

HUB

Advocacy. Tailored Insurance Solutions. Peace of Mind

CHOOSEWELL ONLINE

2024 Annual Calendar



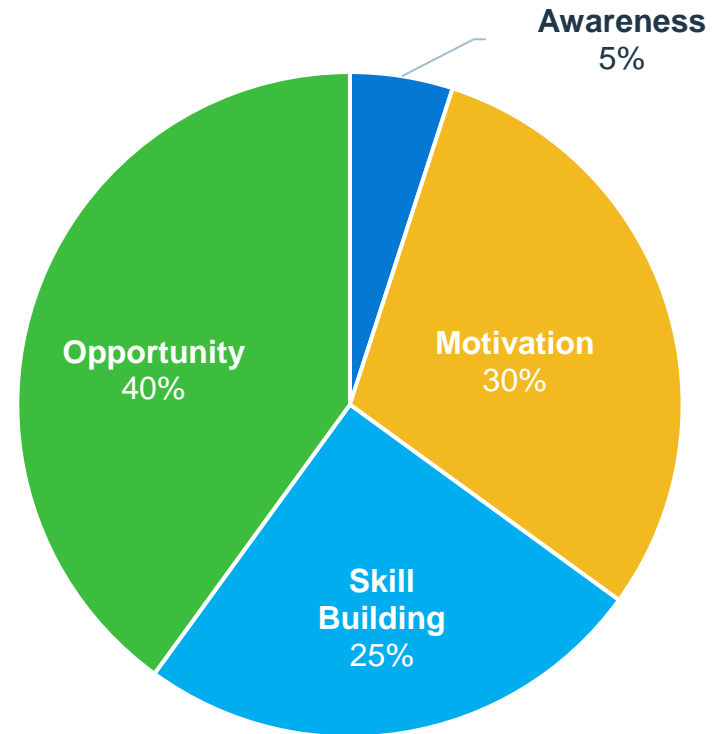
Live Well. Be Well. ChooseWell.

Welcome!



The goal of worksite health promotion is to help employees adopt and maintain healthy lifestyles, but behavior change is extremely difficult.

Fortunately, there are many efficacious behavior change models, including the AMSO (**A**wareness, **M**otivation, **S**kill, and **O**ppportunity)* that serve as a guide for successful worksite health promotion initiatives.



*Source: Dr. Michael O'Donnell

Using this Guide

Use this guide to apply the AMSO model at your worksite. Select the programming track that most closely aligns with your goals and capacity, then download and distribute the associated health promotion resources.

- **Track 1 – Awareness:** Use the newsletter to promote healthy behaviors monthly. Enhance your efforts through promotion of the National Health Observance (NHO) to increase awareness of specific health topics.
- **Track 2 – Skill Building & Opportunity:** In addition to track 1 programming, host a challenge aimed at skill building no more than once per quarter. Add additional programming like a video, speaker or a [targeted program](#) to help reinforce healthy behaviors.
- **Track 3 – Motivation:** In addition to track 1 & 2 programming, consider motivating participation with an [incentive](#).

Using this guide

- The slides within this resource build upon each other. Slide 4 – provides an annual programming view and the slides that follow break down the year by quarter.
- Remember, these templates serve as a starting place, pick and choose the programming components that work best for your workforce.

Annual Calendar

2024

JAN Monthly Newsletter NHO: <u>Nat'l Blood Donors Month</u> 6 wk. Challenge: <u>Good Cents - Financial</u> ★	FEB Monthly Newsletter NHO: <u>American Heart Month</u>	MAR Monthly Newsletter NHO: <u>National Nutrition Month</u>
APR Monthly Newsletter NHO: <u>Financial Wellness Month</u> 6 wk. Challenge: <u>Wind In Your Sails</u> ★	MAY Monthly Newsletter NHO: <u>Mental Health Month</u>	JUN Monthly Newsletter NHO: <u>Great Outdoors Month</u>
JUL Monthly Newsletter NHO: <u>UV Safety Month</u> 6 wk. Challenge: <u>Nat'l Parks Adventure</u> ★	AUG Monthly Newsletter NHO: <u>National Family Fun Month</u>	SEP Monthly Newsletter NHO: <u>National Whole Grains Month</u>
OCT Monthly Newsletter NHO: <u>Breast Cancer Awareness</u> 6 wk. Challenge: <u>Lights, Camera, Action</u> ★	NOV Monthly Newsletter NHO: <u>Great American Smokeout</u>	DEC Monthly Newsletter NHO: <u>Giving Tuesday</u>

★ New for 2024

*NHO is abbreviated for National Health Observance.



Additional program planning
slides available once logged in