**Castlight Member Marketing Toolkit**

**November 2025 – Manage your ABCs**

| **Deliverable** | **Content** |
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| **Digital Sign** | **Manage your ABCs**  Diabetes is complicated and it takes practice to manage it in your everyday life. Whether you’re high risk or have diabetes, it’s important to manage your ABCs - A1C, blood pressure, and cholesterol.  Scan to find a primary care provider (PCP) to know your numbers.  **<QR Code>**  @heycastlight\_health |
| **Flyer** | **Manage your ABCs**  Diabetes is complicated and it takes practice to manage it in your everyday life. Whether you’re high risk or have diabetes, it’s important to manage your ABCs - A1C, blood pressure, and cholesterol.  Schedule a visit with your primary care provider (PCP) to know your numbers.  **Screenings you need**  **A1C**  Get your blood sugar checked with a simple blood test and get advice to keep levels in your target range  **Blood pressure**  Find out if you have high blood pressure as it often has no symptoms, but can lead to many complications of diabetes, including eye disease, kidney disease, and other heart and circulation problems  **Cholesterol**  Check your cholesterol as high cholesterol can be a cause of diabetes and vice versa - either way you’re more prone to heart disease and further health issues  **Make an 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** | **Manage your ABCs**  Diabetes is complicated and it takes practice to manage it in your everyday life. Whether you’re high risk or have diabetes, it’s important to manage your ABCs - A1C, blood pressure, and cholesterol. Visit your primary care provider (PCP) to know your numbers.  **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** | **Wait, so what is prediabetes?**  Prediabetes is a serious health condition where blood sugar levels are higher than normal, but not high enough yet to be diagnosed as type 2 diabetes. Prediabetes increases your risk for type 2 diabetes, heart disease, and stroke. You can reverse prediabetes. Visit your doctor for support with nutrition and lifestyle changes so you can change the outcome and stay 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 |
| **Email** | **Subject:** Manage your ABCs  Diabetes is complicated and it takes practice to manage it in your everyday life. Whether you’re high risk or have diabetes, it’s important to manage your ABCs - A1C, blood pressure, and cholesterol.  Use the app to find a provider and access resources to help you know, understand, and manage your important numbers to reduce your risk and improve your overall health.  **Schedule a visit with your primary care provider (PCP)**   * Get your blood sugar checked and get advice to keep levels in your target range * Find out if you have high blood pressure as it often has no symptoms, but can lead to many complications of diabetes * Check your cholesterol as high cholesterol can be a cause of diabetes and vice versa - either way you’re more prone to heart disease and further health issues   Log in to the app to find a provider and schedule your appointment.  **Access resources to help you focus on a healthy lifestyle**   * <Connect with the diabetes prevention and management program provided by (customer name) for personalized support to help you better handle your condition> * Keep track of your nutrition through the app <and earn rewards for healthy behaviors> to ensure you stay accountable and make healthy food choices * Sync a fitness tracker or manually track your activity in the app as regular exercise is important to control blood sugar levels and lower risk of heart disease   Log in to the app to get started.  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: Manage your ABCs**  **Start date / End date:** Select your dates – recommendation is Nov. 1–30  **Message:**  Diabetes is complicated and it takes practice to manage it in your everyday life. Whether you’re high risk or have diabetes, it’s important to manage your ABCs - A1C, blood pressure, and cholesterol. Use the app to help you find a provider so you can better know, understand, and manage what your important numbers are. Access programs and resources to help you focus on lifestyle changes, including managing your weight and building a nutrition and activity plan, to reduce your risk for and improve your overall well being.  Enable high-priority message = Yes  Enable push notification = Yes  Redirect =find care |

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