**Castlight Member Marketing Toolkit**

**September 2025 – Self-care is health care**

| **Deliverable** | **Content** |
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| **Digital Sign** | **Self-care is health care**  Worn out from trying to be everything to everyone else? Make a commitment to self-care to improve both your physical and mental health.  Scan to find a primary care provider (PCP) and check-in on your overall health and wellbeing.  **<QR code>**  @heycastlight\_health |
| **Flyer** | **Self-care is health care**  Worn out from trying to be everything to everyone else? Make a commitment to self-care to improve both your physical and mental health.  Schedule a visit with your primary care provider (PCP) to check-in on your overall health and wellbeing.  **Focus on the whole you**  **Reduce risk**  Make sure you have had your annual wellness exam, any overdue preventive screenings, and medication check-ups to stay on top of any ongoing conditions  **Manage stress**  Get help activating your body’s natural relaxation response with deep breathing, mindfulness meditation, and progressive muscle relaxation  **Live healthy**  Receive support to follow a balanced diet, improve your sleep, and increase your activity level as these habits can make a big difference in your health  **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** | **Self-care is health care**  Worn out from trying to be everything to everyone else? Make a commitment to self-care to improve both your physical and mental health. Visit your doctor regularly to check-in on your overall health and wellbeing.  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** | **Reduce risk for heart disease with self-care**  Heart disease is the leading cause of death in the US.\* People who are overweight are more likely to suffer from high blood pressure, high levels of fat in their blood, diabetes, and high levels of cholesterol, which are all major risk factors for heart disease and stroke. A healthy diet, exercise, and reducing stress are steps that you can take to reduce your risk. Talk with a doctor about improving your self-care routine.  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  \*American Heart Association, February 2024 |
| **Email** | **Subject:** **Self-care is health care**  Worn out from trying to be everything to everyone else? Make a commitment to self-care to improve both your physical and mental health. Use the app to help you get started and focus on the whole you.  **Schedule a visit with your primary care provider (PCP)**   * Make sure you have had your annual wellness exam, any overdue preventive screenings, and medication check-ups to stay on top of any ongoing conditions * Get help managing stress by activating your body’s natural response with different relaxation techniques * Receive support to follow a balanced diet, improve your sleep, and increase your activity level as these habits can make a big difference in your overall health   Log in to the app to find a provider and schedule your appointment.  **Access programs and resources to help you improve your self-care routine and stay healthy**   * Connect with your *Employee Assistance Program* (EAP) and other behavioral health resources for support to develop resilience, boost your mood, and improve your outlook * Use *Healthy Habits* to take a bite-sized approach and create lasting healthy behaviors to reduce stress, eat healthier, increase immunity, and more * <Reach out to a Care Guide for 1:1 support to help you navigate your benefit programs and resources>   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. |
| **Employer Message** | **Title: Self-care is health care**  **Start date / End date:** Select your dates – recommendation is Sept. 1–30  Worn out from trying to be everything to everyone else? Make a commitment to self-care to improve both your physical and mental health. Use *“Find Care*” to search for a primary care provider (PCP) and schedule an appointment to check-in on your overall health and wellbeing. Go to *“Benefits”* to access your Employee Assistance Program (EAP) and other behavioral health resources to help you make self-care part of your daily routine and feel your best.  Enable high-priority message = Yes  Enable push notification = Yes  Redirect = find care |

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