1. **Pre-launch email (optional for use ahead of launch)**

**Subject line: Coming soon – Beating back pain**

Your back is strong in many ways, but susceptible to injury in others. Lower back pain is a major cause of list work time – it can even be disabling.

That’s why we’re launching an employee wellness campaign, *Beating back pain*. By participating in this three-week campaign, you’ll learn:

* How to protect your back from injury
* What could be causing back pain
* How you can manage or resolve back pain

*Beating back pain* will kick off on [date]. Look for more information, coming next week.

Thank you.

1. **Kick-off email (Week 1, Monday morning)**

**Subject line: Get started – Beating back pain**

**Attachments (2): The importance of protecting your back; Protecting your back during everyday activities**

You’re invited to join our three-week wellness campaign, *Beating back pain*, which kicks off today.

This week, we’ll start with understanding basic facts about back pain, the importance of protecting your back and methods to prevent your back from injury while carrying out daily activities. To learn more, read the attached article and flyer.

Protect your back – don’t risk an incapacitating injury. Keep an eye out for more educational materials about back pain, coming next week.

Thank you.

1. **Week 2 email (Monday morning)**

**Subject line: Week 2 – Beating back pain**

**Attachments (1): Underlying conditions that may cause back pain?**

Welcome to the second week of our three-week wellness campaign, *Beating back pain*.

This week, you’ll learn about the different causes of back pain. The origins of back pain can be difficult to diagnose. Here are some examples of actions that can cause back pain, some of which may be surprising:

* Being a weekend warrior, meaning you only enjoy sports or exercise on the weekends
* Wearing certain shoes, such as stilettos, flip-flops or overly-worn shoes
* Constantly feeling stressed and tense
* Hovering over laptops, tablets or smartphones

To learn more, read the attached article.

Remember, protect your back – don’t risk an incapacitating injury. Keep an eye out for more educational materials about back pain, coming next week.

Thank you.

1. **Week 3 email (Monday morning)**

**Subject line: Week 3 – Beating back pain**

**Attachments (1): Managing low back pain**

Welcome to the third and final week of our wellness campaign, *Beating back pain*.

This week, we’ll end our wellness campaign with learning about treatment options to resolve or manage back pain. There are many misconceptions about how to treat back pain:

* **Lying down.** You may have been told that lying down is the best way to soothe an aching back, but moving may actually be better for your back.
* **Surgery is your best bet.** Surgery is not always the best treatment for alleviating back pain. It’s often unjustifiable and may only provide temporary relief. Working with your healthcare provider, you can explore non-invasive therapies before opting for surgery.
* **Fight through the pain.** Don’t ignore or try to fight the pain you’re experiencing. Lower back pain can start out as a minor problem, but it can become chronic over time. Chronic conditions are persistent and recurring and can be difficult to treat.

To learn more, read the attached flyer.

Thank you for participating in *Beating back pain*. Remember, protect your back – don’t risk an incapacitating injury.

1. **Follow up email (use week after campaign end)**

**Subject line: We want your feedback – Beating back pain**

**Attachments (1): Employee evaluation**

Thank you for participating in our month-long wellness campaign, *Beating back pain*.

Please take a few moments to complete the brief survey, attached, to tell us your thoughts about the campaign. Your opinion is very important to us.