**Castlight Member Marketing Toolkit**

**October 2025 – Women’s health first**

| **Deliverable** | **Content** |
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| **Digital Sign** | **Women’s health first**Women face many health issues that can be prevented or treated, especially if found early. It’s important to check-in on your health regularly.Scan to find a primary care provider (PCP) and get on track with your preventive care. **<QR code>**@heycastlight\_health |
| **Flyer** | **Women’s health first**Women face many health issues that can be prevented or treated, especially if found early. It’s important to check-in on your health regularly.Schedule a visit with your primary care provider (PCP) to get on track with your preventive care.**Recommended screenings for women** **Years of age**

| **Exam/screening** | **20+** | **30+** | **40+** | **50+** | **60+** |
| --- | --- | --- | --- | --- | --- |
| **Annual exam** | **✔** | **✔** | **✔** | **✔** | **✔** |
| **Blood pressure** | **✔** | **✔** | **✔** | **✔** | **✔** |
| **Cholesterol**  | **✔** | **✔** | **✔** | **✔** | **✔** |
| **Cervical cancer**  | **✔** | **✔** | **✔** | **✔** | **✔** |
| **Breast cancer** |  | **✔\*** | **✔** | **✔** | **✔** |
| **Colorectal cancer**  |  |  | **✔** | **✔** | **✔** |

\*Baseline mammogram for those with a family history**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** | **Women’s health first** Women face many health issues that can be prevented or treated, especially if found early. It’s important to check-in on your health regularly. Visit your primary care provider (PCP) for your annual wellness exam and get on track with your preventive care.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** | **High blood pressure: what women need to know** Heart disease is the leading cause of death for women in the US. High blood pressure can increase the risk for heart disease. Most people with high blood pressure have no symptoms, even if blood pressure readings are dangerously high. Get your blood pressure checked regularly as it can save your life. 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 3** | **Get screened for breast cancer - it can make a difference**Breast cancer screening and early detection play an important role in your health. Screening tests can help detect breast cancer at an early stage when the chances of survival are highest. Review guidelines and health history with a doctor and get your mammogram scheduled.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 4** | **Diabetes in women**One in nine adult women\* have diabetes, a chronic disease that occurs when your blood sugar is too high. Diabetes can cause serious health problems and several factors increase risk for women: age (45 and over), family history, lack of exercise, being overweight, and weight gain from having a large baby during pregnancy. Visit your primary care provider (PCP) to review your history and get screened with a simple blood test. 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\*Office on Women’s Health, May 2024 |
| **Shareable Graphic 5** | **Are you at risk for osteoporosis?**Osteoporosis affects almost 20% of women age 50 and over. Current guidelines recommend bone density tests for women age 65 and over.\* You may need to be screened earlier if one of your parents has had a broken bone, especially a broken hip. Talk with your doctor about screening, your family health history, and steps to keep your bones healthy. 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\*CDC, February 2024  |
| **Email** | **Subject: Women’s health first**Women face many health issues that can be prevented or treated, especially if found early. It’s important to check-in on your health regularly.**Visit your primary care provider (PCP) to get on track with your care and stay healthy*** Assess your overall health and review all preventive care screenings you need at your annual exam
* Get your blood pressure checked regularly as high blood pressure often has no symptoms
* Check your cholesterol to see if you’re at risk for a heart attack, heart disease, or disease of the blood vessels
* Reduce your risk for certain types of cancer by getting screened as early detection is critical for treatment

Log into the app to find a provider and schedule your appointment.**Access benefits, programs and resources tailored to women’s health** * Use Find Care to locate a specialist or a facility to get screened in your area
* Track your food, activity, and sleep to help you practice and develop good habits
* Connect with your Employee Assistance Program (EAP) for support with family and work-life balance challenges
* <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: Women’s health first** **Start date / End date:** Select your dates – recommendation is October 1 - 31**Message:** Women face many health issues that can be prevented or treated, especially if found early. It’s important to check-in on your health regularly.Schedule a visit with your primary care provider (PCP) to get your annual exam and review important screenings you may need depending on your age, family, history, and symptoms, if any. Use the app to find a provider and access benefits, programs, and resources tailored to women’s health, Enable high-priority message = YesEnable push notification = YesRedirect = find care |

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