

2020 Momentum Engagement Campaign

The Momentum Engagement Campaign educates your staff with inspirational emotional well-being insights and tips on how to apply them, as well as making them aware of the many program resources available to them and their household members 24/7/365.

To engage with your staff in a variety of ways, we provide monthly communications including a newsletter, live webinar, poster and digital sign. The member website is also updated with themed content. Managers benefit from targeted topics in a quarterly newsletter and live webinar.

Monthly campaign



Newsletter—The two-page newsletter takes a holistic approach to the monthly theme with a variety of articles, tips and a registration link for the live webinar.

Live webinar—Presented by subject matter experts, this is a popular, educational experience for your staff. It is recorded and housed in the member website learning center.

Poster—The letter-sized poster features practical tips and can be posted in high-traffic areas near printers, in break rooms and cafeterias.

Digital sign—This versatile, electronic image promotes mental health awareness and can be used on monitors, TV screens, Intranets and other staff portals.

Member website—The website is updated monthly with curated content based on the theme.

Monthly themes

JANUARY—Developing resiliency and grit

FEBRUARY—Increasing your self-control in challenging situations

MARCH—Embracing differences
Manager: Developing a culture of kindness

APRIL—Making smart money decisions

MAY—Managing emotional well-being

JUNE—Practicing compassion
Manager: Preparing for crisis

JULY—Coping with stress

AUGUST—Improving financial wellness

SEPTEMBER—Recovery and substance use awareness
Manager: Stop the stigma

OCTOBER—Being your authentic self

NOVEMBER—Caregiver well-being

DECEMBER—Setting the stage for 2021
Manager: Navigating negativity in the workplace