

## Draft Letter of Wellness Campaign

Dear \_\_\_\_ employees/members

This letter marks the start of an exciting campaign (partnership) that we are launching at \_\_\_\_\_ to increase support and awareness of “**wellness**” on the part of employees/members and their families.

The term wellness refers to many things however in its simplest form it means being healthy. The pressures of everyday life make truly important things like our health seem less urgent; the result can be unhealthy lives that can affect us in so many ways. Increased health related costs mean fewer jobs and financial burdens to families and individuals, chronic diseases like heart disease, cancer, diabetes and chronic lung diseases are decreasing the quality of life for us and those we love.

The first principle of wellness is taking personal responsibility for our own health. Abraham Lincoln once said “The health you enjoy is largely your choice” and as a (business/organization) we have a choice to either do things which support healthy choices or not.

Beginning \_\_\_\_ we will be promoting (renewing or continuing to emphasize) wellness here at \_\_\_\_ . Working together we can make knowledgeable choices and environmental changes to create an improved quality of life and healthier families, lower health related costs, and foster a healthier more productive (business/organization). The possible benefits are endless and the support we can give each other to be well makes a big difference in people living healthier lives. Watch for further details (or list your next steps here) coming soon. I urge you to join me (us) in making this a healthier place and to take your personal health seriously.

Sincerely,