

2021 Momentum Engagement Campaign

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

Engage your staff with monthly communications including a newsletter, live webinar, poster and digital sign. The member website is also updated monthly with themed content. Managers benefit from targeted topics in a quarterly newsletter and live webinar.

Monthly campaign



Newsletter—The Momentum newsletter features themed content with actionable insights and a live webinar registration link.

Live webinar—The monthly live webinar is focused on timely issues presented by subject matter experts. Afterward, it is recorded and placed 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 What's Trending section is updated monthly with themed articles.

Monthly themes

JANUARY—Coping with change

FEBRUARY—Improving your mental wellness

MARCH—Planning for your financial future
Manager: Leading through change

APRIL—Overcoming stress and burnout

MAY—Understanding your teen's mental health

JUNE—Communicating with your partner
Manager: Managing remote employees

JULY—Creating a positive work environment

AUGUST—Staying strong and resilient

SEPTEMBER—Caring for a loved one in crisis
Manager: Fostering a healthy workplace culture

OCTOBER—Embracing differences

NOVEMBER—Overcoming financial setbacks

DECEMBER—Focusing on your well-being
Manager: Demystifying emotional intelligence