Communication Guidelines

Relationship Language

We encourage you to promote the expertise behind our portal and programs as being from Mayo Clinic. Because of legal constraints, the language used should not imply a legal relationship such as a partnership or joint authorship of materials. Below are some examples of acceptable language that can be used in customizing your promotions.

- <Organization> is pleased to bring you Mayo Clinic health information.
- <Organization> is pleased to bring you reliable health information and health improvement tools from Mayo Clinic on <Insert custom URL>.
- <Insert custom URL>, featuring health resources from Mayo Clinic, is brought to you by <Organization>.
- <Insert custom URL>, from the health experts at Mayo Clinic.

Approval Process

All materials containing the Mayo name, logo or word marks that are intended for distribution to an organization's population must have approval from Mayo Clinic Health Solutions prior to printing or distribution. Mayo Clinic Health Solutions will work with clients to ensure all materials meet the recommended guidelines outlined here and are in keeping with the level of professionalism associated with the Mayo brand.

We encourage clients to involve Mayo Clinic Health Solutions in the early stages of development of any promotional materials to ensure a quick and easy approval process. We will be happy to review draft forms of concepts containing the Mayo name, logos or word marks. Promotional concepts that adhere to recommended guidelines are generally approved within two to three business days, while those without precedence may require more time for review and decision on approval (up to two weeks).

Use of Logos and Wordmarks

Mayo logos and wordmarks are foundational elements of our visual identity system. Because they represent the Mayo institution and all that it stands for, we provide guidelines for their use. Please note that all uses of logos and wordmarks must be reviewed and approved by Mayo Clinic Health Solutions prior to use.

Guidelines for usage are as follows:

Mayo Clinic Health Solutions Logo

- The logo should always be surrounded by an open space that is equal to the height of the letter “M” in the logo type.
- The logo may only be presented in its blue (Pantone 2728) shields/black type version or in the all black version. It may also be reversed in all white when presented on top of a large color field or photograph. The white reverse logo should not be presented on a color background as a standalone element.
- When reversing the logo out of a color, use a sufficiently contrasting color.
- Applications will dictate size. Please seek approval.
- The logo may not be changed, redrawn or modified in any way. Always use reproduction quality art.
- The logo type and the shields may not be separated.

Mayo Clinic EmbodyHealth Wordmark

The Mayo Clinic EmbodyHealth wordmark is included on your Promotion Toolkit CD. Please note that all uses of the wordmark must be reviewed and approved by Mayo Clinic Health Solutions prior to use.

Guidelines for usage are as follows:

- The wordmark should always be surrounded by an open space that is equal to the height of the letter “E” in the logo type. (See the Mayo Clinic Health Solutions logo on the previous page.)
- The wordmark may only be presented as a four-color logo or in all black.
- Applications will dictate size. Please seek approval.
- The wordmark may not be changed, redrawn or modified in any way. Always use reproduction quality art.
- No constituent parts may be separated from the wordmark including the tagline “Enhance Your Life”.

Mayo Clinic Health Risk Assessment Launch and Engagement Promotion Messages

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NOTES:

- **Verify that confidentiality statements made in your promotional messages are consistent with the Terms of Use agreement you selected for your site.**

- **For best results, be sure to include information on incentives you may be offering for participation in <u>all</u> communications about the Mayo Clinic Health Risk Assessment.**

- **Testimonials you may use in your promotion messages are available in Section 10.**

Health Promotion Billboard Messages

(maximum 75-100 characters with spaces)

1. Take the Mayo Clinic HRA for a lifetime of healthier living. Available until <campaign end date>.

2. Take the Mayo Clinic HRA by the end of this month to be eligible for < incentive information>.

3. Assess your health risks to earn <number of points> points toward < incentive information>.

4. Use the next 15 minutes to assess your health and receive < incentive information>.

5. Invest 15 minutes for a lifetime of healthier living.

6. Take the Mayo Clinic HRA today to find out about your health risks and strengths.

7. Are you at risk? Find out with the Mayo Clinic Health Risk Assessment.

8. Know your strengths, uncover your risks, improve your health with the Mayo Clinic HRA.

9. To be eligible for <incentive information>, take the Mayo Clinic HRA by <campaign end date>.

10. Find out if you are eligible for < incentive information>.

Promotional messages emphasizing incentives and interventions

1. Title: **Would you like <Insert incentive>?**

   Tease: **All you need to do to be eligible for <Insert incentive> is to spend 15 minutes taking the Mayo Clinic Health Risk Assessment.**

   Here's your opportunity to discover how you can immediately start living healthier and be eligible for the <Insert incentive>. Be sure to choose "yes" on the consent form to be eligible for this incentive. Take the Mayo Clinic HRA today.

2. Title: **15 minutes = health risk profile + <Insert incentive>**

   Tease: **Spend 15 minutes with the Mayo Clinic Health Risk Assessment to get a Personal Health Report and be eligible for <Insert incentive>.**

   Because your health is important at <Insert organization name>, we're encouraging you to take the Mayo Clinic HRA. When you take the HRA, you'll be eligible for <information on incentive>. You may also be eligible for <Insert intervention>. Take the Mayo Clinic HRA today.

3. Title: **A few good reasons to take the Mayo Clinic Health Risk Assessment**

   Tease: **You'll learn more about your health *and* save money when you take the HRA.**

   When you take the Mayo Clinic HRA, you'll find out about health risks you may not even realize you have and how your healthy choices are helping you. Need more reasons? Taking the HRA makes you eligible for <Insert incentive> and even <intervention information>. Don't miss this chance. Take the Mayo Clinic HRA today.

4. Title: **Questions about the Mayo Clinic HRA?**

   Tease: **Learn more, including how you can be eligible for the <incentive information> and <intervention information>.**

   At <Organization>, we're committed to helping our employees improve their health. Achieving this goal ensures a better quality of life for employees, higher productivity for the company and better control over health care costs for everybody. To do this effectively, we need to make sure we're offering health resources that match your needs.

   The Mayo Clinic Health Risk Assessment (HRA) helps us make sure we're offering appropriate health resources. It's a completely confidential tool that gathers information designed to help you decide where to direct your health care efforts and helps direct our health programming. We can design more appropriate health programs by looking at a group report provided by Mayo Clinic that combines all employee responses into an aggregated report showing us what the most important health issues are to you.

   Not only will you receive valuable information about your health, you'll be eligible for <Insert incentive>. You may also be eligible for <benefit information on intervention>.

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

5. Title: **Get paid to be healthy – It's as easy as 1-2-3!**

   Tease: **It's a win-win for you – you get paid to stay healthy and feel better!**

   Follow these steps to be eligible for < incentive information>.
   - Register online at <Insert URL>
   - Spend 15 minutes completing the online Mayo Clinic Health Risk Assessment
   - Participate in programs that help you improve your health

   For details on how to maintain eligibility, go to <Insert URL>.

6. Title: **We've committed to adding <Insert incentive> to your paychecks.**
   Tease: **Learn how you can get paid to stay healthy.**

Better health takes commitment. We've committed to adding <incentive information> to your paychecks. You've agreed to participate in programs to improve your health. Let's keep it going!

General promotional messages

1. Title: **Learn your health risks and strengths**

   Tease: **Assess your health risks in just 15 minutes**

   Take the Mayo Clinic Health Risk Assessment (HRA) to identify, better understand and prevent potential health risks. It only takes 15 minutes and is completely confidential. After taking the HRA, your Personal Health Report will point you to helpful tools you can use if you would like to make some changes in your health habits.

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

2. Title: **Invest 15 minutes in your health**

   Tease: **Take the Mayo Clinic Health Risk Assessment and receive a Personal Health Report**

   In just 15 minutes, the Mayo Clinic Health Risk Assessment identifies your health risks and immediately delivers your own Personal Health Report. In addition to getting an in-depth look at your health strengths and health risks, you can learn more about how to take action to stay healthy. Take the time to invest in yourself.

3. Title: **Announcing the Mayo Clinic Health Risk Assessment**

   Tease: **You're only 15 minutes away from improving your health**

   <Organization> offers the Mayo Clinic Health Risk Assessment to help you improve your health. We invite you to take this opportunity to connect to resources that address your risks and can help you maintain healthy habits.

4. Title: **Discover your health risks**

Tease: **Once you've discovered your health risks, you can begin to make healthy changes.**

Discover health risks you may not realize you have and learn how to make healthy choices. Invest 15 minutes in your health by taking the Mayo Clinic Health Risk Assessment.

5. Title: **Seize the day! Take the Mayo Clinic HRA**

   Tease: **The final day for taking the Mayo Clinic Health Risk Assessment this year is <Insert date>. Don't miss your chance.**

   Time is running out to take the Mayo Clinic Health Risk Assessment. It only takes 15 minutes and is completely confidential.

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

6. Title: **The Mayo Clinic HRA—Your link to better health**

   Tease: **Act now to get your Personal Health Report**

   Don't miss your chance! Assess your health, get a Personal Health Report and connect to resources for healthy living. Take the Mayo Clinic Health Risk Assessment today.

