

Communications toolkit

2023

# Holiday Wellbeing Campaign



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This year's campaign theme is, **"Healthy holiday boundaries, the best gift you can give yourself."**

The holidays can bring joy, and they can also cause stress and anxiety for your staff and their families.

- 39% of Americans say family gatherings during the holidays are stressful.<sup>1</sup>
- 44% of Americans say preparing for the holidays is stressful.<sup>2</sup>
- 49% of Americans experience increased stress due to the expectations of family and friends.<sup>3</sup>

This year's campaign focuses on helping members learn how to set healthy boundaries during the holidays to protect their mental health and wellbeing.

The campaign toolkit includes the following promotional materials:

- **Email template** – Customize this communication for your organization and link to or attach campaign materials. Send to staff in November.
- **Educational flyer** – Healthy holiday boundaries, the best gift you can give yourself.
- **Poster** – Empowering phrases to set limits with kindness.
- **Digital signs (5)** – A series of tips for members.
- **Zoom background** – Complements the theme.

In November, we invite you to visit [MagellanHealthcare.com](https://MagellanHealthcare.com) to learn more about Magellan Healthcare events and resources.



If you have any questions, please contact your Magellan Healthcare Account Executive.

<sup>1</sup> [SAMHSA 2020 National Survey of Drug Use and Health \(NSDUH\) Youth Mental Health Trend Tables](#)

<sup>2</sup> [College Group Holidays and Occasions Survey, May 2021](#)

<sup>3</sup> [Beyond Finance financial stress survey, August 2022](#)