The Smart, Healthy Gut Campaign

A toolkit for an employee awareness campaign for maintaining a healthy GI tract.

MetLife | 360Health™

Navigating life together

Educating Employees on the Importance of a Healthy Gut

Science is just beginning to appreciate how vital a role the gut plays in our health. For employers, helping employees improve their gut health can mean fewer days lost to illness and lower healthcare costs. Here are just a few of the health benefits your employees can enjoy, by paying more attention to their guts:[1]

- Improved energy levels
- Improved moods, including reduced stress, anxiety and even depression
- Regulated blood sugar (needed to prevent or control type 2 diabetes and cardiac disease)
- Reduced inflammation
- Regulated appetites (needed to help reduce obesity)
- Improved production of key vitamins such as K (needed for blood clotting) and B (needed for keeping our nervous system healthy and turning food into energy)
- Improved resistance to acute and chronic diseases (including gallstones, constipation, pancreatitis, stomach ulcers, coeliac disease, acid reflux, ulcerative colitis, and even several types of cancer, among others)

Because medical knowledge in this area is growing so rapidly, the odds are your employees aren't as aware of the importance of gut health as they should be. That's why MetLife developed the Smart, Healthy Gut campaign. It's an education and awareness campaign designed to encourage employees to start making healthy lifestyle changes to promote improved gut health.

What's in the Toolkit?

- Campaign Objectives
- Suggested Timeline
- Marketing Materials (articles, email campaign, flyers, etc.)
- Campaign Kick Off Event Ideas
- An Employee Challenge
- Prize Strategy
- Campaign Evaluation

Campaign Objectives

- Educate employees on the significance of their gut health
- Raise awareness on the importance of environment and lifestyle choices that may impact their gut health which in turn can have an impact on their overall health status, including risks for diseases
- Inform employees about the latest studies on gut health
- Motivate employees (through an employee challenge) to begin making lifestyle changes to support a healthier gut

Suggested Timeline

The campaign is designed to last 4 weeks (minimum recommended) but can easily be extended to 6 weeks (maximum recommended). Below is the suggested timeline for implementation and email communications. The emails noted as recommended are core items of the campaign. The emails noted as optional are not required for campaign success, though experience would suggest that sending these out could greatly increase employee engagement and enthusiasm.

The following suggested dates are based on a campaign that runs for four weeks.

Week 1 Kick-Off Email: *(recommended)*

Week 2 Reminder Email: *(optional)*

Week 3 Encouragement Email: *(optional)*

Week 4 Campaign Summary and Evaluation: *(recommended)*

Marketing Materials

1. **Email Campaign**

- Banner
- Email templates

2. **Short articles**

- Did You Know Your Gut is Smart and Tough?
- Eating and Activity to Help Strengthen Your Gut
- Ten Things that Disrupt a Healthy Gut

3. **Flyers**

- Amazing Facts About Your Gut
- Cultivating a Healthy Gut
- Eight Super Foods that Your Gut Will Love

Campaign Kick-off Event

We strongly recommend an onsite event to kick off the campaign, such as a food tasting of a variety of super foods that can super charge your gut. Whether big or small (dependent entirely on budgets and resources) the event is an important opportunity to provide the educational handouts to employees and to encourage them to participate in the challenge. If you decide not to include an employee challenge in your campaign, you can still use the event to distribute the campaign materials. If you are unable to arrange an onsite event, we recommend setting up a table in a common area, like the entrance to the employee cafeteria. Keep materials restocked for the duration of the campaign.

An Employee Challenge

The Gutsy Challenge is designed to motivate employees to make lifestyle changes in four areas over four weeks. The four areas are: healthy diet, sleeping habits, physical activity, and stress reduction.

Prize Strategy

While offering prizes for participation in the employee challenge is not required, our experience suggests doing so can increase participation in the campaign. Consider individual giveaways for employees who complete the employee challenge. Or, offer a drawing for one or more raffle prizes for all employees who complete the challenge.

Campaign Evaluation

The campaign evaluation is a very important part of the campaign. It's built into the email communication series as a way to conclude the Smart, Healthy Gut campaign. It's not a survey—it's designed to capture ideas and information from participating employees that you can then share with all your other employees, including those who may not normally participate in programs. It's a great way to both recognise employees who have taken steps to cultivate a healthy gut and continue the momentum of the campaign.

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. International Journal of Molecular Sciences, 'Impacts of Gut Bacteria on Human Health and Diseases,' April 2015

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