**Castlight Member Marketing Toolkit**

**August 2025 – Get ahead, vaccinate today**

| **Deliverable** | **Content** |
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| **Digital Sign** | **Get ahead, vaccinate today**  Vaccines can help prevent serious diseases and seasonal illnesses. Before you say goodbye to the lazy days of summer and head back to your fall routine, review guidelines for important immunizations.  Scan to find a primary care provider (PCP) and stay up-to-date with your vaccines.  **<QR code>**  @heycastlight\_health |
| **Flyer** | **Get ahead, vaccinate today**  Vaccines can help prevent serious diseases and seasonal illnesses. Before you say goodbye to the lazy days of summer and head back to your fall routine, review guidelines for important immunizations.  Schedule a visit with your primary care provider (PCP).  **Be safe**  **Seasonal illnesses**  Get the flu, COVID-19, pneumonia, and RSV (Respiratory Syncytial Virus) vaccines to protect yourself and others from sickness in winter  **Serious diseases**  Take steps to avoid health complications from serious diseases such as chicken pox, whooping cough, hepatitis, tetanus, and tuberculosis  **Health history**  Receive guidance on what vaccines you may need depending on your age, medical conditions, or travel plans    **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** | **Get ahead, vaccinate today**  Vaccines can help prevent serious diseases and seasonal illnesses. Before you say goodbye to the lazy days of summer and head back to your fall routine, review guidelines for important immunizations. Talk with a doctor and make a plan to stay up-to-date with your vaccines.  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** | **Fight the flu**  The flu shot is the best way to protect yourself and your family against influenza (flu), a contagious respiratory disease that can lead to serious illness, hospitalization, or death in severe cases. The Center for Disease Control (CDC) recommends that everyone six months and older get a flu shot every year.    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: Get ahead, vaccinate today**  Vaccines can help prevent serious diseases and seasonal illnesses. Before you say goodbye to the lazy days of summer and head back to your fall routine, review guidelines and stay up-to-date with your vaccines. Use the app to help you get started.  **Schedule a visit with your primary care provider (PCP)**   * Get the flu, COVID-19, pneumonia, and RSV (Respiratory Syncytial Virus) vaccines to protect yourself and others from seasonal illness * Take steps to avoid health complications from serious diseases such as chicken pox, whooping cough, hepatitis, tetanus, and tuberculosis * Receive guidance on what shots you may need depending on your age, medical conditions, or travel plans   Log in to the app to find a provider and schedule your appointment.  **Access programs and resources to help you stay healthy**   * View your benefits and programs as most vaccines are covered as a preventive care service * Review other preventive care services and get appropriate screenings you may need as part of your annual wellness exam * Connect with your Employee Assistance Program to help you manage stress, anxiety, and depression as a result of a seasonal illness or other serious health complication * <Check on wellness activities to receive rewards for this year>   Log in to the app to get started and view your benefits.  If you’re not registered, download the mobile app to register 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: Get ahead, vaccinate today**  **Start date / End date:** Select your dates – recommendation is Aug. 1–31  **Message:**  Vaccines can help prevent serious diseases and seasonal illnesses. Before you say goodbye to the lazy days of summer and head back to your fall routine, review guidelines for important immunizations. Use the app to help you find a provider and stay-up-to-date with your vaccines. Access programs and resources to help you understand your benefits, ensure you have appropriate coverage, and get support in the event you get sick.  Enable high-priority message = Yes  Enable push notification = Yes  Redirect = find care |

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