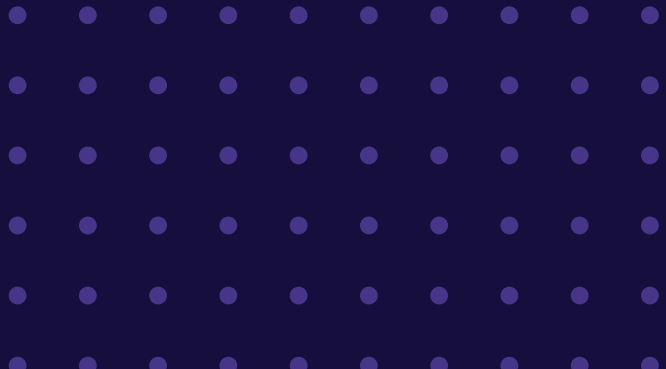


**THE POOL**

Western Michigan  
Health Insurance

# 2025 Benefits Communications Calendar



# Monthly Benefit Email Content

We are here to help you make benefit communications as effortless and effective as possible, giving HR leaders the tools you need to support your teams through a seamless flow of valuable, relevant benefits information.

To keep your communications fresh and relevant, we've developed a list of monthly content themes for you to choose from. These themes can be seamlessly incorporated into emails, enabling you to create cohesive communications that help your employees see the bigger picture of how their benefits support their holistic wellbeing. These monthly content themes are found on the Board Member Area on our website at [thepoolmi.org/login](https://thepoolmi.org/login)



# Key Benefit Communication Themes



Based on the 2024 member survey, we have identified three key focuses for benefit communication. We encourage you to communicate to your employees regularly about the following:



## Mental Health: Finding the Right Provider

- The importance of open and honest communication with a mental health professional
- Strategies for effectively expressing your needs and concerns to find the right provider
- Overcoming communication barriers in mental health settings
- Building a strong therapeutic relationship through effective communication
- Communicating your treatment goals and expectations to your mental health provider



## Successful Weight Loss

- The role of effective communication in achieving weight loss goals
- Communicating your weight loss goals and expectations to your support system
- Strategies for effective communication with healthcare professionals and weight loss coaches
- Overcoming communication challenges in weight loss, such as emotional eating triggers
- Communicating assertively to set boundaries and maintain motivation during weight loss journey



## Fitness and Nutrition

- Communicating your fitness and nutrition goals to personal trainers and nutritionists
- Strategies for effective communication with workout partners and fitness communities
- Overcoming communication barriers in group fitness settings
- Communicating your dietary needs and preferences to ensure a balanced nutrition plan
- Building effective communication skills to maintain motivation and accountability in fitness and nutrition routines

# Content Calendar

The themes provided below serve as a resource for creating engaging content when communicating with Pool members each month.

January	February	March	April	May	June
<ul style="list-style-type: none"> <li>• New Year New Goals (new year new beginnings, goal setting and resolutions)</li> <li>• Winter wellness</li> <li>• National mentoring month</li> </ul>	<ul style="list-style-type: none"> <li>• Heart Health Awareness</li> <li>• National Random Acts of Kindness Day – Feb. 17</li> </ul>	<ul style="list-style-type: none"> <li>• National Nutrition Month</li> <li>• Spring cleaning and organization</li> </ul>	<ul style="list-style-type: none"> <li>• Public Health Week</li> <li>• Financial Literacy Month</li> <li>• Autism Awareness Month</li> </ul>	<ul style="list-style-type: none"> <li>• Mental Health Awareness Month</li> <li>• Women's Health Awareness Month</li> </ul>	<ul style="list-style-type: none"> <li>• Men's Health Month</li> <li>• World Environment Day</li> <li>• Summer Fun and Outdoor Activities</li> </ul>
July	August	September	October	November	December
<ul style="list-style-type: none"> <li>• Nutrition and Healthy Eating</li> <li>• Summer Travel</li> <li>• Self-Care and Relaxation</li> </ul>	<ul style="list-style-type: none"> <li>• National Immunization Awareness Month</li> <li>• Back to School</li> <li>• National Wellness Month</li> </ul>	<ul style="list-style-type: none"> <li>• Sleep and Rest</li> <li>• Pain Awareness Month</li> </ul>	<ul style="list-style-type: none"> <li>• Breast Cancer Awareness Month</li> <li>• World Mental Health Day</li> <li>• ADHD Awareness Month</li> </ul>	<ul style="list-style-type: none"> <li>• National Diabetes Month</li> <li>• Mental health during the holidays</li> </ul>	<ul style="list-style-type: none"> <li>• Year in Review/Take time to unplug and celebrate</li> <li>• Holiday Recipes</li> </ul>

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Thank you.

