

# WELL-BEING CALENDAR


## Get ready to help your employees jump start their health



**First ensure your employees download and register on the Virgin Pulse® app. It's easy!**

**3 simple steps to get started!**

- 1. Sign up** – Go to [join.VirginPulse.com](https://join.VirginPulse.com) or download the app\* to get started.
- Choose **Blue Cross & Blue Shield of Rhode Island** as your sponsor.
- Connect your **Fitbit®** or **other wearable device** to track and sync steps with the app.



**FIRST QUARTER**  
**START THE NEW YEAR HEALTHY**

**Challenge: “Over Served”**

**Holidays are over, and it’s time to start eating right!**

Start with a healthy habit: “Did you check how many servings are in your packaged food today?”

Share this email to encourage your employees to start a challenge and invite their coworkers and friends to join in.

[“Over Served” challenge email](#)

[How to start an “Over Served” challenge](#)

**Discounts on gyms and fitness gear—**

Let your employees know about savings on gym membership and other fitness-related discounts through **Blue365**.

[Blue 365 – employee discounts email](#)

**SECOND QUARTER**  
**ENCOURAGE ACTIVITY**

**Challenge: “Weekday Step-off”**

No desk-jockeys here!

Take a stroll around the office, or make your next meeting a walk. Share this email to encourage your employees to start a challenge and invite their co-workers and friends to join in.

[“Weekday Step-off” challenge email](#)

[How to start a “Weekday Step-off” challenge](#)

**Stay Connected!—**Let your employees know about helpful ideas like staying connected with the Your Blue Touch RI app and secure text messaging from BCBSRI.

[Your Blue Touch RI & Your Blue Wire RI email](#)

**THIRD QUARTER**  
**ENCOURAGE PREVENTION**

**Challenge: “Workout Time”**

**Did you schedule time for your workout today?**

Share this email to encourage your employees to start a challenge and invite their coworkers and friends to join in.

[“Workout Time” challenge email](#)

[How to start a “Workout Time” challenge](#)

**Annual Wellness Visits—**You don’t want to get sick. Nobody does. Remind your employees of the importance of getting their annual wellness visit, which helps them focus on keeping well and preventing future health problems.

[Wellness visit reminder emails](#)

**Doctors Online—**Seeing a doctor just got easier! BCBSRI telehealth service Doctors Online makes it easy for your employees to visit doctors or therapists immediately from their home, office, or wherever they are.

[Doctors Online email](#)

**FOURTH QUARTER**  
**ENCOURAGING HEALTHY EATING**

**Challenge: “Size Matters”**

Did you use smaller plates today to help limit portions?

Share this email to encourage your employees to start a challenge and invite their coworkers and friends to join in.

[Size Matters” challenge email](#)

[How to start a “Size Matters” challenge](#)

**Health Links—**Share these links to help your employees eat healthy as we move into the holiday season.

[5 tips for healthier holiday eating](#)

[Holiday Lites cookbook](#)

[Shop and eat healthy](#)

The Virgin Pulse® program is available to Blue Cross & Blue Shield of Rhode Island members only.

Virgin Pulse is an independent wellness company, contracted by Blue Cross & Blue Shield of Rhode Island to provide wellness services.

Blue Cross & Blue Shield of Rhode Island is an independent licensee of the Blue Cross and Blue Shield Association.