**Castlight Member Marketing Toolkit**

**February 2025 – Stay heart strong**

| **Deliverable** | **Content** |
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| **Digital Sign** | **Stay heart strong**  High blood pressure significantly increases your risk for heart disease. It’s important to know your numbers.  Scan to find a primary care provider (PCP) to get your blood pressure checked.  **<QR code>**  @heycastlight\_health |
| **Flyer** | **Stay heart strong**  High blood pressure significantly increases your risk for heart disease. It’s important to know your numbers.  Schedule a visit with your primary care provider (PCP).  **Act now**  **Check**  Get your blood pressure checked to know where you stand as high blood pressure often has no warning signs or symptoms  **Prevent**  Understand risk factors and take steps to keep your blood pressure in a healthy range  **Manage**  Meet with your PCP regularly to review your treatment plan if you have high blood pressure  **Make your appointment**  Log in to Castlight to find a provider and schedule your appointment.  Not registered? Download the mobile app to or visit mycastlight.com  **<QR code>**  @heycastlight\_health  **[Care Guides]**  **Make your appointment**  A Castlight Care Guide can help you find a provider. Click the Get Help tab in the app to talk or chat with an expert.  Not registered? Download the mobile app to or visit mycastlight.com  **<QR code>**  @heycastlight\_health |
| **Shareable Graphic 1** | **Stay heart strong**  High blood pressure significantly increases your risk for heart disease. Visit your PCP regularly to get your blood pressure checked.  Log in to Castlight to find a provider and schedule your appointment.  Not registered? Download the mobile app or visit mycastlight.com  **<QR code>**  @heycastlight\_health |
| **Shareable Graphic 2** | **Get your blood pressure checked**  High blood pressure increases your risk for serious health problems, including a heart attack, stroke, and kidney disease. Starting at age 18, get your blood pressure checked regularly to diagnose health problems early.  Log in to Castlight to find a provider and schedule your appointment.  Not registered? Download the mobile app or visit mycastlight.com  **<QR code>**  @heycastlight\_health |
| **Email** | **Subject: Stay heart strong**  Be smart by knowing what causes heart disease and what your individual risk factors are. Use the app to help you get started.  **Schedule a visit with your PCP to get your blood pressure checked**   * Get your blood pressure measured to know your numbers as high blood pressure often has no warning signs or symptoms * Understand your risk factors and take steps to keep your blood pressure in a healthy range * Review your treatment plan regularly with your provider if you have high blood pressure   To make an appointment, log into the app to find a provider and schedule your appointment.  **Follow a heart-healthy diet and exercise routine**   * Make good food choices by incorporating fruits, vegetables, whole grains, nuts, low-fat dairy products, skinless poultry, and fish into your diet * Move your body and get at least 150 minutes per week of moderate activity like walking and yoga or 75 minutes per week of vigorous activity like running and swimming   To optimize your heart health, log into the app to track your food and exercise under Your Activities and even sync your current fitness tracker.  **<Stay on top of your rewards>**  - Visit Ways to Earn and see what activities you need to complete this year to receive rewards  - Check out the Rewards Center to see what you can redeem your points for  **<Need help>**  Reach out to a Care Guide for one-on-one support when you need it. Talk or chat with an expert. Click the Get Help tab in your app to start.  Not registered? Download the mobile app or visit mycastlight.com. |
| **Employer Message** | **Title: Stay heart strong**  **Start date / End date:** Select your dates – recommendation is Feb. 1–29  **Message:**  Be smart by knowing what causes heart disease and what your individual risk factors are. Visit your primary care provider (PCP) to get your blood pressure checked as high blood pressure significantly increases your risk. To optimize your heart health, follow a heart-healthy diet and exercise routine and use Your Activities in the app to stay on top of your food choices and activity.  Enable high-priority message = Yes  Enable push notification = Yes  Redirect = home page |

Information in < > is variable. Please confirm if it applies to your experience.