



2025 CARE Health Promotion Toolkit

Help your members manage their health all year long



Welcome

Tools to motivate your members

Motivating people to be healthier is challenging. Even when we know “the right choice” about what to eat, how much to exercise, and how to manage ongoing conditions, it’s easy to fall back into old, comfortable — but often unhealthy — patterns.

But if you can engage your members to focus on those aspects of their life that may be holding them back, they can begin adopting new, healthy habits. The key is getting them to buy into the idea that they can improve their health by making better choices day by day, and that the results will be worth their efforts.

Inside this toolkit, you’ll find tips to connect with your members and promote better health decisions. The toolkit is packed with links to easy-to-share health information materials, in both downloadable print or digital formats.

Simply choose the communications that meet the particular needs and interests of your members and share them in the way that works best for your company. If you have a large Spanish-speaking population, just select the Spanish links to access the Spanish versions of the items you wish to use (not all materials are available in Spanish).

When it comes to making lifestyle changes, individuals are more likely to respond when an action is clearly defined and simple to complete. So, if we can make it easy for members to connect with the resources you’ve made available to them, we can remove some of their barriers and show them that you support them in reaching their personal goals.

Thank you for choosing UMR CARE as your health promotion partner.

UMR CARE

Clinical Advocacy Relationships to Empower

Your role



A self-service solution

We've created this toolkit to make choosing and sharing CARE materials with your members easy for you. Inside, you'll discover the best ways to target your audience by:

- Understanding their needs and habits
- Implementing a health campaign
- Delivering your message through multiple channels

You'll find a suggested communications calendar, followed by a library of flyers, posters and articles organized by topic. Feel free to follow the calendar or to deviate from it if there's a topic you don't want to promote — the choice is yours!

As you look through this toolkit and think about sharing resources with your members, keep in mind that promoting health and wellness requires a commitment to a long-term strategy. You need to share

information with your members frequently and consistently for your members to see the value. Over time, your employees will begin to appreciate the culture of health and wellness you're working to establish.

You have total control over the materials you wish to use in communicating to your members. As you navigate through the topics, you'll see hyperlinks to print-ready files. Simply click the links to download the files for print or electronic distribution (i.e., email or intranet posts).



Tip

Identify an internal health champion or form a committee to take the lead in supporting your communications efforts.



Four key steps to making a connection

We can provide the message, but we need you to play an active role in the delivery.

1. Know your audience

It's important to understand your member population's primary health challenges and motivations when delivering your message. Is there a high prevalence of obesity among your members? Do your employees exhibit poor eating habits at work? How many regularly receive recommended preventive care or follow guidelines for managing their ongoing conditions? Your CARE Consultant can assist in identifying trends you want to focus on. Then, emphasize those communications that address these issues for the biggest impact.

2. Engage your audience

Messages typically need to be seen or heard more than once to be effective. Advertisers use the term "effective frequency" for the minimum number of times a communication needs to be exposed to an audience before it makes a positive impact on their behavior. Generally, it takes three or more repetitions

for a message to be effective. That's why we provide multiple materials related to each topic in the toolkit.

3. Use communication formats that work best for you

Consider which types of materials and methods of communication will be most effective for your members.

Posters

Posters use a combination of design elements, text and often QR codes to attract the viewer's attention and convey a message that can be grasped with a single, often brief, glance. The objective may be to raise awareness of a particular health issue, motivate change in behavior or prompt a call to action such as "get your flu shot."

Best practices:

- Display them where they will have the biggest impact, such as high-traffic areas where employees gather, a cafeteria or an employee entrance.
- Post them where the desired behavior would take place. For instance, position a poster that promotes healthy handwashing in the restroom or near the break room sink.
- Is the topic private in nature? It may be more appropriate to display such posters in a restroom or changing area.

Flyers & articles

While posters focus on a singular message or call to action, flyers and articles provide more detailed information to educate members or offer them suggestions or directions for taking steps to improve their health.

Best practices:

- Email them or link to them from your company newsletter.
- Print them for use as handouts at health fairs.
- Insert them with paychecks or other mailed materials.
- Post them to your company intranet site.

4. Go to the next level

In addition to promoting the monthly health education topics provided by UMR, you might consider holding on-site wellness activities or sponsoring an event in your community to further engage your members and promote improved health.