7. Title: **Do something just for you today**

   Tease: **Spend just 15 minutes taking the Mayo Clinic Health Risk Assessment**

   You may have heard that some health risk guidelines have been updated. What does that mean for **your** health? Find out when you take the Mayo Clinic Health Risk Assessment on <Insert Custom URL>. Learn if you're at risk, and then link to resources and tools you can use to ensure a healthier future.

8. Title: **When does your healthier future begin?**

Tease: **The Mayo Clinic Health Risk Assessment provides you with information and guides you to tools to begin a healthier life today.**

Time is running out to take the Mayo Clinic HRA. Use it to understand your health risks and take steps to ensure a healthier future. It takes about 15 minutes, but its impact can last a lifetime. Complete it by <date>.

9. Title: **How do *your* health habits affect *your* health?**

   Tease: **Taking the Mayo Clinic Health Risk Assessment can help you understand the connection between your choices and your health.**

   Eating better? Shed a few pounds recently? Take the Mayo Clinic Health Risk Assessment and see how these positive lifestyle changes have impacted your health. The Mayo Clinic HRA assesses your risks and connects you with new ideas to continue your positive changes.

10. Title: **Investment—15 minutes. Payoff—A lifetime of healthier living.**

    Tease: **The Mayo Clinic Health Risk Assessment is available until <Insert date>.**

    Spending 15 minutes now can result in a lifetime of healthier living. Take the Mayo Clinic Health Risk Assessment today, and you'll better understand your health risks and the steps you can take to ensure a healthier future. Don't miss your chance to take the Mayo Clinic HRA.

11. Title: **Why should you take the Mayo Clinic HRA?**

    Tease: **Understanding your health risks is the first step to leading a longer, healthier life.**

    Using the Mayo Clinic HRA can help you lead a productive and satisfying life and can reduce your out-of-pocket health care costs. The Mayo Clinic HRA is another way <Organization> brings you tools and resources to address your risks and help you stay healthy.

12. Title: **Have you taken the Mayo Clinic Health Risk Assessment yet?**

    Tease: **Assess your health strengths and risks in just 15 minutes.**

The Mayo Clinic Health Risk Assessment, created by Mayo Clinic health experts, identifies your risk factors based on currently recognized medical guidelines. Many who take it discover risks they didn't even know about. When you complete the Mayo Clinic HRA, you'll receive your own Personal Health Report that gives you an in-depth look at your health strengths, health risks and how to take action to stay healthy. Take the time to invest in yourself. Take the Mayo Clinic Health Risk Assessment on <Insert Custom URL>.

1. Title: **The Mayo Clinic Health Risk Assessment is confidential**

   Tease: **Taking the Mayo Clinic HRA can help you discover your health risks and strengths. And it's completely confidential.**

   Mayo Clinic is one of the most trusted names in health. That's why you can rely on the Mayo Clinic Health Risk Assessment (HRA) to help you evaluate and manage your health. Link to <Insert Custom URL> to take the Mayo Clinic HRA. This confidential online tool will help you understand your health risks and take steps to ensure a healthier future.

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

14. Title: **Questions about the Mayo Clinic Health Risk Assessment?**

    Tease: **Learn more about the Mayo Clinic HRA and its value to you**

    <Organization> is encouraging you to invest in your health by completing the Mayo Clinic Health Risk Assessment (HRA). We know that your health is important to you, and so is your privacy. Be assured that the Mayo Clinic HRA is a safe and completely confidential tool. None of your personal information is shared with <Organization>. You can access the Mayo Clinic HRA from the home page on <Insert Custom URL>.

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

Promotional messages for second or subsequent years

1. Title: **Why take the Mayo Clinic Health Risk Assessment every time it's offered?**

   Tease: **When you take the HRA over time, you'll see where you're doing better and where you're slipping.**

   Fifteen minutes every year is a small investment to make in assessing your health risks. But it can have a big payoff. When you take the HRA, your Personal Health Report shows you how your health risk has changed and it directs you to information and tools to take action.

   The HRA will also help you create a list of important things to talk to your doctor about. Tests you may need, treatments you may need to consider such as for high cholesterol. Take time to invest in yourself.

2. Title: **The Mayo Clinic HRA is like giving yourself an annual health check-up.**

   Tease: **Small changes in health habits can make a big difference in determining your health risk.**

   When you take the HRA over time, you'll see where you're doing better and where you're slipping. You'll see in quick and easy terms where you need to take action.

   Did you start a walking program this year? Have you gained a few pounds? Have you stopped smoking recently, or are you managing stress better? When you take the HRA, your Personal Health Report shows you how your health risk has changed and points you to information and tools to take action.

3. Title: **Why take the Mayo Clinic Health Risk Assessment again this year?**

   Tease: **Your health risks can change dramatically from year to year. Sometimes health risk guidelines change too.**

Stay informed and current on what your health risks are by taking the Mayo Clinic Health Risk Assessment again this year. Find out where you've made improvements and where you should focus your efforts. Learn about tools and programs you can use to improve your health starting today.

Newsletter Templates

Organizational and personal benefits

1. **Committed to your health**

   At <Organization>, we're committed to helping our employees improve their health. Achieving this goal ensures a better quality of life for employees, higher productivity for the company and better control over health care costs for everybody. To do this effectively, we need to make sure we're offering health resources that match your needs.

   The Mayo Clinic Health Risk Assessment (HRA) helps us do that. It's a completely confidential tool that gathers information designed to help you decide where to direct your health care efforts and helps direct our health programming. We can design more appropriate health programs by looking at a group report provided by Mayo Clinic that combines all employee responses into an aggregated report showing us what the most important health issues are to you.

   Completing the Mayo Clinic HRA will take you only about 15 minutes. It's available at <Insert Custom URL>. So please join us in a companywide effort to improve our health and our health care services. Go to <Insert Custom URL> to take the Mayo Clinic HRA and learn more about the health resources available to you.

   If this is your first time to visit <Insert Custom URL>, you'll need to register as a new user.
   (202 words)

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

General information — Mayo Clinic Health Risk Assessment

2. **Take the Mayo Clinic Health Risk Assessment**

Choices you make each day affect your health both now and in years to come. A Health Risk Assessment (HRA) is a tool for helping you understand your health risks and what you can do to reduce risk.

When you spend about 15 minutes taking the Mayo Clinic HRA at <Insert Custom URL>, you'll be investing in your future. You'll get immediate feedback on your specific health risks and some recommendations on which risks to tackle first. You'll connect to additional information, tools and programs that address your particular needs both from Mayo Clinic health experts and from <Organization>.

Remember, the process and information are secure and completely confidential — no one will see your individual responses. <Organization> will receive a group report to help us make important decisions about health and wellness program priorities. Again, this group report does not contain any personal information; rather it is a pool of all the responses given in the Mayo Clinic HRA.

If this is your first time to <Insert Custom URL>, you'll need to register as a new user. Please take a few minutes now to complete the Mayo Clinic HRA at <Insert Custom URL>.
(193 words)

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

Health risk guidelines

3. **Are you at risk? Find out with the Mayo Clinic Health Risk Assessment**
   It's time for the Mayo Clinic Health Risk Assessment (HRA), and <Organization> encourages you to participate again this year. It's important because of changes in health risk guidelines that could mean you are considered at risk and don't even know it.

   In just 15 minutes, the Mayo Clinic HRA assesses risk factors related to health habits, family history and risk of disease. When you complete the Mayo Clinic HRA, you'll receive a Personal Health Report. This personalized report highlights your risks and your strengths and then points you to more information, tools and programs to make positive changes.

When you take the Mayo Clinic Health Risk Assessment, your responses are **completely** confidential. <Organization> receives an aggregate report that contains no identifying information. This report allows us to tailor our health and wellness offerings to your needs.

Invest in your health. Log on to <Insert Custom URL> and take the Mayo Clinic Health Risk Assessment today!
(149 words)

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

Confidentiality and consent process

4. **Your health, your privacy and the Mayo Clinic Health Risk Assessment**
   When you take the Mayo Clinic Health Risk Assessment (HRA), you might wonder where your personal information is going. Be assured your answers are **completely** confidential. Security has been a critical consideration in the design of the Mayo Clinic HRA. This is accomplished with the use of secure passwords and a state-of-the-art encryption system that keeps your information safe and confidential.

   When you take the Mayo Clinic HRA, you control the access to your individual responses. You may be asked whether or not you want to give consent to share your contact information to deliver an incentive. You may also be asked whether or not you want to share your responses to receive follow-up counseling from Mayo Clinic lifestyle coaches if you are found to be at risk. These consent requests will appear at the end of the Mayo Clinic HRA and explain in detail who will have access to your information and how it will be used.

   <Organization> will receive a group report compiled and controlled by Mayo Clinic. This aggregate report is stripped of all personally identifying information and provides us with direction in designing health programs that match your needs. So please take a few minutes now to complete the Mayo Clinic HRA at <Insert Custom URL>. It's a valuable health tool just for you.
   (224 words)

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

Changes in health risk guidelines

5. **Health risks change — Are you at risk?**
   Did you know that changes in health risk guidelines could mean your health is at risk, and you don't even know it? The Mayo Clinic Health Risk Assessment (HRA) reflects those guideline changes when evaluating your risks. This confidential, questionnaire, developed by the medical experts at Mayo Clinic helps you understand how everyday health habits and your family history could impact your health in the future. It evaluates your risk of disease based on national guidelines and gives you the information you need to prevent it. It also highlights your health strengths, giving you strategies for further success.

