**Castlight Member Marketing Toolkit**

**April 2025 – Take control of your health**

| **Deliverable** | **Content** |
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| **Digital Sign** | **Take control of your health**  Routine cancer screenings and a healthy lifestyle can mean better outcomes for your health.  Scan to schedule a visit with your primary care provider (PCP) to check-in on your overall health and get screened.  **<QR code>**  @heycastlight\_health |
| **Flyer** | **Take control of your health**  Routine cancer screenings and a healthy lifestyle can mean better outcomes for your health.  Schedule an appointment with your primary care provider (PCP) to check-in on your overall health and get screened.  **Early detection and prevention**  **Follow guidelines**  Stay up-to-date on recommended screeningsbased on age, gender, and other risk factors to help detect cancer early when it’s easier to treat  **Know your history**  Review your family health history to help determine if you have an increased risk and need screening at an earlier age or more often  **Commit to healthy living**  Get support with maintaining a healthy weight, being physically active, and avoiding substances to help lower your risk for several types of cancer  **Make your appointment**  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  **[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 or visit mycastlight.com  **<QR code>**  @heycastlight\_health |
| **Shareable**  **Graphic 1** | **Take control of your health**  Routine cancer screenings and a healthy lifestyle can mean better outcomes for your health. It’s important to visit your primary care provider (PCP) to check-in on your overall health, review guidelines, and get screened.  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** | **Live smoke-free for better health**  In the US, smoking causes approximately 30% of all cancers and 90% of lung cancers.\* Get support to make lifestyle changes to improve your health.  \*American Cancer Society  Log in to Castlight to find a provider and schedule your appointment.  Not registered? Download the mobile app or visit mycastlighthealth.com  **<QR code>**  @heycastlight\_health |
| **Email** | **Subject:** Take control of your health  Routine cancer screenings and a healthy lifestyle can mean better outcomes for your health. It’s important to check-in on your health and get screened. Use the app to help you get started.  **Visit your primary care provider (PCP)**   * Review screening guidelines based on age, gender, and other risk factors and get screened to help detect cancer early before symptoms arise and it’s easier to treat * Review your family health history to help determine if you have an increased risk and need screening at an earlier age or more often * Get support with maintaining a healthy weight, being physically active, and avoiding alcohol and tobacco to help lower your risk for several types of cancer   Log into the app to find a provider and schedule your appointment.  **Access benefits, programs and resources to help you commit to a healthy lifestyle:**   * Track your food, activity, and sleep to help you practice and develop good habits * Connect with your Employee Assistance Program (EAP) for support with your emotional health and other lifestyle challenges * Use Find Care to locate a specialist you may need in your area * <See what activities you need to complete to receive rewards>   Log into the app to explore benefits and get started.  **<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 app or visit mycastlight.com. |
| **Employer Message** | **Title: Take control of your health**  **Start date / End date:** Select your dates – recommendation is Apr. 1–30  **Message:**  Routine cancer screenings and a healthy lifestyle can mean better outcomes for your health. It’s important to visit your primary care provider (PCP) to check-in on your health, review guidelines, and get screened for cancer. Use the app to find a provider and access tools, resources, and benefits to help you develop healthy habits to reduce your risk.  Enable high-priority message = Yes  Enable push notification = Yes  Redirect = benefits programs |

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