

# The smart, healthy gut

A toolkit designed to help your employees maintain a healthy GI tract



## Educating employees on the importance of a healthy gut

The gut plays a vital role 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 may enjoy by paying more attention to their gut health:<sup>1</sup>

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

## What's in the toolkit?

In this toolkit, you'll find all the information needed to deliver a successful campaign:

- Campaign objectives
- Suggested campaign timeline
- Campaign kick-off event ideas
- Employee challenge
- Prize strategy
- Employee evaluation
- Campaign content

## Suggested campaign timeline

The total campaign is designed to last four weeks, but can be shortened or extended if desired. See the suggested timeline for distribution of handouts, flyers, emails and additional campaign documents below.

### Articles and flyers

Two types of educational information are provided for use during the campaign. Articles are intended to provide information about an aspect of gut health. Flyers are generally more interactive and provide opportunities for employees to apply information about gut health in their everyday lives – at home and at work. In addition to articles and flyers, we also provide an employee challenge form and campaign evaluation form to distribute at the beginning and end of the wellness campaign, as outlined in the email schedule on the next page.

	Articles	Flyers
<b>Week 1:</b> The benefits of a smart, healthy gut	Did you know your gut is smart and tough?	Amazing facts about your gut
<b>Week 2:</b> You are what you eat	Eating and activity to help strengthen your gut	Eight superfoods that your gut will love
<b>Week 3:</b> Maintain a healthy stomach	Ten things that can disrupt a healthy gut	N/A
<b>Week 4:</b> Keeping your belly happy and healthy	N/A	Cultivating a healthy gut

## Campaign objectives

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

## Email campaign

The email campaign, included in this toolkit, is conveniently provided to you in the form of a Word document, making it easy to simply copy and paste the provided subject line and email body to a message to your employees.

**Pre-launch email** – Deploy this email the week before the campaign launch date.

**Week 1 kick-off email** – Deploy this email on Monday morning of Week 1. This will be the official campaign launch date. In this email, attach the Week 1 article, flyer and employee challenge noted in the table above.

**Week 2 email** – Deploy this email on Monday morning of Week 2. In this email, attach the Week 2 article and flyer noted in the table above.

**Week 3 email** – Deploy this email on Monday morning of Week 3. In this email, attach the Week 3 article noted in the table above.

**Week 4 email** – Deploy this email on Monday morning of Week 4. In this email, attach the Week 4 flyer noted in the table above.

**Follow-up email** – Deploy this email on the Monday morning following the last week (Week 4) of the campaign. In this email, attach the employee evaluation form.

## Campaign kick-off event

We strongly recommend an onsite or virtual event to kick off the campaign. The event can be as big or small as you want, but it's an important opportunity to introduce the campaign theme to employees and to encourage them to participate in the challenge.

If you are unable to arrange a formal kick-off event, we recommend setting up a table in a common area, such as the entrance to the employee cafeteria, for the distribution of materials. Keep materials restocked for the duration of the campaign. Making the campaign materials available online is another option.

## Challenges

**Employee challenge:** The gutsy challenge

Distribute the log for the individual challenge during the first week of the campaign. Employees are encouraged to use the information, strategies and skills introduced over the course of the campaign to take steps to optimize their gut health during the next four weeks.

## Prize strategy

While offering prizes for participation in the employee campaign is not required, it can increase participation. Consider individual giveaways for employees who complete the employee challenge. Or, offer a drawing for one or more raffle prizes for employees who complete the challenge. As an alternative, consider offering a prize to employees who complete the evaluation survey. Some ideas for individual prizes that support a healthy gut could include the following:

- gift certificate to a local, healthy restaurant
- lunch box
- water bottle
- herbal tea
- fitness equipment

## Employee evaluation

A brief evaluation survey is available to collect feedback, ideas and information from employees who participated in the campaign. Participant feedback will be valuable for planning future campaigns.

## Campaign content

### 1. The benefits of a smart, healthy gut

#### Did you know your gut is smart and tough?

- You're strong, on the inside and out

#### Amazing facts about your gut

- What is the gut?
- Get to know your belly

#### Employee challenge

### 2. You are what you eat

#### Eating and activity to help strengthen your gut

- How to strengthen your gut

#### Eight superfoods that your gut will love

- Benefits of healthy eating
- Why superfoods are super

### 3. Maintain a healthy stomach

#### Ten things that can disrupt a healthy gut

- Lifestyle choices to improve gut health

### 4. Keeping your belly happy and healthy

#### Cultivating a healthy gut

- How does the gut work?

### 5. Employee evaluation



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