   All of your responses are **confidential** and **will not** be shared with anyone at <Organization>.

   What's in it for me?
   After you complete the questionnaire, you'll receive a Personal Health Report. It identifies areas you're doing well in, areas in which you are at risk and tips to maintain your health. Your Personal Health Report also connects you to information, tools and programs online and from <Organization> so that you can make a positive impact on your health.

   No personally identifiable information within the Mayo Clinic HRA is shared with <Organization>, so you can rest assured your responses are confidential. <Organization> will receive only aggregate statistics stripped of any identifying information. This aggregate report will help us tailor <Organization>'s employee health and wellness programs to your needs. (254 words)

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

Organizational and personal benefits

6. **Take Action! Assess your health with the Mayo Clinic Health Risk Assessment**
   Curious about your personal health, the risk factors that you should be most concerned about and what you can do to minimize them?

   During the month of <Insert month>, you can link to the Mayo Clinic Health Risk Assessment from <Insert Custom URL>. This quick and easy health

questionnaire takes only 15 minutes and will provide you with a Personal Health Report summarizing the medical and lifestyle risk factors you should be paying attention to. The Personal Health Report also includes links to helpful resources available to <Organization> employees.

To take the Mayo Clinic Health Risk Assessment, go to <Insert Custom URL>. If this is your first visit to the site, please register as a new user. If you've visited the site before, simply log in using your email address and password.
(134 words)

Personal Health Report — online and integrated resources

7. **Assess your health and connect to Mayo Clinic health resources**
   The Mayo Clinic Health Risk Assessment is a valuable health tool that provides you with personalized information about **your health risks and strengths.** It's quick and easy to take — you spend about 15 minutes answering questions on your health and health habits. Your answers are completely confidential. Once completed, you'll get your own Personal Health Report outlining your unique health risks and strengths, with help on prioritizing actions you can take to improve your health.

   But it doesn't stop there. You'll also be directed to online resources that can help you take action to reduce your personal health risks and achieve your health goals. You'll find information and interactive tools on:

   - weight control
   - exercise
   - managing stress
   - better nutrition
   - symptom checking
   - treatment decisions
   - drugs and supplements
   - diseases and conditions

   The Mayo Clinic Health Risk Assessment is the ideal place to identify which resources are best suited to your health needs. So complete the Mayo Clinic HRA at <Insert Custom URL>.
   (163 words)

Note: Verify that the confidentiality statements are consistent with your Terms of Use.

Videos

Available on request

The Mayo Clinic Health Risk Assessment (HRA) video, first year (2 minutes)
This video familiarizes viewers with the Mayo Clinic HRA and motivates them to participate in it by explaining:

- The benefits of completing the HRA
- The estimated time to take the HRA
- What the Personal Health Report is
- Links to tools to help people take action
- Privacy policy

The Mayo Clinic Health Risk Assessment (HRA) video, subsequent years (2 minutes)
This video explains to viewers the benefits of taking the Mayo Clinic HRA for a second or subsequent time. It reinforces the purpose of the Personal Health Report and explains the importance of recognizing changes over time.

Consider uploading these videos to your intranet site or using them at onsite events such as orientations and health fairs.

Healthy Weight Program

General promotional messages

1. **Finally, a way to lose weight safely and keep it off for good.**
   Use interactive tools to customize menus, track your weight loss and schedule your physical activity. Learn strategies for weight-loss success, and sign up to receive weekly motivational e-tips. Begin the Healthy Weight Program!

2. **Carrying one of these around?** [Note: See bowling ball icon.)
   Ready to lose weight and keep it off for good? Check out the Healthy Weight Program. Use interactive tools, customize menus, schedule physical activity and track your weight loss. You are supported each step of the way with strategies for success and motivational e-mails. Begin the Healthy Weight Program!

3. **10 pounds in 10 weeks?**
   It is the most popular New Year's resolution year after year … resolving to lose weight. It's time for a new approach, and you'll find it in the Healthy Weight Program on <Insert Custom URL>. The focus is on the right combination of nutrition, activity and lifestyle, and you are supported each step of the way with success strategies from the experts at Mayo Clinic. If you're ready, log on to <Insert Custom URL>.

4. **Weighty issues?**
   Are you committed to making a change in your health habits? Does that include eating healthier and adding more activity? Mayo Clinic has the tool for you! The Healthy Weight Program will help you set weekly goals, track your progress and send you personalized feedback giving you strategies for success. You'll find interactive resources to help you chose meals and activities tailored to your needs.

   To join the program, simply go to <Insert Custom URL>. Look under My Tools – Taking Action for the Healthy Weight Program and get started. If this is your first time to <Insert Custom URL>, make sure you register as a new user.

Newsletter Templates

1. **The weight is over!**
   <Insert Custom URL> has a great new tool for you to make a healthy change in your life. The Healthy Weight Program can help you lose weight safely while assisting you to make long-term changes in your eating and physical activity habits. You will find practical and interactive tools that allow you to make this program your very own.

   Do you have barriers that have caused problems in the past? The program helps you identify them and then supports you with weekly e-mails.

   Do you know how much physical activity you need? The Healthy Weight Program helps you plan for the right amount and builds your activity over time.

   Do you have particular foods you don't like? The Healthy Weight Program allows you flexibility to customize the foods in your menu.

   Log on to <Insert Custom URL> and explore the Healthy Weight Program today. If this is your first time to <Insert Custom URL>, make sure you register as a new user.
   (162 words)

2. **A new year, a new you**
   Have you resolved to lose weight? Are you committed to making a change in your health habits, including a healthier diet and a more active lifestyle?

   Maintaining a healthy weight will help you live a healthier life and reduce your risk of chronic illness. <Insert Custom URL> has an interactive tool that can help you reach your goals. The Healthy Weight Program can help you lose weight safely while assisting you to make long-term changes in your eating and physical activity habits. The program will help you set weekly goals, track your progress, and send you personalized feedback and strategies for success. You'll also find interactive resources to help you choose meals and activities tailored to your needs.

   To check out the program, visit <Insert Custom URL>. If this is your first visit to <Insert Custom URL>, make sure you register as a new user.
   (144 words)

Fitness for EveryBody

General Promotional Messages

1. **What is Fitness for EveryBody?**
   Fitness for EveryBody is a way to gradually and safely increase your fitness. It doesn't matter what your fitness level is, this program is about you and what you enjoy. Want to learn more? Explore and join Fitness for EveryBody today!

2. **This is *your* fitness program**
   Have you tried fitness programs before and failed? Looking for something just for you? It's time you check out Fitness for EveryBody, from the health experts at Mayo Clinic. You'll discover how to increase your activity from whatever level you're currently at by doing things you enjoy. Ready to learn more? Fitness for EveryBody.

3. **Fitness for you**
   Looking for a way to add more activity to your life? This is the program for you. The idea is to increase your fitness from whatever activity level you are at, so you'll find activities and ideas based upon your interests, not someone else's. Explore and join Fitness for EveryBody today.

4. **Not one-size-fits-all**
   Want to increase your fitness doing activities you enjoy? That's the goal of Fitness for EveryBody, a new program right here from Mayo Clinic health experts. So what's different about this program? It's not one-size-fits-all — you make it your very own. Fitness for EveryBody.

5. **Fitness designed for you**
   Whether you exercise a lot or a little, this program is designed to help you add more. Created by the health experts at Mayo Clinic, Fitness for EveryBody allows you to make the program your very own. You create your own personal fitness profile and enter your goals and your fitness challenges. The program creates a personalized six-week fitness plan and helps you get started. You're supported every step of the way with tailored weekly e-mails to keep you motivated and on track. Log on to <Insert Custom URL> and look for Fitness for EveryBody.

6. **Create fitness success**

Have you tried fitness programs in the past and failed? Did you feel like the program was for someone else, and not you? Then Fitness for EveryBody was created for you. It helps you gradually and safely increase whatever fitness level you're at. It incorporates activities you enjoy. Here's how it works: You answer a series of questions, then the program creates a personalized six-week fitness plan with a weekly exercise schedule and an online exercise log, and gives you ideas to help you overcome your personal barriers.

If you are ready for fitness, you are ready for Fitness for EveryBody. Look for it on <Insert Custom URL>.

Newsletter Template

Fitness for EveryBody, including yours!

<Insert Custom URL> has a great new tool made just for you to increase your fitness. Fitness for EveryBody helps you safely and gradually increase your fitness. It doesn't matter whether you've been active or not; you are able to personalize this program and make it your very own so that you can succeed!

Why is it different? The difference is you. You answer a series of questions and then the program creates a plan based on your fitness level, what activities you like and what has challenged you in the past.