For example, you could organize a heart walk, form a walking club, or host a company health fair or employee fitness challenge to rally members toward a common goal.

If you are planning a health fair or other on-site wellness event, you might want to print out materials included in this guide to use as handouts for attendees. For additional materials on topics not covered in this guide, talk to your CARE Consultant about other communications available from UMR.



Tip

Work with your CARE Consultant for more ideas on how to take your program to the next level.

Calendar



Health Promotion Calendar

Here are the monthly topics the UMR CARE health education team has chosen to help you promote to your members.

<p>JANUARY <u>Lifestyle & habit change</u></p>	<p>FEBRUARY <u>Heart health & blood pressure</u></p>	<p>MARCH <u>Exercise & fitness</u></p>
<p>APRIL <u>Mental health</u></p>	<p>MAY <u>Asthma & COPD</u></p>	<p>JUNE <u>Men's health</u></p>
<p>JULY <u>Cancer awareness</u></p>	<p>AUGUST <u>Diabetes & prediabetes</u></p>	<p>SEPTEMBER <u>Tobacco & nicotine cessation</u></p>
<p>OCTOBER <u>Women's health</u></p>	<p>NOVEMBER <u>Infection prevention</u></p>	<p>DECEMBER <u>Healthy eating habits</u></p>

Topic: Lifestyle and habit change



General

Developing your health vision & SMART goals

[Flyer](#) | [Flyer-Spanish version](#)

Resolutions done right

[Poster](#) | [Poster-Spanish version](#)

[Flyer](#)

Know when you've reached your stress limit

[Poster](#) | [Poster-Spanish version](#)

[Flyer](#) | [Flyer-Spanish version](#)

Power of the mind-body connection

[Poster](#) | [Poster-Spanish version](#)

[Flyer](#)

9 ways to maintain healthy change

[Flyer](#)

Six steps to making a healthy change

[Flyer](#)

Don't let barriers stop your progress

[Flyer](#)

8 ways to boost your emotional health

[Flyer](#)

Reach your goals: 12 ways to stay focused and motivated

[Flyer](#)

But I only had one drink!

[Flyer](#)



Sleep

Maybe it's time you take your sleep seriously

[Poster](#) | [Poster-Spanish version](#)

[Flyer](#)

How much sleep do you need?

[Flyer](#)

Don't suffer another night

[Flyer](#)

Weight-loss

Write your own weight-loss guide

[Poster](#) | [Poster-Spanish version](#)

Are you an emotional eater?

[Flyer](#) | [Flyer-Spanish version](#)

Start a daily food diary

[Flyer](#)

The hunger scale: Learn when to eat & when to stop

[Flyer](#)

How to burn 100 calories

[Flyer](#)

Physical activity & weight control

[Flyer](#)

Topic: Healthy eating habits



Get energy that doesn't come from a can

[Poster](#) | [Poster-Spanish version](#)

Are you an emotional eater?

[Flyer](#) | [Flyer-Spanish version](#)

Start a daily food diary

[Flyer](#)

The hunger scale: Learn when to eat & when to stop

[Flyer](#)

Eating healthy when you're eating out

[Flyer](#) | [Flyer-Spanish version](#)

Is this your holiday tradition?

[Flyer](#)

Top 8 tips to eat healthy & feel great

[Flyer](#)

Clean eating

[Flyer](#)

How to shop smart for fruits and veggies

[Flyer](#)

Fit fruits and vegetables into your routine

[Flyer](#) | [Flyer-Spanish version](#)

10 lunch ideas

[Flyer](#)

Grill up nature's goodness

[Flyer](#)

Make your calories count

[Flyer](#)

An attack on our waistlines

[Poster](#) | [Poster-Spanish version](#)

[Flyer](#) | [Flyer-Spanish version](#)

Uncover the secret of hidden sugars

[Flyer](#) | [Flyer-Spanish version](#)

Topic: Exercise and fitness



Walk for health: my monthly walking log

[Flyer](#) | [Flyer-Spanish version](#)

He isn't the only one who could use a walk

[Poster](#) | [Poster-Spanish version](#)

How to burn 100 calories

[Flyer](#)

Physical activity & weight control

[Flyer](#)

Take a stretch break

[Flyer](#)

Strong to the core

[Flyer](#)

Shorts bursts of activity for busy folks

[Flyer](#) | [Flyer-Spanish version](#)

Take your bike

[Flyer](#)

Top 10 reasons to take the stairs

[Flyer](#) | [Flyer-Spanish version](#)

How active are you?

