

# The Smart, Healthy Gut Campaign

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



# 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:

- Improved digestion, immune system, central nervous system and other bodily processes<sup>1</sup>
- Lower cholesterol and the risk of heart disease<sup>1</sup>
- Regulated metabolism and weight management<sup>2</sup>
- Improved skin, reduced stress levels, and balanced energy<sup>2</sup>
- Better sleep and digestion<sup>2</sup>

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 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 four weeks (minimum recommended) but can easily be extended to six 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 suggests 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.

<b>Kick-off email:</b> <i>(recommended)</i>	<day month>
<b>Week 2 reminder email:</b> <i>(optional)</i>	<day month>
<b>Week 3 encouragement email:</b> <i>(optional)</i>	<day month>
<b>Week 4 campaign summary and evaluation:</b> <i>(recommended)</i>	<day month>

## 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 recognize employees who have taken steps to cultivate a healthy gut and continue the momentum of the campaign.

1. Healthline, "Why the gut microbiome is crucial for your health," June 2017, accessed at [https://www.healthline.com/nutrition/gut-microbiome-and-health#TOC\\_TITLE\\_HDR\\_10](https://www.healthline.com/nutrition/gut-microbiome-and-health#TOC_TITLE_HDR_10), October 2020
2. Prime, "Immediate Benefits of Improved Gut Health", accessed at <https://keepmeprime.com/benefits-improved-gut-health-immediate/>, February 2021

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