These questions help create your own personal six-week fitness plan where you'll find:

- A personalized weekly exercise schedule
- An online exercise log
- Ideas to help you overcome your own barriers to exercise
- E-mails to keep you motivated and on the path to success

Log on to <Insert Custom URL> and explore Fitness for Everybody today. (151 words)

Healthy Pregnancy Program

General Promotional Messages

1. **Track your pregnancy**
   Expectant women, you have a new resource from the health experts at Mayo Clinic. Explore the Healthy Pregnancy Program, where you can track your pregnancy and connect with important information you need from the first weeks to the days after delivery.

2. **Resource for expectant women**
   Whether it's the first child or a new member of a growing family, you have a program from the health experts at Mayo Clinic to take you through your pregnancy. The Healthy Pregnancy Program allows you to track important information about your pregnancy, while learning more about all of the changes going on in your body. From nutrition to fitness, morning sickness to delivery options, this is the resource for expectant women. Explore the Healthy Pregnancy Program on <Insert Custom URL> today.

3. **A Healthy Pregnancy Program for you**
   Pregnancy can be an exciting and nerve-racking time. <Insert Custom URL> features an interactive program for you throughout your pregnancy. It allows you to track your prenatal care and your progress through your pregnancy. You'll also learn what is happening week to week, and you can receive supportive e-mails on topics for each stage of your pregnancy. Log on and look for the Healthy Pregnancy Program.

Newsletter Template

Special Delivery Online
<Insert Custom URL> has a great new tool made just for expectant women. The Healthy Pregnancy Program supports you through your pregnancy and delivery. You can join at any time and use the prenatal care tracking tools, and supportive information.

The program also features:
- Week-to-week information on maternal and fetal development
- A prenatal schedule tailored to your due date

- Supportive e-mails for each stage of your pregnancy
- Actionable information as you prepare for pregnancy, labor and delivery

Whether it is your first pregnancy, or another addition to your growing family, access this reliable information from the health experts at Mayo Clinic and make the Healthy Pregnancy Program a part of your pregnancy.

Log on to <Insert Custom URL> and explore the Healthy Pregnancy Program today.
(129 words)

My Smoke-Free Future

General Promotional Messages

1. **My Smoke-Free Future**
   Whether you're ready to quit smoking or still deciding, this program is for you! Find activities to help you prepare for your quit date, resources to get you motivated and strategies to help you stay smoke-free from Mayo Clinic health experts. My Smoke-Free Future.

2. **Increase your chances of quitting smoking**
   Quitting smoking isn't easy, but there are ways to increase your chances for success. Planning and support are critical. You'll find information and interactive tools on everything from creating a quit plan to avoiding relapse in My Smoke-Free Future on <Insert Custom URL>. Whether you're just starting to think about quitting or you need help putting your plans into action, the expert advice from Mayo Clinic will help you stay on course.

3. **Ever wonder how much smoking really costs?**
   The cost to your health from smoking may include lung cancer and high blood pressure. The financial costs also can be high. My Smoke-Free Future is a program from Mayo Clinic health experts for every smoker. Ready to quit? The program helps you set your goals and supports you each step of the way. Not ready? Use tools and resources to get motivated. My Smoke-Free Future on <Insert Custom URL>.

4. **Get online help for a smoke-free future**
   Have you visited My Smoke-Free Future on <Insert Custom URL>? How can an online program help you if you want to quit smoking? It allows you to progress at your own pace. But it gives you the tools you need in each phase of quitting, whether writing a goodbye letter to your cigarettes or calculating your smoke-free savings. Motivational e-mails support you and keep you on track. It's time to check out My Smoke-Free Future.

5. **What makes My Smoke-Free Future so effective?**
   My Smoke-Free Future is a personalized plan from Mayo Clinic health experts with tools and resources for you to use as you move toward being smoke-free. Fun interactive features in the program help you list your reasons for being smoke-free, create a coping plan after you quit, calculate how much

money you'll save by being smoke-free and record your progress in an online journal. You'll even write a goodbye letter to your cigarettes. Check out <Insert Custom URL>. And remember, if you want to quit smoking and have a smoke-free future, this is the program for you!

6. **Ready to Quit? Still deciding? See your smoke-free future on <Insert Custom URL>.**
   If you're ready to quit, or considering quitting, My Smoke-Free Future is for you. If you are ready to quit, use the program to work toward your quit date at a speed that's right for you. If not, find tools to help you make the right preparations to quit.

My Stress Solution

General Promotional Messages

1. **Are you looking for a new way to manage stress?**
   My Stress Solution is an interactive program designed to help you identify and cope with your stressors. The program is four weeks long — enough time for you to clearly identify your current stressors and develop a toolbox of coping strategies that you can rely on in the future. You can start the program today on <Insert custom URL>.

2. **Too much stress?**
   Studies suggest that some stress is good for you; however, too much stress can increase your risk of other health problems. My Stress Solution is a program from Mayo Clinic health experts to help you manage your stress and your health. The program helps you focus on understanding stress and its role in your life. You'll be provided with tools to help you identify helpful techniques for managing your stress. Check out My Stress Solution on <Insert custom URL>.

3. **How can an online program help you manage your stress?**
   When you join My Stress Solution, you'll answer a series of questions about your current stress level. Then, you'll get immediate access to in-depth tools and information, including videos on proven stress-reduction techniques. Each week of this four-week program provides a key learning point and an easy-to-use action plan. Visit My Stress Solution at <Insert custom URL>.

Newsletter Templates

1. **Explore an online resource for managing stress**
   Looking for a new way to manage stress? My Stress Solution is an interactive program designed to help you identify and cope with your stressors. The program is four weeks long — enough time for you to clearly identify your current stressors and develop a toolbox of coping strategies you can rely on in the future.

So, how does it work? When you join My Stress Solution, you'll answer a series of questions about your current stress level. Then, you'll get immediate access to in-depth tools and resources, including videos on proven stress-reduction techniques. Each week has a key learning point and an easy-to-use action plan.

The program helps you focus on understanding stress and its role in your life. Program features include:

What's stressing you out?, a tool to guide you through the process of identifying your individual stressors.
The stress log, which provides a handy place to track your progress.
Which strategies are best for me?, a tool that will help you find coping strategies that are right for you. You'll also learn how to apply your new strategies and develop a plan for managing stress in the future.

You can start the program today by logging on to <Insert custom URL>. My Stress Solution is found in the Improve Lifestyle Habits section of the portal. It's a great way to make a commitment to managing your stress better!
(230 words)

2. **Take care of your health by reducing stress**
   Increasing evidence suggests that high levels of stress increase your risk of other health problems. My Stress Solution is an interactive program developed by Mayo Clinic health experts to help you manage your stress and your health.

   The program helps you focus on understanding stress and its role in your life. A tool called "What's stressing you out?" will guide you through the process of identifying your individual stressors. You'll also get access to a stress log — a handy place to track your progress. My Stress Solution will help identify your coping style. A tool called "Which strategies are best for me?" will point you in the right direction. You'll get access to tools, video and stories to help you identify helpful techniques. And you'll learn how to apply your new coping strategies and develop a plan for managing your stress in the future.

   You can start the program today. Find My Stress Solution on <Insert custom URL> in the Stress Management center. It's a great way to manage your stress and take care of your health!
   (177 words)

Monthly Topics

January — Healthy Weight

Promotion Messages—See the Healthy Weight Program Launch Kit for more ideas

Weight loss — Are you ready?
1. When is it the right time to start a weight-loss program? What obstacles will you need to overcome? The **Weight Control Center** connects you to the resources you need for successful weight loss. Log on to <Insert Custom URL> to get started today!

Weight loss — New Year's resolution
2. Is maintaining or losing weight on your list of New Year's resolutions? Consider setting a specific goal. Instead of deciding you want to start exercising, pick a specific action like walking 30 minutes before dinner and stick to it. Log on to <Insert Custom URL> for health information from Mayo Clinic including more weight loss tips and suggestions.

Kids BMI
3. Are your children in a healthy weight range? The Kids BMI calculator takes into account the child's age, height and weight. Along with the BMI, you'll receive information on what you can do to help your child achieve and maintain a healthy weight. Check out the **Weight Control Center** on <Insert Custom URL>.

General program information
4. The **Healthy Weight Program** allows you to build your own program with easy-to-use interactive tools. The program supports you with resources and strategies for success. If you are ready to commit to a change, check it out today on <Insert Custom URL>.

5. The **Healthy Weight Program** on <Insert Custom URL> can help you lose weight safely and make long-term changes in your eating and physical activity habits. You'll find practical and interactive tools that allow you to make this program your very own.

- What barriers have caused problems in the past? The program helps you identify them and then supports you in overcoming them with weekly e-mails.
- How much physical activity you need? The Healthy Weight Program helps you plan for the right amount and build your activity over time.
- Do you have particular foods you don't like? The Healthy Weight Program allows you flexibility to customize the foods in your menu.

Log on to <Insert Custom URL> and explore the **Healthy Weight Program** today. If this is your first time to <Insert Custom URL>, make sure you register as a "new user."

6. The **Healthy Weight Program** is ready for you. Plan menus, add activity and track your progress while making steps toward a healthy lifestyle. Find it on <Insert Custom URL>.

