

LifeSpeak Campaign, Winter 2021

Healthy Habits = Healthy Life

Develop a few simple healthy habits to feel better.

Overview

Let's be clear: 2020 was a tough year. And while we don't know what 2021 holds, we can arm ourselves with a few simple, healthy habits that will make it easier to manage whatever life decides to throw at us, and feel better at the same time.

Let's start with the basics and hear what our experts have to say about improving our lifestyle habits around sleep, nutrition, fitness, and resilience. They will also help us figure out how to bridge the gap between *wanting* to implement changes to our habits, and *actually doing* so.

This LifeSpeak campaign, which runs from January 11th to February 5th, 2021, will help users make a few changes that will help them feel better and get 2021 off to a great start!

All LifeSpeak content is verified and presented by leading experts to ensure accuracy and completeness. As in each of our quarterly educational campaigns, we share relevant content from our library with you, your employees/members, and their loved ones in a robust and engaging series of emails.

Below is a list of the topics addressed in this campaign.

Expert Blog: Healthy Habit Formation: A How-To Guide

Four weekly email topics

Email 1: Healthy Sleep Habits

The following topics will be addressed:

1. What is your best advice on getting a good night's sleep? (video)
2. Getting better and deeper sleep (video)
3. How much sleep do I need? (video)
4. The link between different types of work and sleep issues (blog)
5. FAQ about getting better sleep (video)
6. Developing a healthy bedtime routine (infographic)

Email 2: Healthy Nutrition Habits

The following topics will be addressed:

1. Tips and tricks to simplify supper (video)
2. Healthy eating habits for life (video)
3. Eight ways to manage your emotional eating (blog)
4. Common weight management mistakes and pitfalls (video)
5. A complete overview of carbs (video)
6. Healthy foods to add into your rotation (infographic)

Email 3: Healthy Fitness Habits

The following topics will be addressed:

1. Why is movement throughout the day so important for my health? (video)
2. Five ways to stay in shape during pandemic restrictions (blog)
3. How to get started on a strength training program (video)
4. A safe running program for beginners (blog)
5. Simple stretches to reduce stiffness and increase flexibility (video)
6. There are all kinds of ways to move – find the right ones for you (infographic)

Email 4: Healthy Mindfulness Habits

The following topics will be addressed:

1. What are the benefits of practicing mindfulness? (video)
2. How do we start being more mindful in everyday life? (video)
3. The power of acceptance (blog)
4. How can mindfulness help with anxiety and stress? (video)
5. FAQ about mindfulness (video)
6. Guided meditation (audio)

Access our experts.

Dedicated Ask the expert webchat

Campaign participants will be encouraged to sign up for our "Ask the Expert" webchat on January 20, 2021 for English-speaking users and January 21, 2021 for French-speaking users, both at noon EST. Participants will have direct access to Tom Toth and a to be confirmed expert in French, respectively. These LifeSpeak experts will answer users' questions about developing and maintaining your fitness routine. Chat participation is entirely anonymous and confidential.