priorityhealth.com/member/getting-care/find-a-doctor) to find an in-network doctor.

**[BCBSM]** Blue Cross Blue Shield plan members can click [here](https://www.bcbsm.com/individuals/find-care/) to find an in-network doctor.

**Theme:** Back to School

1 in 5 kids struggle with mental health, and going back to school can create added stress. Use this opportunity to share resources with your employees who teach or are parents to help them support the health and happiness of the kids in their lives.

**Resource:** Priority Health’s [Priority Pups program](https://www.priorityhealth.com/about-us/community-mental-health) sponsors trained facility dogs to be placed in select school districts throughout Michigan to ease anxiety and support kids as they learn. Anyone can fill out an interest form if they feel that the students and teachers in your district would benefit from a Priority Pup.

**Theme:** National Wellness Month

This theme gives you the opportunity to share information with your employees about the many different things that impact holistic wellness and how they all work together to support a healthy life.

From everyday habits to finding the best care when they need it, there are resources to support them.

**Resource:** If you want more information on a diagnosis, treatment plan, or recommended surgery, [2nd.MD](https://www.2nd.md/activate/step1/thepool) will connect you with nation leading specialists for a second opinion via video or phone.

**Resource: Priority Health** plan members can use their [Wellbeing Hub](https://www.priorityhealth.com/member/getting-care/wellbeing-hub) to track habits, join walking challenges, learn new exercises, recipes and strategies to reduce stress, and more!



**Theme:** Sleep and Rest

### Subject: Sleep is Self-Care

Self-care is the foundation of a healthy and balanced life. It’s not just about pampering ourselves—it’s about taking the time to nurture our physical, mental, and emotional well-being. One of the most essential, yet often overlooked, aspects of self-care is rest. Without proper sleep and downtime, even the best self-care routines can fall short. Rest is the body’s way of repairing, rejuvenating, and preparing us for the challenges ahead. As we prioritize self-care, it’s important to remember that quality sleep is a critical part of taking care of ourselves.

This month let’s focus on creating healthy sleep habits—whether it’s setting a regular bedtime, creating a relaxing evening routine, or making our sleep environment more comfortable. Remember, rest is not a luxury, but a necessity.

**Did you know?** The 8-hour rule isn’t always accurate when it comes to getting enough sleep. Here’s a handy guide from the CDC to help:

|  |  |
| --- | --- |
| **Sleep Recommended Daily** | **Sleep Recommended Daily** |
| School age: 6-12 years | 9-12 hours |
| Teen: 13-17 years | 8-10 hours |
| Adult: 18-64 years | 7-9 hours |
| Adult: 65 years and older | 7-8 hours |

For more information on building healthy sleep habits, visit the [CDC Sleep page.](https://www.cdc.gov/sleep/about/index.html)

**Theme:** Labor Day

For many folks, Labor Day means fun in the sun with family and friends. That makes this a good time to share some healthy recipes that will wow any get-together and remind them of the importance of sunscreen for protecting our skin while spending time outdoors.

**Resource:** Use this as an opportunity to share some ideas for [labor day excursions with your](https://www.michigan.org/experience-pure-michigan?msclkid=34bfe5082be91848935283b75583296e&utm_source=bing&utm_medium=cpc&utm_campaign=MI%20Michigan%20Travel%20National&utm_term=us%20lake%20trip&utm_content=American%20Lake%20Vacation) [employees](https://www.michigan.org/experience-pure-michigan?msclkid=34bfe5082be91848935283b75583296e&utm_source=bing&utm_medium=cpc&utm_campaign=MI%20Michigan%20Travel%20National&utm_term=us%20lake%20trip&utm_content=American%20Lake%20Vacation).

**Theme:** Pain Awareness Month

September is Pain Awareness Month, which makes it a great time to highlight the importance of managing chronic pain effectively and spread awareness of the challenges that people with chronic pain face.

**Resource:** [Hinge Health](https://www.hingehealth.com/for/thepool/?utm_source=1&utm_medium=ptops&utm_campaign=ongoing) provides personalized exercise therapy from the comfort of home. This program is designed especially for Pool members with chronic back and joint pain to help them live more comfortably and do more.

**Resource:** [2nd.MD](https://www.2nd.md/activate/step1/thepool) can help Pool members with chronic pain learn more about their diagnoses by connecting them with a leading specialist for an expert second opinion via video or phone.