February — Heart Healthy

Promotion Messages

Center information — Disease risk
1. Are you or one of your family members at risk for heart disease? While you can't turn back the clock or change your family tree to lower your risk of heart disease, you can make lifestyle changes to reduce your risk factors. Link to Mayo Clinic health information on <Insert Custom URL> and explore the **Heart Disease Center.**

Screening
2. What does it take to have a healthy heart? One tip is to get regular blood pressure and cholesterol level screenings. Ask your health care provider how often you should be screened. For more strategies for heart health, log on to <Insert Custom URL> and explore the **Heart Disease Center.**

Hypertension
3. Did you know hypertension is called the silent killer? You can have high blood pressure (hypertension) for years, and never know it. Are you at risk? Do you know what to look out for in yourself and those you love? Explore the **High Blood Pressure Center** on <Insert Custom URL> to learn what you can do to prevent it.

Heart disease
4. Cardiovascular disease is the leading cause of death. You've probably heard the recommendations to add exercise, eat better, and lower your cholesterol for a healthier heart. The **Heart Disease Center** builds on these basics of heart health and helps you learn to take control. Log on to <Insert Custom URL>.

5. What you eat and how you exercise affects your heart health. Learn how to prevent heart disease and what to do if you already have it, in the **Heart Disease Center** on <Insert Custom URL>.

March — Nutrition

Promotion Messages

Practical nutrition information
1. Eating well doesn't have to be complicated. The **Nutrition Center** explains healthy eating in a way you can understand. You'll find practical information on <Insert Custom URL> for everything from serving sizes to snacks. Click and explore now.

Healthy diet
2. How can you build a healthy diet? Check out the Mayo Clinic Healthy Weight Pyramid on <Insert Custom URL>. This interactive tool lets you see the key role fruits and vegetables play, and the importance of daily physical activity to good health.

Weight loss strategies
3. Check out six strategies for successful weight loss in the **Nutrition Center.** You'll find practical tips as well as links to more information. Find it on <Insert Custom URL> today!

Eating right made easy
4. Would you like straightforward information on healthy eating? Explore the **Nutrition Center** where you'll find key principles to making healthy eating a part of your life.

Emotional eating
5. What is "emotional eating"? Does it affect your ability to achieve and maintain a healthy weight? Learn more on why you may turn to food for comfort, as well as ways to cope. It's all in the **Nutrition Center** on <Insert Custom URL>.

Menu makeovers
6. Give your favorite foods a health makeover. Mayo Clinic registered dietitians can show you how. Visit the **Nutrition Center** on <Insert Custom URL> today for great recipes.

April — Cancer Prevention

Promotion Messages

Cancer risk
1. Did you know that most cancer risk is based on choices you make in your everyday life? Learn what you can do now to reduce your risk of getting cancer later in life. Log on to <Insert Custom URL> and explore the **Cancer Center.** You'll find reliable information and tools whether you're facing a cancer diagnosis or looking to prevent one.

Cancer risk — Preventable
2. You control some of your major risk factors for cancer. How well are you doing? Find information from Mayo Clinic in the Cancer Center at <Insert Custom URL>, including six steps from Mayo Clinic experts on preventing cancer.

3. In the United States, men have a little less than a one in two chance of developing cancer. For women, the risk is a little more than one in three. Although these statistics may be daunting, you have more control over your risk factors than you may think. Check out the **Cancer Center** for valuable information on prevention strategies and screenings tests. Visit the **Cancer Center** on <Insert Custom URL> today.

Cancer myths
4. Where are you getting your information about cancer? Are you sure it's accurate? Before you answer, log on to <Insert Custom URL> and learn the truth behind popular cancer myths from Mayo Clinic cancer specialists. Explore the **Cancer Center** on <Insert Custom URL> today.

May — Allergies and Asthma

Promotion Messages

Asthma update
1. In recent years, scientists have gained a better understanding of asthma and have developed new strategies and drugs to treat it. Learn about these developments and about how you can improve your control of asthma in the **Asthma Center** on <Insert Custom URL>. It's a place to discover the latest information, assessments, tools and videos.

Importance of asthma self-management
2. If you or someone in your family has asthma, you probably know that it's a treatable disease and that most flare-ups and deaths are preventable. Self-management is a key component in treating the disease. For help, turn to the **Asthma Center** on <Insert Custom URL>.

Allergies — Hay fever
3. Outdoor activities are a lot more fun when your eyes aren't watering and your nose isn't running. Get tips from a Mayo Clinic allergy specialist on how to manage your symptoms. Learn more about hay fever, and get back in the game. Log on today to the **Allergy Center** at <Insert Custom URL> for more information.

4. Keeping your doors and windows closed when pollen counts are high may help you control springtime allergies. What else can you do to manage asthma and allergies? Get tips from Mayo Clinic health experts by logging on to the Allergy Center at <Insert Custom URL>.

Seasonal allergies
5. When the clock springs forward do your allergies spring into action? Learn how to better control seasonal allergies in the **Allergy Center** at <Insert Custom URL>. Take charge today!

Allergy symptoms
6. Instead of trying to ignore your allergy symptoms, learn how to control them. Visit the **Allergy Center** at <Insert Custom URL> for specific advice on how to manage these conditions. You'll find valuable information from triggers to treatment. Check it out today to get better control of your allergies.

Asthma — take it seriously

7. Asthma isn't just a bother. It can be a serious, sometimes life-threatening, condition. But it responds well to self-care. Learn more about how you can manage asthma. Check out the **Asthma Center** on <Insert Custom URL> for information and interactive tools.

Allergies and asthma

8. Sneezing, sniffling, wheezing? Explore the resources in the **Allergy Center** and the **Asthma Center** on <Insert Custom URL>. From prevention to treatment, the information you need is at your fingertips.

June — Headaches

Promotion Messages

Stress and headaches
1. For many people, stress can trigger headaches. What can you do today to avoid stress headaches? Read about prevention techniques in the **Headache Center** on <Insert Custom URL>.

Headache diary
2. What is a headache diary and how can it help you tame your headaches? Learn how to keep a headache diary and other tips for headache relief in the **Headache Center** on <Insert Custom URL>.

Controlling headaches
3. Headaches range from annoying to agonizing. Whatever type of headaches you get, chances are you could be doing more to control them. Explore causes, diagnosis, treatment and self-care of headaches in the **Headache Center** on <Insert Custom URL>**.**

4. If you have headaches, make sure you're not skipping meals. For more tips from experts on how to avoid headaches, visit the **Headache Center** on <Insert Custom URL>. You'll learn self-care options and when to seek more help.

Headache facts and fiction
5. Is it true that changing weather can bring on migraine headaches? Learn about headache facts and fiction in the **Headache Center** on <Insert Custom URL>.

Headache medications
6. What are your medication options for treating headaches? Sort through the possibilities, how long they should last and what side effects are possible, in the **Headache Center** on <Insert Custom URL> **.**

Manage Headaches
7. Where can you find a complete guide to managing headaches and migraines? Explore causes, diagnosis, treatment and self-care in the **Headache Center** on <Insert Custom URL>.

July — Consumerism

Promotion Messages

Treatment decisions
1. If you have a health treatment decision to make, you're looking for information you can trust. Visit **Make Treatment Decisions** on <Insert Custom URL>. Find help deciding on what treatment plan to choose for ear infections, prostate cancer, breast cancer and more.

Health consumer information online
2. Health care information is one of the top items searched for online. Do you have more questions than answers when it comes to your health? Do you wonder what questions you should ask your doctor? When you're looking for information to make better health decisions for you and your family, log on to <Insert Custom URL>. You'll find up-to-date articles, interactive tools and answers from Mayo Clinic specialists.

3. Did you know that when you visit your physician you should take a list of your prescription and nonprescription medications? Learn more ways to be a savvy consumer of your health care with the resources on <Insert Custom URL>. From what to take to the doctor to more in-depth information on treatment decisions, use your resources from the health experts at Mayo Clinic.

4. Do you have more questions than answers when it comes to your health? Do you wonder what questions you should ask your doctor? When you're looking for information to make better health decisions for you and your family, log on to <Insert Custom URL>. You'll find up-to-date articles, interactive tools and answers from Mayo Clinic specialists.

5. <Insert Custom URL> has important information to help you:
- Prepare for a doctor's visit
- Understand medications
- Explore treatment options

You'll find the information you need to be a smart health consumer.

Drug information online

6. Medications can be expensive. When you want to get the most out of your medicines, look for information on <Insert Custom URL>. The **Drugs A – Z** section under **Health Info A – Z** provides you with important information about a full range of medicines.

August — Healthy Exercise

Promotion Messages—Look for more content and ideas in the Fitness for EveryBody Launch Kit

General fitness

1. Keeping up a regular fitness program requires motivation. If your motivation could use a boost, look to the **Fitness Center** on <Insert Custom URL>. You'll find great suggestions to keep you motivated and moving toward better health. Check it out today!

2. No pain, no gain? Not the recommended approach. When exercising, don't overdo it. Start slowly, then build up gradually as your body adapts. Find more information on the best ways to get active in the **Fitness Center** at <Insert Custom URL>.

