Germ defence! A cold and flu awareness campaign for employees

A toolkit for giving employees better strategies for fighting colds and the flu.

MetLife | 360Health™

Navigating life together

A workplace priority: helping employees stay healthy during the cold and flu season

Viruses cause both the common cold and influenza (the flu). You can't see these microscopic germs, but your business can feel their effects. In Australia the flu season costs the health care system at least $85 million annually[1] and 1.5 million work days are lost annually.[2] Worse, annual epidemics are about 3 to 5 million cases of severe illness, and about 290,000 to 650,000 deaths.[3]

There are far too many misconceptions about both diseases. Employee education has the potential to make a tremendous difference in the health of your workforce and in controlling healthcare costs.

That's why MetLife developed the *Germ defence*! campaign. It's an education and awareness campaign for helping your employees mount a better defence against these nasty germs.

What's in the toolkit?

- Campaign objectives
- Suggested timeline
- Marketing materials (articles, email campaign, flyers, etc.)

Campaign objectives:

- Raise awareness of the importance of preventing colds and flus
- Educate employees on taking the most effective measures to avoid catching colds or coming down with the flu, or to recover faster if infected
- Encourage employees to adopt better workplace habits to limit the spread of germs

Suggested timeline

The campaign is designed to last a minimum of 3 weeks but can be extended to 4 weeks. The emails noted are core items of the campaign, as sending these out may increase employee engagement and enthusiasm.

Week 1 Email: Protect yourself during the cold and flu season

Week 2-3 Email: Avoid cold and flu germs in the workplace

In addition to the email pushes, we strongly recommend an onsite event to kick off the campaign. The event can be small, but it can be used as an important opportunity to provide the educational handouts to employees and to build awareness.

Marketing Materials

1. Email campaign

- Banner
- Email templates

2. Flyers

- 10 flu myths
- Staying healthy and feeling better faster

3. Short articles

- Know the difference between colds and the flu
- When and why the flu spreads so fast
- Five common questions about cold and flu season

What is MetLife 360Health?

MetLife 360Health defends you against serious illness, so you can live healthier for longer. MetLife recognises that we all need support, not just when faced with an accident or illness, but at all stages of our life.

A holistic, integrated suite of solutions covering tools, services and resources, MetLife 360Health complements our insurance products. It focuses on customers as both individuals and employees, taking into account mind, body, environmental and work factors.

It also aims to facilitate better health literacy, improve health support and deliver on improving health outcomes.

MetLife 360Health, your health partner.

1. Newall, A et al, "Economic report into the cost of influenza to the Australian health system", March 2007.
2. Mills, J. and Yapp, T., "An economic evaluation of three CSIRO manufacturing research projects", 1996. Australia, CSIRO.
3. World Health Organization, "Fact Sheet: Influenza (Seasonal)," November 2018

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