Kick-Off Email

# Subject: The amazing benefits of a smart, healthy gut

You may think of your gut as your belly or bowels. Actually, the gastrointestinal (GI) tract starts with the digestion of food in your mouth and ends with the elimination of any food that isn’t digested and used by your body.[[1]](#footnote-1) Your gut is, in fact, a vast defense field against many discomforts and even diseases. You may be surprised to know, for example, that a healthy gut may:[[2]](#footnote-2)

* Help improve resistance to chronic diseases, acute illness, and even stress. Improve digestion, immune system, central nervous system and other bodily processes 2
* Lower cholesterol and the risk of heart disease2
* Regulate metabolism and weight management 3
* Improve skin, reduce stress, and balance energy 3
* Better sleep and digestion 3

Throughout *The Smart, Healthy Gut* campaign, you will learn ways to cultivate a healthy gut and how your environment may impact your overall belly. To get started, we encourage you to make changes in your diet that can affect the health of your gut within a matter of days! Be sure to <visit XX> to pick up *The Gutsy Challenge* materials, including a list of eight super foods that your gut will love!

Week 2

# Subject: *The Smart, Healthy Gut:* Take *The Gutsy Challenge*

The gut is a hard worker! It can play a remarkable, powerful part in strengthening your immune system.A healthy gut may even improve your mood and energy level. It can also help regulate your appetite to keep you at a healthier weight.1,2

Medical science is constantly learning more about the role the gut plays in your overall health. Over the coming weeks we want to share some of that information with you. In fact, we’re launching a four-week employee challenge called *The Gutsy Challenge*. <For those of you who complete the campaign evaluation and send it back to \_\_\_\_\_\_\_\_\_, you will be entered to win a prize!>

All you have to do is pick some lifestyle changes that can help strengthen your gastrointestinal tract (your gut). Here are some examples of the actions you will be encouraged to take throughout the challenge:

1. Schedule at least three workouts for the week
2. Eat at least five servings from the list of “super foods” for the gut (asparagus, onions, leeks, artichokes, bananas, blueberries, beans, or polenta)
3. Limit stimulants such as caffeine two hours before bedtime
4. Set aside five to ten minutes to relax and reflect while practicing deep breaths

If you need a little help and encouragement, ask your family and friends to join you. Visit <XX> to get your copy of *The Gutsy Challenge* and get started today <for your chance to win>!

BMJ, “Role of the gut microbiota in nutrition and health,” June 2018

2 Journal of Food and Drug Analysis, “Revisit gut microbiota and its impact on human health and disease,” July 2019

Week 3

# Subject: Feeling the positive effects of the gutsy challenge?

Last week you received an email with some suggestions for lifestyle changes that are good for your gut. Have you tried any of these changes?

If you haven’t started the challenge yet, here are a few more reasons why you’ll be doing yourself—and your gut—a big favor by participating:

* The gut is designed to have a huge diversity of bacteria to aid in digestion and support your immune system. These bacteria can be essential to our health. In fact, the absence (or presence) of certain gut bacteria may be a key to identifying and understanding who could be at higher risk for certain diseases. 1
* Medical science has found (and continues to find) connections between intestinal bacteria and Crohn’s disease, [ulcerative colitis](http://www.webmd.com/ibd-crohns-disease/ulcerative-colitis/default.htm), [diabetes](http://www.webmd.com/diabetes/diabetes-health-check/default.htm), [obesity](http://www.webmd.com/diet/obesity/features/am-i-obese), and inflammation, as well as seemingly unrelated health issues such as anxiety, cardiovascular disease, depression, autistic spectrum disorders, multiple sclerosis, Alzheimer’s and even several types of cancers (including bowel, liver, esophagus, pancreas, and stomach).1, 3, 4 Recent research also suggests that intestinal bacteria may play an important role in the build-up of plaque inside arteries and, thus, the risk for heart disease and stroke. 2,5
* Your lifestyle choices (how much you exercise, what you consume, how well you sleep, etc.) can have a direct impact on the quantity and quality of bacteria in your gut.1, 3, 4

Just think —you can take action to support good bacteria in your gut. If you haven’t already, be sure to pick up *The Gutsy Challenge* materials <by visiting XX> and get started today.

1 Healthline, "Why the gut microbiome Is crucial for your health," June 20172 Journal of the American College of Cardiology, "Intestinal microbiota in cardiovascular health and disease: JACC state-of-the-art review," April 2019

3 Journal of Food and Drug Analysis, "Revisit gut microbiota and its impact on human health and disease," July 2019

4 BMJ, "Role of the gut microbiota in nutrition and health," June 2018

5 European Heart Journal, "Gut microbe-generated metabolite Trimethylamine-N-Oxide as cardiovascular risk biomarker: A systematic review and dose-response meta-analysis," October 2017

Week 4 Campaign Summary and Evaluation:

# Subject: *The Gutsy Challenge* Summary <and last chance to win!>

Thank you for your participation in *The Gutsy Challenge*. Please tell us what you thought about the Gut Health campaign and steps you took to cultivate a healthier gut by emailing us <at XXX@xyz.com>. For example:

* Did you learn anything about your gut health that you didn’t know before?
* Did you try a lifestyle change that you found particularly rewarding and easy to incorporate into your routine?
* Did you involve friends, family, or co-workers in a way that you found helpful (for support, encouragement, or information)?
* Do you have suggestions for others on how to make a lifestyle change easier to start or maintain?

<For those of you who share your gut health stories, you will be entered to win!>

Remember that making even one change can make a difference in keeping your gut healthy. Congratulations on every change you made. We applaud them all!

Your gut thanks you, too!

1. National Institute of Diabetes and Digestive and Kidney Diseases, "Your digestive system and how it works," December 2017 [↑](#footnote-ref-1)
2. Healthline, "Why the gut microbiome Is crucial for your health," June 2017, " June 2017, accessed at https://www.healthline.com/nutrition/gut-microbiome-and-health#TOC\_TITLE\_HDR\_10, October 2020

   3 Prime, “Immediate Benefits of Improved Gut Health”, accessed at https://keepmeprime.com/benefits-improved-gut-health-immediate/, February 2021 [↑](#footnote-ref-2)