

2023 Momentum Engagement campaign

Engage your staff with themed monthly communications including a newsletter, live webinar, poster, digital sign and articles on the member website. Campaign materials are available in English and Spanish and are co-branded with your logo and program information.

Monthly campaign

Newsletter

The Momentum newsletter focuses on the monthly theme with emotional health and wellbeing articles, featured services and live webinars.

Poster

The letter-sized poster features the monthly live webinar for employees with a QR code to easily scan and register for the event. It can be posted in high-traffic areas near printers, in break rooms and cafeterias.

Digital sign

This versatile electronic image promotes actionable wellbeing tips and can be used on monitors, TV screens, intranets and other staff portals.

Live webinar

The monthly live webinar is focused on timely issues presented by subject matter experts. Afterward, it is recorded and placed on the member website.

Member website

The homepage is updated monthly with themed articles and webinars.



See the next page for this year's new themes for employees, managers and special campaigns.

Themes and topics

	Engagement campaign themes <i>Materials are provided monthly for employees and quarterly (March, June, September and December) for managers.</i>	Special campaign topics <i>Various materials will be available to support each topic.</i>
JANUARY	Finding Your Purpose	Mental Wellbeing Month
FEBRUARY	Healthy Relationships	National Cancer Prevention Awareness Month
MARCH	Prioritizing Self-Care	National Drug and Alcohol Facts Week
APRIL	Financial Wellbeing	National Stress Awareness Month
MAY	Managing Stress	Mental Health Month
JUNE	Finding Joy at Work	LGBTQIA Pride Month
JULY	Pursuing Happiness	Black, Indigenous and People of Color (BIPOC) Mental Health Awareness Month
AUGUST	Caring for Yourself and Others	National Back to School Month
SEPTEMBER	Becoming a Mental Health Ally	Suicide Prevention Awareness Month
OCTOBER	Connecting Your Diet and Mood	National Depression and Mental Health Awareness and Screening Month World Mental Health Day
NOVEMBER	Understanding and Overcoming Anxiety	National Family Caregivers Month
DECEMBER	Emotional Wellbeing	National Stress-Free Family Holidays Month