3. With all of the demands you have on your day, is fitness left off the list of to-dos? If you're serious about making a change, check out strategies in the **Fitness Center** on <Insert Custom URL> to make it happen. See how you can work fitness into your busy life with some creative scheduling ideas.

4. Whether you're an avid exerciser or just thinking about adding more fitness activities to your life, log on to the **Fitness Center** on <Insert Custom URL>. You'll find programs, articles and tools suited to you.

Fitness in heat

5. Summer fun outside can turn serious when you aren't prepared to deal with hot, humid weather. How should you dress, how much water do you need, and what are the signs and symptoms of heat-related illnesses? Log on and find the answers in the **Fitness Center** at <Insert Custom URL> and prepare yourself to be safe during the hot days of summer.

September — Men's Health and Women's Health

Promotion Messages

Men's Health Guide and Women's Health Guide
1. Health concerns for men and women often are different. It's important to understand the differences when addressing health risks from cancer to aging. Log on to <Insert Custom URL> and explore either the **Men's Health Guide** or the **Women's Health Guide** to find the information directed at you and your health concerns.

What tests when?
2. Men and women are different, and so are their medical screening guidelines. Turn to the **Men's Health Guide** and **Women's Health Guide** on <Insert Custom URL> to learn more about important prevention and screening tests.

General men's health
3. Are you taking the best possible care of your body? Do you know what screening tests you need and when you need them? Link to the **Men's Health Guide** on <Insert Custom URL>, where you can take quizzes, search for answers to your health questions, and use the health information to improve your health.

Medical tests for men
4. Maybe you don't like to take tests, but what if there's one that could save your life? The **Men's Health Guide** on <Insert Custom URL> features a Health Screening Guidelines tool that could be critical to maintaining your health. Enter in your personal information and then receive a summary highlighting what, why and how often you should have certain screening tests done. The tool provides information you need to make informed choices about your health. Log on to the **Men's Health Guide** today.

Information for women
5. When you want information tailored to women's health concerns, check out the **Women's Health Guide** on <Insert Custom URL>. You'll find tips to help you get the most out of your medical visits, a list of the top women's health risks, and practical advice to help you look and feel your best.

Preparing for doctor visit

6. Many women have health concerns very different from those of men. If you're looking for health information and guidance specific to women, check out the **Women's Health Guide**. Log on to <Insert Custom URL>.

October — Mental Health

Promotion Messages

General center information

1. Are you concerned about your mental health or that of someone you love? If you'd like to learn more about depression, the **Depression Center** on <Insert Custom URL> has the information, tools and support you need from the health experts at Mayo Clinic. It's practical, and private.

Depression

2. If you've lost interest in activities you used to enjoy and feel sad, helpless and hopeless, you may be experiencing depression. Many people with depression don't know they have it. Are you one of them? Depression can affect your sleep, your health and your relationships. Learn more about depression, its treatment and how you can cope. Check out the **Depression Center** on <Insert Custom URL>**.**

Seeking help for depression

3. More people are talking about and seeking support and treatment for depression, but these can still be difficult topics for many people to address. You can explore the **Depression Center** on <Insert Custom URL> privately and learn about conditions, take assessment quizzes and access information from mental health experts at Mayo Clinic.

Confidential resource

4. You have a confidential way to learn more about depression for yourself or someone you care about at the **Depression Center** on <Insert Custom URL>. The center gives you access to quality resources from Mayo Clinic, plus confidence that your privacy is protected.

November — Type 2 Diabetes

Promotion Messages

General diabetes
1. Diabetes can lead to heart disease, blindness, kidney disease, amputations and more. But there are ways to prevent and control this disease. Whether you are coping with the diagnosis or want to help someone you care about, link to the **Diabetes Center** on <Insert Custom URL> for the information you need.

2. Would it surprise you to know increased thirst and urination are signs of diabetes? You could be missing other signs. Log on to the **Diabetes Center** at <Insert Custom URL> to learn more from the health experts at Mayo Clinic, including when you should be tested for diabetes.

Diabetes — Statistics, prevention, management
3. Healthy eating and exercise can help you prevent type 2 diabetes. If you already have the disease, healthy eating and exercise — along with medications that control blood sugar — can help you live a healthier life. Learn more about how to control your risk factors by visiting the **Diabetes Center** on <Insert Custom URL>.

General diabetes
4. Diabetes is usually an unwelcome surprise to people when they're diagnosed, but with the right tools, education and outlook, you can lead a healthier, active life. Visit the **Diabetes Center** at <Insert Custom URL> for more-detailed information on living with diabetes.

Take charge
5. Get the basics, explore treatments and take control of diabetes with the resources in the **Diabetes Center** on <Insert Custom URL>. From meal planning to special health issues, you'll find the practical information you need to live with diabetes.

December — Stress Management

Promotion Messages

Holiday stress
1. This time of year may find you baking cookies, wrapping gifts and stressing out. Learn how to enjoy the holidays more in the **Stress Management Center** on <Insert Custom URL>**.** If you're ready to start a stress reduction program, take action with My Stress Solution. This interactive program is designed to help you create a personalized plan and provides tools to control stress symptoms.

Stress symptoms
2. Stress can affect everything from your appetite to your sleep patterns, and recognizing it is the first step to reducing it. To learn more from health experts at Mayo Clinic, log on to <Insert Custom URL> and explore the **Stress Management Center.**

Recognizing stress
3. Some stress is necessary. But when you have too much or it lasts too long, stress can harm your health. If you have too much stress and are ready to do something about it, the **My Stress Solution** program on <Insert Custom URL> can help. Check it out today.

Deep relaxation
4. When is the last time you really relaxed? Learn about the benefits of deep relaxation by visiting the **Stress Management Center** on <Insert Custom URL>. Log on and discover techniques you can use to be more alert and productive and less stressed.

Stress break and relaxation techniques
5. What if there was something you could do quickly and easily to ease your stress? The **Stress Management Center** on <Insert Custom URL> gives you practical and useful ideas to reduce stress. Learn effective relaxation techniques through articles and videos that demonstrate how to deeply relax and better deal with stress.

Risk Factors: Centers and Programs

Blood pressure

When is blood pressure a health risk factor?
Millions of Americans have high blood pressure, but about one-third don't even know they have it. Learn about risk factors, treatments and what you can to do prevent it in the High Blood Pressure Center on <Insert Custom URL>.

Blood sugar

What's the link between blood sugar and diabetes?
Diabetes can lead to heart disease, blindness, kidney disease, amputations, and more. Millions of Americans have it, but a third of them may not know it. Fortunately, healthy eating and exercise can help you prevent diabetes. And for those already diagnosed, these healthy lifestyles along with medications that control blood sugar can help you keep symptoms under control and stay healthier. Learn more about how to reduce your risk factors and better manage diabetes by visiting the Diabetes Center on [insert URL].

Dodge diabetes.
Learn the signs of diabetes and how to prevent it. If you already have diabetes, learn how to control it. For tips and tools, check out the Diabetes Center on <Insert Custom URL>.

Cholesterol

What you should know about cholesterol
Are you confused about cholesterol numbers and their impact on your health? Clear up your confusion by checking out the quizzes and information in the High Cholesterol Center on <Insert Custom URL>.

Get the facts about cholesterol
From understanding how high cholesterol affects your health to information on medications that help lower cholesterol, get the facts about cholesterol in the High Cholesterol Center on <Insert Custom URL>.

Emotional health

(Find additional promotional messages under Tab 8, My Stress Solution)
Is stress affecting your health?
Learn about symptoms of stress and skills to help you cope by using the Stress Management Center on <Insert Custom URL>. You can assess your stress-coping skills,

chart your response to stress and develop strategies to achieve your stress management goals.

Blue?
If you've lost interest in activities you used to enjoy and feel sad, helpless and hopeless, you may be experiencing depression. Depression can also affect your sleep, your health and your relationships. Learn more about depression, its treatment and how you can cope by checking out the Depression Center on <Insert Custom URL>.

Are you depressed? Maybe you're not sure.
Take the depression self-assessment to help determine if you may be experiencing depression. You'll also learn how depression affects your thoughts, feelings and health and what you can do about it. Check out the Depression Center on <Insert Custom URL> today.

You or someone in your family may have depression.
Depression is a common, treatable condition. Learn how to recognize it and what to do about it by visiting the Depression Center on <Insert Custom URL>.

Lonely days and sleepless nights…
If this sounds like your life, you may be experiencing depression. Read about symptoms of depression and treatment options in the Depression Center on <Insert Custom URL>.

Depression can affect your thoughts, feelings and health. Learn more about it online.
The depression self-assessment in the Depression Center on <Insert Custom URL>.
is designed to help you figure out if you're depressed. You also can learn what you can do about depression. Check out the Depression Center today.

What can cause anything from hives to loss of appetite to forgetfulness?
Stress can cause these or many other symptoms. What can you do about stress? A lot! The Stress Management Center on <Insert Custom URL> has tools to help you identify your stress triggers and learn relaxation techniques such as meditation and yoga.

