

# Encourage employees to take small steps toward a healthier lifestyle



**eCards for Health<sup>SM</sup>**  
Experience. Wellness. Everywhere.<sup>SM</sup>

Research shows that successful, healthy lifestyle changes, such as losing weight or getting in shape, are best achieved in small steps\*. Our online greeting card Web site – *eCards for Health<sup>SM</sup>* – is designed for just that purpose – to encourage people to commit to small, healthy behavior changes.

At [www.ecardsforhealth.com](http://www.ecardsforhealth.com), your employees will find free eCards covering a variety of healthy changes such as cutting down on sweets, being more active or scheduling an annual physical exam.

Users can select the eCard reflecting the behavior change they want to make and then send it to a friend or loved one as a healthy gift and as a commitment to themselves. The sender also receives tips related to the healthy change and links to more wellness information.

\*Source: Centers for Disease Control and Prevention

## Help employees meet wellness goals with *eCards for Health!*

Support your employees' quest for a healthy lifestyle by sharing this Web site using these items:

- Flier that can be printed and posted in the lunch room/break room or shared electronically with employees
- E-mail or newsletter article that can be distributed in your organization

Contact your BCBS representative.



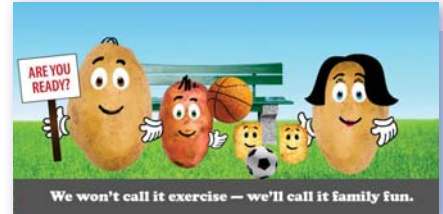
BlueCross BlueShield of Illinois  
BlueCross BlueShield of New Mexico  
BlueCross BlueShield of Oklahoma  
BlueCross BlueShield of Texas

[www.ecardsforhealth.com](http://www.ecardsforhealth.com)

# Questions and Answers

## Why was this program developed?

The *eCards for Health* initiative goes beyond wellness education and awareness. It helps people take the next step in their journey to a healthier lifestyle: committing to action. The eCards provide a fun way to help people make small commitments. Sharing that commitment with a friend or loved one can help build encouragement and support for sticking with the health-improvement goal.



## Can eCards for Health be sent to multiple people at once?

Making a commitment to improve one's health is often a highly personal decision. The program is designed to support personal interactions between two people at a time – the card sender and the card recipient. However, you can complete the online form to generate one eCard message that can be customized and forwarded to multiple people, following the steps below.

## Customize and send an eCard to a group of employees

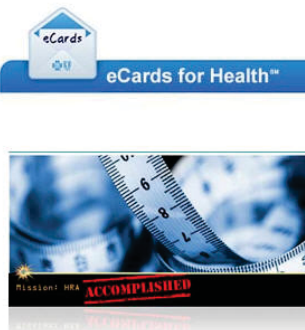
- 1 Choose the appropriate eCard and click *Send to a friend*.
- 2 Complete the online form with your e-mail address as *Friend's E-mail Address*. For *Friend's First Name*, use a basic employee reference, such as GeneriCorp Associate.
- 3 Check your e-mail box to open the message that was generated. Click Reply and edit the e-mail as necessary. See a sample edited e-mail message here.
- 4 Forward the edited e-mail to the appropriate distribution list.

Please complete all blanks below to send your greeting card.

* Friend's E-mail Address:	<input type="text"/>
* Friend's First Name:	<input type="text" value="GeneriCorp Associate"/>
* Your E-mail Address:	<input type="text"/>
* Your First Name:	<input type="text" value="Pat"/>
* Your Last Name:	<input type="text" value="Smith, CEO"/>
* Closing:	<input type="text" value="Healthy regards,"/>
* I'd like updates on eCards for Health:	<input type="text" value="Yes"/>

Send Card

Subject Pat Smith, CEO has sent you a healthy gift!



Dear GeneriCorp Associate,

I want to introduce you to **eCards for Health**, a program designed to help you find a healthy behavior change you would like to commit to. With **eCards for Health**, you select your healthy change and then share it with a friend or loved one as a healthy gift and a commitment to yourself.

This particular eCard talks about taking a Health Risk Assessment. I have taken my assessment, and I hope you do, too.

Healthy regards,

Pat