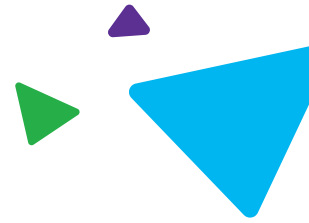


2024 Momentum engagement campaign



Themed monthly communications include a newsletter, live webinar, poster, digital sign and articles on the member website. Campaign materials in English and Spanish can be co-branded with your logo and program information.

Monthly campaign

Newsletter

The Momentum newsletter focuses on the monthly theme with emotional health and wellbeing articles, featured services and a registration link for the live webinar.

Poster

The letter-sized poster promotes the monthly live webinar with a QR code to register for the event. It can be posted in high-traffic areas near printers, in break rooms and cafeterias.

Digital sign

This versatile electronic image promotes actionable wellbeing tips and can be used on monitors, TV screens, intranets and other staff portals.

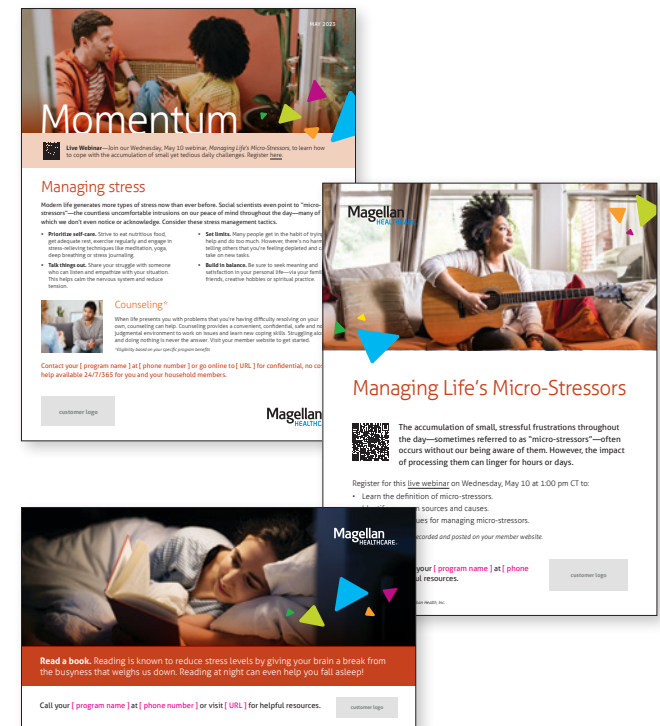
Live webinar

The monthly live webinar features themed topics presented by subject matter experts. Members can view the recordings on the member website after the event takes place.

Member website

The homepage is updated monthly with themed articles and webinars.

See the next page for this year's new themes and special campaigns.



2024 Editorial Calendar

Engagement campaigns

Monthly for members, quarterly for managers

Webinars

Full descriptions & links appear on the following page

Special campaigns

Support for:

Month	Engagement Campaign	Webinar	Special Campaign
JAN	You are what you eat	1/10 Getting control of emotional eating	Mental Wellbeing Month
FEB	Protecting youth mental health	2/14 Teenager and young adult mental health awareness	National Cancer Prevention Month
MAR	Financial and emotional wellbeing Managing change	3/13 Balancing your financial and emotional wellbeing 3/27 Tips for managing change in the workplace	National Drug and Alcohol Facts Week
APR	Embracing neurodiversity	4/10 Understanding neurodiversity in your personal and work life	National Stress Awareness Month Autism Acceptance Month
MAY	Changing perceptions	5/8 Changing your perceptions to positively impact your wellbeing	Mental Health Month
JUNE	Multigenerational workplace Multigenerational workforce	6/12 Thriving in a multigenerational workforce 6/26 Engaging a multigenerational workforce	LGBTQIA+ Pride Month Juneteenth
JULY	Social media addiction	7/10 The perils and promises of social media: Social media and mental health	Black, Indigenous and People of Color (BIPOC) Mental Health Awareness Month
AUG	Getting back in the groove	8/14 Protecting childrens' emotional wellbeing	National Back to School Month
SEPT	Substance misuse Performance coaching	9/11 Social drinking versus problem drinking: What's the difference? 9/25 Coaching employees to improve performance and engagement	Suicide Prevention Awareness Month
OCT	How to get unstuck	10/9 Feeling stuck? Get unstuck	National Depression and Mental Health Awareness and Screening Month
NOV	Handling big emotions	11/13 Managing intense emotions in the moment	National Family Caregivers Month
DEC	Defending your wellbeing Mental health awareness	12/11 Defending your wellbeing after trauma 12/4 Supporting employee wellbeing: from mental health awareness to action	National Stress-Free Family Holidays Month