[Flyer](#)

Young at heart

[Flyer](#)

Fresh air clears the mind

[Poster](#) | [Poster-Spanish version](#)

Topic: Back and neck pain



Alternative pain management

[Flyer](#)

Take a stretch break

[Flyer](#)

Strong to the core

[Flyer](#)

Position yourself for success in the workplace

[Flyer](#) | [Flyer-Spanish version](#)

Top 8 tips to keep your back in shape

[Flyer](#) | [Flyer-Spanish version](#)

Health Education Library: Neck pain or spasms — self care

[Article](#) | [Article-Spanish version](#)

Health Education Library: Lifting and bending the right way

[Article](#) | [Article-Spanish version](#)

Topic: Mental health



Come up for air

[Poster](#) | [Poster-Spanish version](#)

Symptoms of depression in men

[Flyer](#)

Symptoms of depression in women

[Flyer](#)

Use your head: Train your brain and body for lifelong mental fitness

[Flyer](#)

7 ways to combat loneliness

[Flyer](#)

Mindful awareness

[Flyer](#) | [Flyer-Spanish version](#)

Know when you've reached your stress limit

[Poster](#) | [Poster-Spanish version](#)

[Flyer](#) | [Flyer-Spanish version](#)

We now have shorter attention spans than goldfish

[Poster](#) | [Poster-Spanish version](#)

Health Education Library: Generalized anxiety disorder

[Article](#) | [Article-Spanish version](#)

Topic: Heart health and blood pressure



Don't live in denial

[Poster](#) | [Poster-Spanish version](#)
[Flyer](#)

Health Education Library:

Low-salt diet

[Article](#) | [Article-Spanish version](#)

Flex your heart muscles

[Poster](#) | [Poster-Spanish version](#)

Don't be left in the dark

[Poster](#) | [Poster-Spanish version](#)

The DASH eating plan

[Flyer](#)

Signs and symptoms of a heart attack

[Flyer](#)

Are you at risk for heart disease?

[Flyer](#)

Understanding metabolic syndrome

[Flyer](#) | [Flyer-Spanish version](#)

Topic: Diabetes and prediabetes



Don't let diabetes define you

[Poster](#) | [Poster-Spanish version](#)

Diabetes management: Counting your carbs

[Flyer](#) | [Flyer-Spanish version](#)

Dining out with diabetes

[Flyer](#)

Uncovering the secret of hidden sugars

[Flyer](#) | [Flyer-Spanish version](#)

Understanding metabolic syndrome

[Flyer](#) | [Flyer-Spanish version](#)

Care recommendations for prediabetes

[Flyer](#) | [Flyer-Spanish version](#)

Don't overlook your eyecare

[Flyer](#)

What is the A1C test?

[Flyer](#) | [Flyer-Spanish version](#)

Diabetes screening and prevention

[Flyer](#) | [Flyer-Spanish version](#)

Topic: Asthma and COPD



Avoiding Infections

[Flyer](#) | [Flyer-Spanish version](#)

Health Education Library: Allergies

[Article](#) | [Article-Spanish version](#)

Understanding your asthma medications

[Flyer](#)

Take command of your asthma

[Flyer](#) | [Flyer-Spanish version](#)

Managing childhood asthma

[Flyer](#) | [Flyer-Spanish version](#)

Health Education Library: Signs of an asthma attack

[Article](#) | [Article-Spanish version](#)

Signs and symptoms of COPD

[Flyer](#)

Difficulty sleeping — Tips for a better night's sleep

[Flyer](#) | [Flyer-Spanish version](#)

Benefits of exercise

[Flyer](#)

Topic: Tobacco and nicotine cessation



A new spin on nicotine addiction

[Poster](#) | [Poster-Spanish version](#)

Beyond cigarettes and smokeless tobacco

[Flyer](#) | [Flyer-Spanish version](#)

