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

**Subject line: Coming soon – The 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. Your gut is, in fact, a vast defense field against many discomforts and even diseases. You may be surprised to know that a healthy gut may:

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

That’s why we’re launching an employee wellness campaign, *The smart, healthy gut*. By participating in this four-week campaign, you’ll learn:

* The benefits of gut health
* How the foods you eat affect your gut and overall health
* How to maintain a healthy stomach
* How to keep your belly happy and healthy

*The smart, healthy gut* 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 – The smart, healthy gut**

**Attachments (3): Amazing facts about your gut; Did you know your gut is smart and tough?; Employee challenge**

You’re invited to join our month-long wellness campaign, *The smart, healthy gut*, which kicks off today.

Did you know that your gut is a hard worker? It can play a remarkable, powerful part in strengthening your immune system. This week, we’re sharing facts about your gut that you may not have known before. To learn more, read the attached article and flyer.

You’ll also have the chance to participate in an employee challenge, “The gutsy challenge.” Starting today, this challenge is a four-week program that invites you to put the new information and skills you’re learning about gut health into action. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.] Begin this week by maintaining a healthy diet. If you need a little help and encouragement, ask your family and friends to join you.

By making positive lifestyle changes, your gut will thank you. Keep an eye out for more educational materials about gut health, coming next week.

Thank you.

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

**Subject line: Week 2 – The smart, healthy gut**

**Attachments (2): Eating and activity to help strengthen your gut; Eight superfoods that your gut will love**

Welcome to the second week of our month-long wellness campaign, *The smart, healthy gut*.

This week, we’re looking at eating habits and activities to help strengthen your gut and what foods to eat to build and maintain a healthy gut. To learn more, read the attached article and flyer.

If you’re participating in our four-week employee challenge, “The gutsy challenge,” be sure you’re tracking your progress in the challenge form sent during the first week of the wellness campaign. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.] Start at week two by focusing on your sleep. If you need a little help and encouragement, ask your family and friends to join you.

Remember, by making positive lifestyle changes, your gut will thank you. Keep an eye out for more educational materials about gut health, coming next week.

Thank you.

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

**Subject line: Week 3 – The smart, healthy gut**

**Attachments (1): Ten things that can disrupt a healthy gut**

Welcome to the third week of our month-long wellness campaign, *The smart, healthy gut*.

This week, we’ll review ten things that can disrupt a healthy gut, for example:

* The gut is designed to have a huge diversity of bacterial to aid in digestion and support the immune system. The absence (or presence) of certain gut bacteria may cause disease.
* Medical science has found connections between intestinal bacteria and Crohn’s disease, ulcerative colitis, diabetes, obesity 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 cancer.
* Negative lifestyle choices, such as lack of exercise, consuming excessive amounts of unhealthy foods and lack of sleep.

To learn more, read the attached article.

If you’re participating in our four-week employee challenge, “Make your mental health a priority,” be sure you’re tracking your progress in the challenge form sent during the first week of the wellness campaign. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.] Start at week three by increasing your physical activity. If you need a little help and encouragement, ask your family and friends to join you.

Remember, by making positive lifestyle changes, your gut will thank you. Keep an eye out for more educational materials about gut health, coming next week.

Thank you.

1. **Week 4 email (Monday morning)**

**Subject line: Week 4 – The smart, healthy gut**

**Attachments (1): Cultivating a healthy gut**

Welcome to the fourth and final week of our month-long wellness campaign, *The smart, healthy gut*.

You have the ability to take action to support good bacteria in your gut. Making even one change can make a difference. This week, we’ll end our wellness campaign with how to cultivate a healthy gut. To learn more, read the attached flyer.

If you’re participating in our four-week employee challenge, “Make your mental health a priority,” be sure you’re tracking your progress in the challenge form sent during the first week of the wellness campaign. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.] End at week four by reducing your stress. At the end of the week, please turn in your completed employee challenge form to [name]. Finish strong!

Congratulations for completing *The smart, healthy gut*. Remember, by making positive lifestyle changes, your gut will thank you.

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

**Subject line: We want your feedback – The smart, healthy gut**

**Attachments (1): Employee evaluation**

Thank you for participating in our month-long wellness campaign, *The smart, healthy gut*.

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.