2024 Webinars

Webinars begin at 1:00 pm CT and are 45 minutes long. They are recorded and posted to the member website.

JANUARY

January 10

[Getting control of emotional eating](#)

- Describe common causes and triggers behind emotional eating.
- Identify strategies to gain control of emotional eating.
- Discover how to apply these strategies to improve health and wellbeing.

FEBRUARY

February 14

[Teenager and young adult mental health awareness](#)

- Describe mental health versus mental illness.
- Discuss common challenges with teens and young adults.
- List ways parents and loved ones can help.

MARCH

Members—March 13

[Balancing your financial and emotional wellbeing](#)

- Describe challenges like inflation, household expenses, debt and fluctuating income.
- Understand the importance of both financial and emotional wellbeing.
- Identify support resources, including the help of a professional.

Managers—March 27

[Tips for managing change in the workplace](#)

- Describe types of change and how these affect employees.
- Identify tips to help leaders cope with change.
- Explain coping skills anyone can use when facing change.

APRIL

April 10

[Understanding neurodiversity in your personal and work life](#)

- Describe neurodiversity.
- Discover the value of neurodiversity at work and home.
- Name strategies to support neurodivergent people.

MAY

May 8

[Changing your perceptions to positively impact your wellbeing](#)

- Define perceptions.
- Describe how perceptions influence our emotions.
- Identify tips to change your perception to improve emotional wellbeing.

JUNE

Members—June 12

[Thriving in a multigenerational workforce](#)

- Describe the five generations currently in the workplace.
- Learn how each generation influences the workplace.
- List tips to help you successfully embrace the multigenerational workforce.

Managers—June 26

[Engaging a multigenerational workforce](#)

- Describe the five generations currently in the workplace.
- Learn how each generation influences the workplace.
- List tips to help you and your staff embrace the multigenerational workforce.

JULY

July 10

The perils and promises of social media: Social media and mental health

- Define healthy versus problematic social media use.
- Describe the impact of social media on our mental health.
- Explain how to achieve a healthier balance when using social media.

AUGUST

August 14

Protecting childrens' emotional wellbeing

- Define emotional wellbeing for children and why it's important.
- Describe ways to help children protect and improve their wellbeing.
- Recognize signs of when it's time to seek help.

SEPTEMBER

Members—September 11

Social drinking versus problem drinking: What's the difference?

- Explain low-risk and high-risk alcohol use.
- Describe healthy coping strategies to avoid the negative impacts of alcohol use.
- Discuss when and where to get assistance for alcohol use issues.

Managers—September 25

Coaching employees to improve performance and engagement

- Define how coaching can drive peak performance.
- Learn effective coaching techniques to improve employee performance.
- Develop and create coaching opportunities for engagement in the workplace.

OCTOBER

October 9

Feeling stuck? Get unstuck

- Explain what feeling "stuck" means.
- Discuss what causes us to feel "stuck."
- Discover strategies to move forward and improve wellbeing.

NOVEMBER

November 13

Managing intense emotions in the moment

- Define emotional regulation.
- Identify intense emotions and how to manage them in the moment.
- Discover skills to prepare for intense emotions before they arise.

DECEMBER

Members—December 11

Defending your wellbeing after trauma

- Define trauma.
- Explain different coping strategies to use after trauma.
- Practice a technique to defend your wellbeing.

Managers—December 4

Supporting employee wellbeing: From mental health awareness to action

- Define mental health awareness in the workplace.
- Describe characteristics of a wellbeing-focused workplace.
- Identify how to integrate wellbeing-focused strategies into your leadership.