HEALTH PROMOTION CAMPAIGN:
Stress Management

Stress is inevitable, so finding ways to manage and reduce it is essential.

Mechanics of running a campaign:
• Determine the goal/purpose of your campaign.
• Determine what human and material resources you have/need to successfully execute your plan.
• Determine what activities you want to incorporate into your wellness plan.
• Determine how you will communicate with your members. How will you promote member education and involvement activities?
• Create a campaign calendar containing information release dates and planned activity dates.
• Evaluate your efforts through surveys and measurements indicated on next year’s report card.

Campaign goal:
• Educate members about strategies for coping with stress.
• Educate members about MESSA resources: Blue Cross Online Visits, NurseLine, behavioral health benefits, and other stress management resources available at messa.org.

MESSA contacts and resources:
• MESSA field representatives can help members get the most value from their health plan. Contact your local representative at 800.292.4910.
• MESSA’s health promotion consultant can assist you with wellness and health promotions. Call 800.292.4910 or email healthy@messa.org.
• MESSA member service representatives can inform members about benefit coverage and in-network providers. Contact them at 800.336.0013.
• Blue Cross Online Visits for medical and behavioral health visits at messa.org/onlinevisits.
• NurseLine is a 24/7 help line staffed by registered nurses. Contact NurseLine at 800.414.2014.
• MESSA case management nurse educators can be reached at 800.336.0022, prompt 3.

MESSA material resources:
• Healthy lifestyle posters
• Stress management brochures
• Blue Cross Online Visits posters and flyers
• NurseLine posters and flyers
• MESSA phone list magnets
MESSA health promotion consultants:

Your health promotion consultant will advise your group/wellness committee on planning, implementing and evaluating your health/wellness needs and then the campaign(s) to begin addressing these needs.

Campaign activity suggestions:

INCREASE AWARENESS OF STRESS MANAGEMENT STRATEGIES

• Include program information in staff newsletters.
• Display posters in prominent staff areas.
• Schedule a health presentation with your health promotion consultant.

INCREASE AWARENESS ABOUT MESSA WELLNESS BENEFITS

• Newsletters
• Flyers
• Posters
• Presentations

INCREASE AWARENESS OF ONLINE DOCTOR AND THERAPIST VISITS

• Newsletters
• Flyers
• Posters
• Presentations

Related activity suggestions:

• Walking/Fitness challenge
• Lunch and learn seminars