**Theme:** World Mental Health Day

### Subject: Mental health is just as important as our physical health

**October 10th is World Mental Health Day**, a day to raise awareness and break the stigma surrounding mental health. It’s an opportunity to start conversations, offer support, and prioritize our own mental wellbeing. Let’s take this day to check in with ourselves and others and remember that seeking help is a sign of strength, not weakness. Together, we can create a supportive environment where mental health is valued and cared for.

Here are three tips for recognizing when you or someone you care about may need more mental health support:

1. **Changes in Behavior**: Notice if there’s a sudden or gradual shift in behavior, such as withdrawal from social activities, mood swings, or a lack of interest in things that were once enjoyable. These changes can be signs that someone is struggling and may need additional support.
2. **Persistent Feelings of Hopelessness or Overwhelm**: If you or someone you know is experiencing ongoing feelings of hopelessness, sadness, or being overwhelmed, and these feelings persist for weeks or worsen, it might be time to seek professional help. These emotions can be indicators of deeper mental health concerns.
3. **Difficulty Managing Daily Responsibilities**: When everyday tasks, such as work, self-care, or maintaining relationships, become increasingly difficult to manage, it’s important to recognize that this could be a sign of declining mental health. Reaching out for support can help address these challenges before they become more overwhelming.

### Are you ready to reach out?

**[Priority Health]** Priority Health plan members can [connect with therapists and counselors](https://www.priorityhealth.com/landing/behavioralhealth) for help managing their mental health.

**[BCBSM]** Blue Cross Blue Shield Health plan members have access to [Behavioral and Mental Health](https://www.bcbsm.com/behavioral-mental-health/basics/) care resources for everything from acute situations like grief or burnout, to chronic conditions like anxiety or depression, to substance abuse disorders or managing ADHD.



**Theme:** ADHD Awareness Month

ADHD is often underdiagnosed in women and adults. And while people with ADHD can be very successful in life, ADHD can still make life very difficult, especially when undiagnosed. Use this as an opportunity to spread awareness of ADHD and share resources to help Pool members seek diagnosis or treatment.

**Resource:** You can learn more about identifying, managing and treating ADHD [here](https://chadd.org/about-adhd/overview/).

### Resource:

**[Priority Health]** For those looking for support to help managing their ADHD, [Priority Health offers a](https://www.priorityhealth.com/member/managing-your-health/care-management) [multitude of resources](https://www.priorityhealth.com/member/managing-your-health/care-management).

**[BCBSM]** For those looking for support to help managing their ADHD, [Blue Cross Blue Shield offers a](https://www.bcbsm.com/behavioral-mental-health/basics/) [multitude of resources](https://www.bcbsm.com/behavioral-mental-health/basics/).

## **Theme:** Breast Cancer Awareness Month

October is Breast Cancer Awareness Month, a time to support those affected by breast cancer and raise awareness about prevention and early detection.

**Resource:** Facing a diagnosis and treatment for cancer can be an overwhelming experience.

**[Priority Health]** Priority Health plan members have [many resources](https://www.priorityhealth.com/member/oncology) available to help them find support and guidance when they need it most.

**[BCBSM]** Blue Cross Blue Shield plan members have [many resources](https://cloud.members.bcbsm.com/cancersupport) available to help them find support and guidance when they need it most.

**Resource:** After a diagnosis and/or discussed treatment plan, [2nd.MD](https://www.2nd.md/activate/step1/thepool) can connect you with nation leading specialists for a second opinion via video or phone.





**Theme:** National Diabetes Month

### Subject: Prevent, Manage, or Reverse Diabetes

This month we’re bringing attention to type 2 diabetes and its prevalence in our communities. According to the [American Diabetes Association](https://diabetes.org/?msclkid=e2a400cde7ea16137d9b667298c4f8f8&utm_source=bing&utm_medium=cpc&utm_campaign=Fundraising%20%7C%20We%20Fight%20%7C%20Performance%20Max&utm_term=diabetes.org&utm_content=Tote%20Bag), more than 37 million Americans have diabetes, and 1 in 3 adults has prediabetes, with the majority being unaware of their condition. Whether you’re living with diabetes or supporting someone who is, knowledge and healthy habits are key to managing the condition and preventing complications.

This month, consider ways to reduce your risk by staying active, eating balanced meals, and getting regular check-ups. Simple lifestyle changes, such as incorporating more physical activity into your daily routine and choosing nutrient-dense foods, can make a significant difference. Additionally, regular screenings and early detection can help manage or even prevent diabetes from progressing.

### We offer care options for everyone

Not sure where to start? Take this [60-second risk test](https://diabetes.org/diabetes-risk-test) to see how at risk you are for Type 2 Diabetes then explore the programs we offer to support you, no matter where you are on you Diabetes management journey.