Exercise

(Find additional promotional messages under Tab 8, Fitness for EveryBody)
Fitness for you
If you haven't been satisfied with the outcome of your exercise plans in the past, maybe it's because they weren't designed for you. Increase your chance of a successful fitness program today by logging on to Fitness for EveryBody on <Insert Custom URL>.
You'll discover information, tools and support you need to succeed.

Tailor-made fitness
Maybe you're just thinking about starting an exercise program. Or maybe you're looking for new challenges, better techniques or advice on how to recover from injury. You'll find all that and more in the Fitness Center on <Insert Custom URL>. Check it out today.

Online Fitness Center fits your needs
Text: No time? No energy? Find out how to fit fitness into your busy schedule by checking out the **Fitness Center** on <Insert Custom URL>. You'll also learn how to get in and stay in the best shape possible no matter your age or fitness level.

Couch potato or elite athlete?
Wherever you fit, there's a place for you in the Fitness for EveryBody Program on <Insert Custom URL>. Sign on to create a fitness plan tailored to your needs.

Nutrition

Food for thought
To maximize your health benefits as well as your enjoyment of eating, turn to the Nutrition Center on <Insert Custom URL>. You'll find information on nutrition and weight management. You'll also find delicious and healthy recipes from appetizers to desserts prepared by Mayo Clinic registered dietitians.

Delicious and nutritious
Eating healthy doesn't have to mean depriving yourself. To maximize your health benefits as well as your enjoyment of eating, turn to the **Nutrition Center**. It's loaded with information on nutrition, weight management and delicious and healthy recipes (from appetizers to desserts) prepared by Mayo Clinic registered dietitians. You'll find the Nutrition Center on <Insert Custom URL>.

Recipe for better eating
For tasty meals that are healthy too check out the Healthy Recipe Collection on <Insert Custom URL>. You'll discover everything from quick breakfasts to elegant dinners, soups, sauces and baked goods. Mayo Clinic registered dietitians show you how to take your recipes and make them healthier by reducing the calories, fat and salt — but not the taste.

Tobacco use

(Find additional promotional messages under Tab 8, My Smoke-Free Future)
Thinking about how to stop smoking?
Quitting smoking is not easy, but there are ways to increase your chances for success. You'll get information and tools on everything from creating a plan to avoiding relapse triggers on the My Smoke-Free Future on <Insert Custom URL>.

Everyone knows it's difficult to quit smoking….
But there are proven ways to increase your chances for success. You'll get information and tools on everything from creating a plan to avoiding relapse triggers on My Smoke-Free Future on <Insert Custom URL>.

If you're thinking about quitting smoking, expert help is available.
From building motivation through maintaining a stop-smoking program, get the help you need in My Smoke-Free Future on <Insert Custom URL>.

Get clear about not smoking
From motivation to stop smoking to support in preventing relapse, the My Smoke-Free Future program can help. Check out its practical information and interactive tools that have worked for others. You don't need to go it alone. You'll find My Smoke-Free Future on <Insert Custom URL>.

Triglycerides

Why do triglycerides matter?
Triglycerides help your body store fat and usually reside in the fat tissue, with only low levels in your blood. If you regularly eat more calories than you burn, you may have high triglycerides, and higher levels increase your risk of heart disease. Learn what you can do to control your triglycerides in the Heart Disease Center on <Insert Custom URL>.

Weight

(Find additional promotional messages under Tab 8, Healthy Weight)
Are you interested in achieving and maintaining a healthy weight?
Use the tools in the Healthy Weight Program to find out your ideal weight and to create a personalized weight management plan that works for you. You'll find it on <Insert Custom URL>.

Not just weight loss: *permanent* weight loss.
For information on how to make it a reality, check out the Healthy Weight Program on <Insert Custom URL>. Achieving a healthy weight will not only help you look and feel better but it will reduce your risk of serious weight-related diseases. Find out what the Mayo Clinic says is the best, safest way for you or a family member to achieve a healthy weight with The Healthy Weight Program <Insert Custom URL>. This personalized program will help you set goals, track progress and answer your questions about how to reach a healthy weight.

Featured Centers, Tools and Health Decision Guides

ACL Injury Guide
If you need to choose a treatment option for a knee injury, you may wonder how to go about making that decision. <Insert Custom URL> has a tool called **ACL Injury Guide.** You can access it anytime to help you weigh your options, hear from Mayo experts and learn what other people in your situation have tried.

Adjuvant Therapy for Breast Cancer Guide
After surgery to remove invasive breast cancer tumors, what's next? The **Adjuvant Therapy for Breast Cancer Guide** helps you understand Adjuvant therapy, explaining how and why it's used, what Mayo Clinic experts say about adjuvant therapy. You'll also find personal stories from women who have made a choice about adjuvant therapy. Educate yourself today at <Insert Custom URL>.

Answers from a Mayo Clinic Specialist
Have a question about an unusual health condition? Wonder what Mayo Clinic experts have to say about everything from pacemakers to lupus? Mayo Clinic specialists have answered hundreds of questions from readers like you. Read their answers to find out, for example, why blood pressure may vary between arms or why some men may get hot flashes. Visit the **Answers from a Mayo Clinic Specialist** section on <Insert Custom URL>.

Back Pain Guide
Do you have long-term, recurring back pain? Now you can access the **Back Pain Guide** from the health experts at Mayo clinic to help you explore possible treatment options for this condition. Learn more about the signs and symptoms, and detailed information on the different treatment options. Plus, the director of the Spine Center at Mayo Clinic answers frequently asked questions. Find it on <Insert Custom URL>.

Carpal Tunnel Syndrome Guide
Your doctor says you have carpal tunnel syndrome (CTS). Now what? What you and your doctor decide to do depends on the severity of your symptoms, what's causing them, how long you've had them, and how much it impacts your life. No treatment choice is right for everyone. This **Carpal Tunnel Syndrome Guide** on <Insert Custom URL>explains treatment options, including the pros and cons, and features patient stories and an interview with a Mayo specialist.

Colon Cancer Screening Guide
Early detection and removal of polyps can prevent colon cancer, Should you have colorectal cancer screening? Which type of screening would be the best? Learn your options at the **Colon Cancer Guide** at <Insert Custom URL>.

Diabetes Center
A diagnosis of diabetes usually comes as a surprise to people, but more people than ever are dealing with diabetes. It can lead to heart disease, blindness, kidney disease, amputations and more. With the right tools, education and outlook, you can lead a healthier, active life. Visit the **Diabetes Center** on <Insert Custom URL> for more detailed information and how to take control.

Drugs A-Z
If you're like most people, you probably take medications from time to time. Maybe it's an over-the-counter tablet to relieve heartburn, or a prescription medication to control allergies or cholesterol. For a handy reference to common side effects and precautions on thousands of medications, check out **Drugs A-Z** on <Insert Custom URL>.

Drugs A-Z
What's in your medicine cabinet? Aspirin for your headaches? An inhaler for your child's asthma? Medications to control your loved one's blood pressure and cholesterol? Learn about safety precautions and side effects of these and other medications by checking out **Drugs A-Z.** It provides in-depth information on thousands of over-the-counter and prescription medications, including drug interaction warnings and possible drug side effects.

Ear Infection Guide
Do you have a child who gets middle ear infections? If so, you may be confused about treatment options. Antibiotics, surgery and watchful waiting are all possibilities. But which is best for your child? The **Ear Infection Guide** on <Insert Custom URL> can help you understand your choices and work with your doctor to make an informed decision. Check it out today.

Early-Stage Prostate Cancer Guide
A diagnosis of prostate cancer can be scary, but you have a resource for quality information. Log on to the **Prostate Cancer Guide** at <Insert Custom URL>. A Mayo Clinic urologist answers frequently asked questions regarding treatment,

and you'll see the stories of five men who all chose different medical options. It is important information to review before choosing any treatment option.

Enlarged Prostate (BPH) Guide
Men diagnosed with an enlarged prostate gland or benign prostatic hyperplasia (BPH) have many treatment options to consider, including no treatment. The **Enlarged Prostate (BPH) Guide on** <Insert Custom URL> explains treatment options, including emerging and alternative treatments. Three men share their personal stories, and a Mayo Clinic urologist provides answers to frequently asked questions.

First-Aid
When is a fever cause for alarm? What do you do for your child when he has an earache? What should you do if your mother is experiencing chest pain? Answers to these questions and many more are in **First-Aid** on <Insert Custom URL>. Learn about self-care techniques for everything from bumps and bruises to allergic reactions and when you should seek medical help.

Health Info A-Z
If you or someone you know receives a diagnosis of a disease or condition, you need complete, reliable information. You want to know about signs and symptoms, causes, risk factors, when to seek medical advice, screening and diagnosis, complications, treatments, prevention, self-care, coping strategies, and alternative medicine. That's what you'll find in **Health Info A-Z** on <Insert Custom URL>.

Health Management Programs
Make your New Year's resolutions become reality with help from <Insert Custom URL>. Whether you're trying to achieve and maintain a healthy weight, stop smoking, increase your fitness, or decrease your stress, you'll get the information, tools and support you need by using health management programs and tools you'll find on the portal**.** Check them out today and discover an exciting new way to help yourself to better health.