Overview of smokeless tobacco

[Flyer](#) | [Flyer-Spanish version](#)

Tobacco cessation resource guide

[Flyer](#) | [Flyer-Spanish version](#)

Health Education Library: Benefits of quitting tobacco

[Article](#) | [Article-Spanish version](#)

Health Education Library: Nicotine replacement therapy

[Article](#) | [Article-Spanish version](#)

Health Education Library: Tips on how to quit smoking

[Article](#) | [Article-Spanish version](#)

Topic: Cancer awareness



Top 10 cancer prevention strategies
[Flyer](#)

Learn to spot possible signs of skin cancer
[Flyer](#)

Scorched is not a good look on anyone!
[Poster](#) | [Poster-Spanish version](#)

Health Education Library: Sunscreen
[Article](#) | [Article-Spanish version](#)

Colorectal cancer screening
[Flyer](#) | [Flyer-Spanish version](#)

Health Education Library: Mammogram
[Article](#) | [Article-Spanish version](#)

Cervical cancer: A fight we can win
[Flyer](#) | [Flyer-Spanish version](#)

Don't ignore the warning signs: Common cancer symptoms in men
[Flyer](#)

The question of prostate cancer screenings
[Flyer](#) | [Flyer-Spanish version](#)

Topic: Infection prevention



Soap and water save lives

[Poster](#) | [Poster-Spanish version](#)

No flu for me this year

[Poster](#) | [Poster-Spanish version](#)

Preventing the flu

[Flyer](#) | [Flyer-COVID-19 version](#)

Health Education Library: COVID-19 vaccines — what to expect

[Article](#) | [Article-Spanish version](#)

Avoiding Infections

[Flyer](#) | [Flyer-Spanish version](#)

Healthier tomorrow starts today

[Flyer](#) | [Flyer-Spanish version](#)

Health Education Library: Shingles vaccine

[Article](#) | [Article-Spanish version](#)

Health Education Library: Lyme disease and related tick-borne infections

[Article](#)

Topic: Men's health



Essential health screenings for men
[Flyer](#)

Healthier tomorrow starts today
[Flyer](#) | [Flyer-Spanish version](#)

Know your targets
[Flyer](#) | [Flyer-Spanish version](#)

Maintaining your health at any age
[Flyer](#) | [Flyer-Spanish version](#)

Tips for healthy ears and eyes
[Flyer](#)

**Get in the game: Pick a 'go-to' doc to
quarterback your health team**
[Poster](#) | [Poster-Spanish version](#)
[Flyer](#)

**The question of prostate
cancer screenings**
[Flyer](#) | [Flyer-Spanish version](#)

**Don't ignore the warning signs:
Common cancer symptoms in men**
[Flyer](#)

Don't overlook your eyecare
[Flyer](#)

Colorectal cancer screening
[Flyer](#) | [Flyer-Spanish version](#)

Topic: Women's health



Essential health screenings for women

[Flyer](#) | [Flyer-Spanish version](#)

Healthier tomorrow starts today

[Flyer](#) | [Flyer-Spanish version](#)

Know your targets

[Flyer](#) | [Flyer-Spanish version](#)

Maintaining your health at any age

[Flyer](#) | [Flyer-Spanish version](#)

Tips for healthy ears and eyes

[Flyer](#)

Don't overlook your eyecare

[Flyer](#)

Colorectal cancer screening

[Flyer](#) | [Flyer-Spanish version](#)

Health Education Library:

Mammogram

[Article](#) | [Article-Spanish version](#)

Cervical cancer: A fight we can win

[Flyer](#) | [Flyer-Spanish version](#)

Focus on your bone health

[Flyer](#)

Women's preventive health services:

What your health care plan covers

[Flyer](#)

Topic: Maternity



Health Education Library: Prenatal care in your first trimester

[Article](#) | [Article-Spanish version](#)

Health Education Library: Prenatal care in your second trimester

[Article](#) | [Article-Spanish version](#)

Health Education Library: Prenatal care in your third trimester

[Article](#) | [Article-Spanish version](#)

Exercise during pregnancy

[Flyer](#)

What to know when you're eating for two

[Flyer](#) | [Flyer-Spanish version](#)

In the know: Common pregnancy complications

[Flyer](#) | [Flyer-Spanish version](#)

What is gestational diabetes?