### Diabetes Prevention with Omada:

**[Priority Health]** With [Omada,](https://go.omadahealth.com/priorityhealth) receive support from health coaches to build healthy habits based on your unique needs and where you want the most support, all at no cost to you. **[BCBSM]** With [Omada](https://go.omadahealth.com/wmhip), receive support from health coaches to build healthy habits based on your unique needs and where you want the most support, all at no cost to you.

### Diabetes Management with Teladoc Health

**[Priority Health]** Priority Health plan members can get personalized care and support for chronic conditions including diabetes from [Teladoc Health](https://www.teladochealth.com/expert-care/condition-management/diabetes?ccid=DM-TDH&ccm_reg_code=WMHIP&utm_medium=dm&utm_source=ccm-enr-dm-oneapp). This benefit includes access to smart devices, expert coaches and easy-to-follow programs all at no cost to you.

**[BCBSM]** Blue Cross Blue Shield plan members can get personalized care and support for chronic conditions including diabetes from [Teladoc Health](https://www.teladochealth.com/expert-care/condition-management/diabetes?ccid=DM-TDH&ccm_reg_code=WMHIP&utm_medium=dm&utm_source=ccm-enr-dm-oneapp). This benefit includes access to smart devices, expert coaches and easy-to-follow programs all at no cost to you.

### Diabetes Reversal with Virta

With [Virta](https://www.virtahealth.com/join/thepoolmi), you can lose weight, reduce your reliance on medications, and save money, all through making changes to your diet with support from the Virta medical team along the way. Virta is available at no cost to you and your eligible family members with type 2 diabetes.

## **Theme:** Mental Health during the holiday season

Dealing with big emotions, especially loneliness and grief, during the holidays can be tough. This is a great opportunity to help break the stigma surrounding mental health by addressing these experiences head on and connecting you employees with resources that could help.

### Resource:

**[Priority Health]** Priority Health plan members have [many resources available](https://www.priorityhealth.com/member/managing-your-health/care-management) to help them find mental health support and guidance when they need it most.

**[BCBSM]** Blue Cross Blue Shield plan members have [many resources available](https://www.bcbsm.com/behavioral-mental-health/basics/) to help them find mental health support and guidance when they need it most.



**Theme:** Year in review

### Subject: Take the time to unplug and celebrate

As the year comes to an end, it’s a perfect time to reflect on everything we’ve accomplished and take a well-deserved break. The holiday season is a chance to recharge, spend time with loved ones, and practice self-care. Unplug from the daily hustle, enjoy the simple moments, and give yourself permission to relax. Taking care of yourself is the best way to enter the new year refreshed and ready to tackle new challenges.

Here are three tip to help you stay present and mindful this holiday season:

1. **Set Intentional Boundaries**: Create space for mindfulness by setting boundaries around your time and energy. Whether it's limiting commitments or scheduling quiet moments for yourself, these intentional choices help you stay centered and focused on what truly matters.
2. **Practice Gratitude Daily**: Amid the holiday rush, take a moment each day to reflect on what you're grateful for. Whether it's writing down a few things in a journal or simply pausing to acknowledge the positives in your life, this practice can help ground you and bring more joy to the season.
3. **Incorporate Mindful Breathing**: During busy moments, pause and take a few deep breaths to reconnect with the present. Mindful breathing is a simple yet powerful tool to reduce stress and maintain calmness, allowing you to fully enjoy the festivities without feeling overwhelmed.

**[BCBSM]** Blue Cross Blue Shield’s Virtual Well-Being platform is fully open to the public! [Find a short](receive%20support%20from%20health%20coaches%20to%20build%20healthy%20habits%20based%20on%20your%20unique%20needs%20and%20where%20you%20want%20the%20most%20support%2C%20all%20at%20no%20cost%20to%20you) [mindfulness meditation](receive%20support%20from%20health%20coaches%20to%20build%20healthy%20habits%20based%20on%20your%20unique%20needs%20and%20where%20you%20want%20the%20most%20support%2C%20all%20at%20no%20cost%20to%20you) to guide you into relaxation.

## **Theme:** Healthy eating during the holidays

Your employees deserve to enjoy the holidays without the guilt or pressure that can come from the desire to enjoy holiday indulgences while being surrounded by diet culture. Use this as a time to share healthy holiday recipes that are as delicious as they are nourishing, so your employees can get the best of both worlds.

**Need ideas?** Learn about [six simple swaps for healthier holiday recipes.](https://thinkhealth.priorityhealth.com/six-simple-swaps-for-healthier-holiday-recipes/)