

# 2020 Momentum Engagement Campaign

The Momentum Engagement Campaign educates your staff with inspirational emotional well-being insights and tips on how to apply them, as well as making them aware of the many program resources available to them and their household members 24/7/365.

To engage with your staff in a variety of ways, we provide monthly communications including a newsletter, live webinar, poster and digital sign. The member website is also updated with themed content. Managers benefit from targeted topics in a quarterly newsletter and live webinar.

## Monthly campaign



**Newsletter**—The two-page newsletter takes a holistic approach to the monthly theme with a variety of articles, tips and a registration link for the live webinar.

**Live webinar**—Presented by subject matter experts, this is a popular, educational experience for your staff. It is recorded and housed in the member website learning center.

**Poster**—The letter-sized poster features practical tips and can be posted in high-traffic areas near printers, in break rooms and cafeterias.

**Digital sign**—This versatile, electronic image promotes mental health awareness and can be used on monitors, TV screens, Intranets and other staff portals.

**Member website**—The website is updated monthly with curated content based on the theme.

## Monthly themes

**JANUARY**—Developing resiliency and grit

**FEBRUARY**—Increasing your self-control in challenging situations

**MARCH**—Embracing differences  
*Manager: Developing a culture of kindness*

**APRIL**—Making smart money decisions

**MAY**—Managing emotional well-being

**JUNE**—Practicing compassion  
*Manager: Preparing for crisis*

**JULY**—Coping with stress

**AUGUST**—Improving financial wellness

**SEPTEMBER**—Recovery and substance use awareness  
*Manager: Stop the stigma*

**OCTOBER**—Being your authentic self

**NOVEMBER**—Caregiver well-being

**DECEMBER**—Setting the stage for 2021  
*Manager: Navigating negativity in the workplace*