[Flyer](#) | [Flyer-Spanish version](#)

Baby blues or postpartum depression?

[Flyer](#) | [Flyer-Spanish version](#)

Helpful tips when caring for your newborn

[Flyer](#)

Avoiding sudden infant death syndrome (SIDS)

[Flyer](#)

Health Education Library: Pregnancy and work

[Article](#) | [Article-Spanish version](#)

Resources

CARE app

UMR's CARE app, powered by Vivify Health, keeps members connected to the health information and support they need, the way they want it — all through their mobile device.

The CARE app engages all members exactly where they are in their health journey, and we encourage you to promote the app to your entire member population.

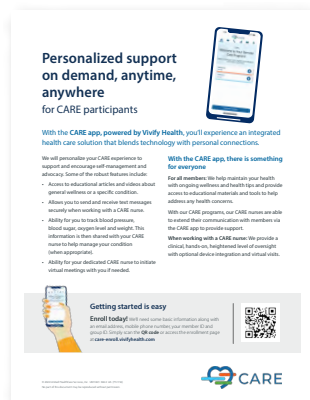
There's something for everyone, as low-risk individuals receive tips for maintaining their health while those with ongoing or complex conditions have access to clinical oversight and intervention.

The digital platform allows UMR's CARE nurses, coaches and other clinical resources to connect one-on-one with members through virtual interactions.

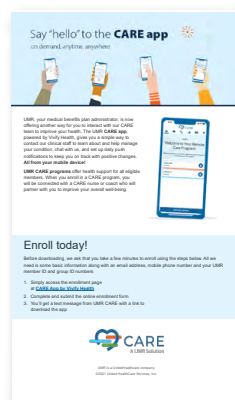
Members can download the CARE app to their mobile devices from the Apple or Google Play stores.

We've created a CARE app member flyer you can download and print to distribute as an employee handout, home mailing or to post electronically to your company intranet site.

We've also designed an Outlook email template you can use to promote the mobile app. Simply click on the hyperlink we've provided to open the email message, insert your employee mailing list and hit send.



Flyer | Flyer-Spanish version



Email | Email-Spanish version

Health Education Library

Members can discover new ways to build a healthier life — all in one place — with our online Health Education Library.

Find up-to-date and ad-free health information.

Search symptoms and understand treatment options.

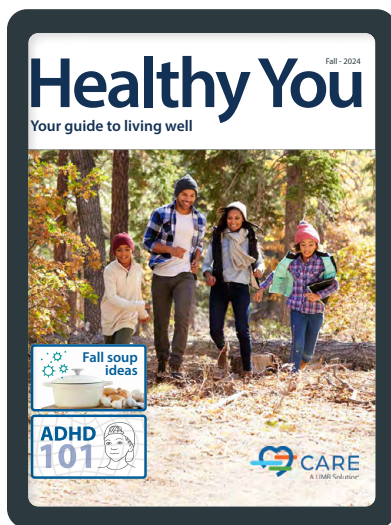
Plan ahead.

Find out about recommended exams and procedures.

Access trusted resources.

Use free tools, calculators and videos to assess health and learn about conditions

Visit the [Health Education Library](#).



Healthy You Magazine

Healthy You is an award-winning magazine featuring health and wellness articles and promoting practical tools that support and encourage healthier choices. This educational resource for UMR members is published four times a year as part of our member online services and can be viewed, downloaded and shared digitally.

Healthy You is packed with helpful resources and practical recommendations to address the most common health topics, including:

- Building healthy habits
- Preventive care recommendations
- Chronic health conditions
- Exercise tips
- Nutrition and recipes
- Stress and mental health management
- First aid and getting care
- Health literacy
- Spanish-language resources

You can access the digital magazine by selecting the “Healthy You Magazine” shortcut tile on your employer home page. Or go to [Issuu.com](#) to see the latest issue along with past editions.

Healthy You

Monthly Newsletter - October 2024

ARTICLE

Halloween safety tips

Follow our suggestions for the best Halloween yet!

> [Read more](#)



RECIPE

Three sisters soup

This hearty vegetarian recipe is sure to warm up you and your loved ones this fall.

