**Castlight Member Marketing Toolkit**

**May 2025 – Care for your mind, care for your health**

| **Deliverable** | **Content** |
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| **Digital Sign** | **Care for your mind, care for your health**  Life gets hard sometimes. It can leave us feeling overwhelmed, defeated, and unsure how to move forward.  Scan to find a primary care provider (PCP) to get the right emotional health support for you.  **<QR code>**  @heycastlight\_health |
| **Flyer** | **Care for your mind, care for your health**  Life gets hard sometimes. It can leave us feeling overwhelmed, defeated, and unsure how to move forward.  Visit your primary care provider to get emotional health support.  **Put yourself first**  **Self-Care**  Focus on healthy eating, quality sleep, and exercise as it can make a big difference in how you feel  **Resilience**  Learn coping strategies and give yourself time and space to boost your mood  **Treatment**  Share your family history, current lifestyle, and symptoms so your provider can guide your treatment plan  **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** | **Care for your mind, care for your health**  Life gets hard sometimes. It can leave us feeling overwhelmed, defeated, and unsure how to move forward. Visit your primary care provider (PCP) to get the right emotional health support for you.  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** | **Support makes a difference**  Anxiety disorders and major depression are among the most common conditions affecting adults. Don’t hesitate to reach out for support. Visit your doctor to help you find the best care option for you.  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: Care for your mind, care for your health**  Life gets hard sometimes. It can leave us feeling overwhelmed, defeated, and unsure how to move forward. Use the app to help you get support when you need it.  **Schedule a visit with your doctor to find the right care for you**   * Discuss making self-care a priority with healthy eating, sleep, and exercise as it can make a big difference in how you feel * Develop resilience, learn coping strategies, and give yourself the time and space to boost your mood * Share your family history, current lifestyle, and symptoms so your provider can guide your treatment plan   Log into the app to find a provider and schedule your appointment.  **Access programs and resources to help you improve your emotional wellbeing**   * Connect with your Employee Assistance Program (EAP) and other behavioral health resources, including personalized coaching and online programs * Work on self-help strategies by tracking your food, sleep, and exercise to keep you accountable and reinforce positive behaviors * Practice mindfulness and other healthy habits to help you manage stress and anxiety   Log into the app to view your benefit programs and resources.  Not registered? Download the mobile app or visit mycastlight.com.  **<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. |
| **Employer Message** | **Title: Mind Title: Care for your mind, care for your health**  **Start date / End date:** Select your dates – recommendation is May 1–31  **Message:** Life gets hard sometimes. It can leave us feeling overwhelmed, defeated, and unsure how to move forward. Visit your primary care provider (PCP) to get the right emotional health support for you. Use the app to help you find a provider and access benefits to help you develop healthy behaviors and improve your wellbeing.  Enable high-priority message = Yes  Enable push notification = Yes  Redirect = find care |

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