Health Monitor
Looking for a simple way to track and record important information related to your health conditions? The **Mayo Clinic Health Monitor** helps you better understand your condition or disease and how to monitor and manage it. Use the Health Monitor to track asthma, blood pressure, diabetes, headaches and

weight. You can create a personal journal, plus you can graph and print all of your information and share it with your health care provider.

Health Screening Guidelines
Looking for information on what health-screening tests you should have and when? The **Health Screening Guidelines** self-assessment on your Mayo Clinic EmbodyHealth portal helps you identify which medical tests are appropriate according to your age and gender. This interactive assessment delivers a customized schedule with a recommended frequency for each test. Learn how tests are performed and details on the benefits of screenings.

Healthy Recipe Collection
If healthy eating is a lifestyle goal, you have a great resource to make it happen. The **Healthy Recipe Collection** brings you the resources you need to search for and find recipes. You'll find recipes for special diets (healthy carbs, heart healthy, high-fiber, low-sodium, meatless), and can search by main ingredients (chicken, beef, etc.), course (appetizer, salad, etc.) and meal (breakfast, lunch, etc.). Each recipe includes a nutrient analysis, as well as an analysis of the Mayo Clinic Healthy Weight Pyramid servings, the diabetes meal plan and the DASH eating plan. Check out the **Healthy Recipe Collection** on <Insert Custom URL>.

Herniated Disk Guide
Have you noticed that your back is getting stiffer and you are losing flexibility? This could be part of the gradual, age-related degenerative process of your spinal disks, and it could lead to a herniated disk. If you're facing this problem, you have choices to make with your doctor on what type of treatment to pursue. Learn more about your options by using the **Herniated Disk Guide** at <Insert Custom URL>.

High Blood Pressure Center
Many people with high blood pressure don't even know they have it. What is high blood pressure? Are you at risk? Why is it important? High blood pressure can cause strokes, heart and kidney failure, and heart attacks. Go to the **High Blood Pressure Center** on <Insert Custom URL>. Learn more about the risk of high blood pressure and how to make healthy lifestyle changes to fight it.

High Cholesterol Center
Trying to figure out the difference between the good and the bad when you're considering your cholesterol can be confusing. Why is it so important? Having high cholesterol could mean you have a greater chance of getting heart disease.

You can take charge with comprehensive health information from Mayo Clinic by linking to the **High Cholesterol Center** on <Insert Custom URL>.

Make Treatment Decisions
For many health care decisions, there isn't one right answer for everyone. A doctor can explain the options and the potential benefits and risks. But it's up to you to weigh the trade-offs involved and consider your own personal needs and situation. **Make Treatment Decisions** on <Insert Custom URL> can help in that process. You'll hear from Mayo experts, and from people like you who explain what they chose to do when faced with the same treatment decision.

Look in Make Treatment Decisions for help with a variety of health topics, including breast and prostate cancers, children's middle ear infections, colon cancer screening, herniated disk, knee injuries, vaginal birth after c-section, uterine fibroids and birth control.

Mastectomy vs. Lumpectomy Guide
With a diagnosis of early-stage breast cancer, many women face a decision of a mastectomy or lumpectomy. Which treatment option is right for you? Explore detailed information in this **Mastectomy vs. Lumpectomy Guide** on <Insert Custom URL>. Find out the differences between the procedures and when they're recommended. You'll also hear from Mayo Clinic health experts offering perspective on frequently asked questions, and you'll meet other women who have faced the same decision and find out what they chose and why.

My Tools
Are you getting the most from your Mayo Clinic EmbodyHealth portal? Log on to <Insert Custom URL>, and update your personal information. Set health reminders, track your exercise and track your goals. Don't miss out on these great features!

Symptom Checker
Have a symptom and looking for its cause? Check out the **Symptom Checker,** an interactive resource on your Mayo Clinic EmbodyHealth portal. Use this tool to help you identify possible causes of common adult and children's symptoms. You'll be directed to relevant information, treatment options and self-care tips. You'll also learn when you should follow up with your health care provider. Look for the Symptom Checker under Monitor My Health.

Uterine Fibroid Guide
If you've been diagnosed with uterine fibroids, you might be scared and confused. You may have concerns about fertility or wonder how to make sense of all the treatment options. Before you make a decision explore the resources in the **Uterine Fibroids Guide** on <Insert Custom URL>. Hear from a Mayo expert, learn about treatment options and see what other women with the condition chose for their own treatment.

Vaginal Birth After C-Section Guide
If you've already had a baby by Caesarean section, and you are expecting again, you have a decision to make. Will you try to deliver your baby vaginally or by repeat C-section? Turn to the resources on <Insert Custom URL> to explore the **Vaginal Birth after C-section (VBAC) Guide**. Meet a Mayo Clinic expert in obstetrics and gynecology, and hear from women who have made different decisions.

Mayo Clinic EmbodyHealth This Week

Mayo Clinic EmbodyHealth This Week is an e-mail newsletter available to Mayo Clinic EmbodyHealth users. It features new articles, tools and programs on the portal, as well as topics of special interest. *Mayo Clinic EmbodyHealth This Week* is provided to those users who choose to sign up for it. The following messages are provided for you to promote the newsletter to your population.

Have you signed up for *Mayo Clinic EmbodyHealth This Week?* If not, sign up now to get weekly e-mails alerting you to what's new on your EmbodyHealth Web portal. It's an easy way to stay current on health information and to take advantage of the many programs and tools you won't want to miss! To sign up, click on "My Preferences" at the top of your Mayo Clinic EmbodyHealth home page. Edit your preferences to include a free subscription to the e-mail newsletter and look for the next issue to appear in your inbox!

Are you determined to control your weight, get more active and improve your health? Weekly messages on health resources available to you might be the inspiration you need to stay motivated. Sign up for *Mayo Clinic EmbodyHealth This Week* to stay current on the many valuable programs and tools you can access on your Mayo Clinic EmbodyHealth Web portal. The newsletter is free – just sign up by clicking on "My Preferences" at the top of your Mayo Clinic EmbodyHealth home page. Edit your preferences to include a free subscription to the e-mail newsletter and look for the next issue to appear in your inbox!

When you sign up for *Mayo Clinic EmbodyHealth This Week,* you'll receive weekly information on the many valuable health resources available to you through your Mayo Clinic EmbodyHealth Web portal. The newsletter is free – just sign up by clicking on "My Preferences" at the top of your Mayo Clinic EmbodyHealth home page. Edit your preferences to include a free subscription to the e-mail newsletter and look for the next issue to appear in your inbox!

Testimonials

General comments

- A valuable tool that I often consult regarding various health concerns, from the minor to the significant.
- Because of your Web site, I have joined a gym and I am taking exercise classes.
- Great Web site. I found the information very useful and easy to understand. I also like the pictures you provide as well. They are great visual aids, and they do make it easier to understand/diagnose one's problem or illness.
- I enjoy receiving info on healthy lifestyles -- gives me continual incentives to staying healthy.
- I especially like being able to prepare for my doctor visits ahead of time. It enables me to ask intelligent questions and helps the doctor get directly to the problem or question.
- I love it. I have used it for symptoms involving my children several times and it has saved me at least a couple trips to the doctor.
- It's great to have access to this information. It helps to keep you an informed consumer.
- Trying to find reliable information on the web without a site like this is very difficult, because you don't know what information you can trust. Mayo has a one-stop trustworthy information shop.
- The Web site has been very helpful. I especially like having the ability to designate certain topics of interest and have the related information flagged for my attention.
- Bravo! This is an excellent site and I use it often. I love the healthy recipes and exercise information. I frequently refer to it to answer health, nutrition, and exercise questions. I love the e-mail newsletter.

Comments on specific features of the portal

Health Management Programs

- The Healthy Weight program is awesome!!! I have recommended it to all my colleagues who have mentioned dieting.
- This has been extremely helpful to me in answering questions and in finding effective exercises and food management techniques to supplement doctor's recommendations for healthy living.
- This Web site was partly responsible for giving me the motivation to lose weight. In 2.5 years, I have lost nearly 40 lbs!!! I have been able to keep it off, by eating better and continuing with moderate exercise.
- I lost 16 lbs through the Healthy Weight online program. Very happy with results.
- I love using the Body Mass Index and all the ideas that you provide to keep me active without getting bored. Thank you!
- I really love this Web site. I use the Healthy Weight program to chart my weight loss. Since starting I have lost and kept off 40 pounds. Having the chart available to me was a great tool.
- I have lost 70 pounds in the last year and a half, and owe part of my success to this web site.
- First of all, the site was invaluable during my pregnancy! And now that I'm done with that, it's been an amazing resource for my attempt at weight loss...
- It's a great way to keep track of my exercise. It offers helpful suggestions on other ways to exercise other than going to a gym.
- The information about smoking assisted my wife and I both to quit smoking.

Mayo Clinic Health Risk Assessment

- I really like the health assessment surveys done each year. It helps me to see how I'm progressing from year to year and what changes I need to make.
- I very much liked the survey I took when I enrolled. It has helped motivate me to increase the amount of exercise I am getting and to moderate my eating and drinking.