> [Read more](#)

Healthy You Monthly Newsletter

UMR sends a monthly digital newsletter directly to members if they have an email address on file with UMR and have not opted out. The newsletter contains information about what's in the latest issue of [Healthy You](#) magazine. You can also post a link to the magazine on your intranet site or share specific articles that might interest your employees.

Helping You Monthly Newsletter

Your CARE consultant sends a PDF each month with resources related to the monthly health topic featured in the Health Promotion Calendar included in this toolkit. The member-facing newsletter features links to articles in the [Health Education Library](#), reputable third-party websites, recipes, mental health resources and [Healthy You](#) magazine articles. You can share it directly with your members.



October Spotlight: Women's health

This month, we're highlighting information about women's health. You'll also find other wellness-related resources, links to [Healthy You](#) articles, mental health tips and healthy recipes.

Check out these women's health-related articles from our CARE Health Education Library. To view a Spanish version of any of the articles in the library, click the "ES" icon in the top right corner.

- [Health screenings for women ages 18-39](#)
- [Exámenes de detección para mujeres de 18 a 39 años](#)
- [Health screenings for women ages 40-64](#)
- [Exámenes de salud para mujeres de 40 a 64 años](#)
- [Health screenings for women age 65 and older](#)
- [Exámenes de salud para mujeres de 65 años y mayores](#)

These additional links from other health organizations offer more information about women's health and safety:

- [Office on Women's Health](#)
- [How to eat for health](#)
- [Menopause topics](#)
- [Save my fertility](#)
- [National human trafficking hotline](#)

Healthy recipes

- [Carrot Zucchini Bars](#)
- [Sautéed Radishes](#)
- [Spinach, Mushroom and Feta Cheese Pizza](#)
- [5-Way Cincy Chili](#)

Mental health awareness

Women tend to experience depression more often than men do and are more likely to be diagnosed with depression. And while some symptoms can be the same for both men and women, women may be more likely to:

- Avoid conflict
- Feel sad or worthless
- Use food, alcohol, compulsive shopping, friends or "love" to self-treat their depression
- Blame themselves and feel guilty
- Talk about their despair

[Learn more about symptoms of depression in women.](#)



Healthy You magazine

Here's what's in the latest issue of [Healthy You](#), an award-winning magazine with health and wellness articles that support and encourage your healthy choices.

[What ultrasounds can reveal about your health](#)

Discover how this helpful test is used for prenatal care and more.

[Halloween safety tips](#)
Follow our suggestions for the best Halloween yet!

[Three sisters soup](#)
This hearty vegetarian recipe is sure to warm up you and your loved ones this fall.

[Find the entire Fall issue here!](#)

FAQ

Is there a cost to use materials in the toolkit?

You can use the hyperlinks to download PDF files at no cost to distribute electronically via email or your company intranet site, for example. Or you can download the files and print them yourself at no charge. You also have the option of ordering printed materials from UMR's on-site print facility. Additional costs for printing, shipping or postage will apply. Contact your CARE Consultant for pricing information.

Are there options for printing and mailing materials?

You have the option of ordering printed materials from UMR's on-site print facility. Additional costs for printing, shipping or postage will apply. Contact your CARE Consultant for pricing information.

What if I want Spanish materials to share with my members?

If you have a large Spanish-speaking population you would like to reach, simply select the "Spanish" links on the Topics pages. Not all flyers and posters are available in Spanish. However, most articles in the [Health Education Library](#) are available in both English and Spanish.

Does our company need to follow the Health Promotion Calendar in the toolkit?

The calendar included in this toolkit offers suggestions for campaigns to consider using during a particular month to coincide with national health observances, such as American Heart Month or Immunization Awareness Month. However, you have the flexibility to use the materials on a schedule that works best for you. Use as many as you would like, or pick a few that focus on messages of particular importance to your population.

What if our company doesn't want to use some of the materials in the toolkit?

If some materials or topics don't apply to your member population, you have the option of selecting from any of the other materials in our toolkit.

What if I want materials related to a topic not included in the toolkit?

Our toolkit includes materials related to topics most frequently requested and used by our customers. If you would like materials related to a topic that's not included in the toolkit, reach out to your CARE Consultant. You can also access articles in English and Spanish in the [Health Education Library](#).