



# Your **12-Month Guide** to Keeping Employee Benefits Front-and-Center

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Every month offers new opportunities to connect with employees around their benefits – and these opportunities can help build workforce culture, encourage positive behaviors, help educate employees and drive engagement with benefits.

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# January

## New Year, New Year's Resolutions

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New Year's Resolutions are nothing new, yet everyone continues to make them with the best intentions not to break them. HR can help lead the charge to support employees and encourage them to pursue their goals with zeal.



**10% of U.S. adults**  
stick with their New Year's resolutions.

(Medifast)

### Employer Objective

Take advantage of employees' enthusiasm for self-improvement and partner with them to achieve their goals, whether that's getting healthy, saving money, growing personally or professionally or more.

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### Related Benefits/Resources

- Wellbeing App
  - Identity Theft Protection
  - 529 College Savings Account Program
  - Gym Membership Program
  - EAP
  - Charitable Donation Matching Program
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### Engagement Idea

**Q1 Contest:** Hold a contest where employees submit their goals, outlining quantifiable ways they will achieve them over the next three months. Those that stick with their plan receive a reward!

# February

## Keeping Hearts Happy (and Healthy) Month

February is American Heart Month, so capitalize on it by tying in heart health with employee benefits. Consider rolling out initiatives to raise awareness of heart disease and its risk factors and sharing tips on how to lead a heart-healthy lifestyle.



### Among large firms offering health benefits in 2023:



**42%**

offer workers the opportunity to complete a biometric screening.



**80%**

offer workers one or more wellness programs.

(KFF)

#### Employer Objective

Positively impact the heart health of your workforce by educating your employees and engaging them in heart-healthy activities.

#### Related Benefits/Resources

- Wellness App
- Preventative Care
- Gym Membership Program
- Smoking Cessation Program

#### Engagement Idea

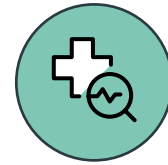
**Heart Walk:** Hold a heart walk at a local track, inviting vendors to come for onsite biometric screenings, blood pressure tests, etc. Remote office? Encourage remote workers to share pictures of themselves taking their own heart walk and sharing their step count.



# March

## Fuel Employees' Future for National Nutrition Month

Employers play a particularly powerful role in Americans' health care, providing employees with a range of benefit programs that help them manage their health. Use this month to engage employees around nutrition education.



## More than **half of American adults**

have diet-related chronic diseases, such as heart disease, type 2 diabetes, obesity and some types of cancer.

(USDA)

### Employer Objective

Encourage employees to understand the role nutrition plays in overall wellness, including physical health, mental well-being and longevity.

### Related Benefits/Resources

- Nutrition Coaching
- Nutrition App/Digital Health Benefit
- Health Screenings
- Preventative Health

### Engagement Idea

**Health Fair:** Host a health fair featuring health providers connected to physical health and wellness alongside vendors that offer healthy food or meal delivery options. For a bonus, you could offer short, educational sessions with cooking demonstrations and nutrition workshops.

# April

## Boost Employees' Financial IQ During Financial Literacy Month

The myriad of benefits programs you offer are designed to help employees save, invest and maximize their hard-earned dollars. Help them connect the dots to protect their wealth!



## 66% of employees

agree their employer has a responsibility to make sure they are financially secure and well.

(EBRI)

### Employer Objective

Help employees connect the dots and become more comfortable and confident in personal finance through awareness of benefit products and programs, education and resources, and financial literacy-building activities.

### Related Benefits/Resources

- Financial Wellness Coaching
- HSA-Eligible Consumer-Driven Health Plan
- Life Insurance
- Retirement Savings Programs
- 529 College Savings Accounts
- Short-Term Loan Programs

### Engagement Idea

**Guest Speaker:** Invite a personal finance guru to come onsite for a lunch-and-learn. Record the session to share with remote workers.

# May

## Hold Space for Mental Health

May is Mental Health Awareness Month, so take this opportunity to show employees you care and demonstrate your organizational commitment to employees' mental health.



## 92% of employees

experience mental health challenges that impact their work.

(Workable)

### Employer Objective

Supercharge your mental health benefits communication and education, while at the same time nurture a workforce culture that values mental health and fosters psychological safety.

### Related Benefits/Resources

- All benefits in your benefits package
- Links to benefits materials and/or your benefits portal

### Engagement Idea

**Event Series:** Host a series of in-person and/or digital events highlighting different aspects of mental health such as a mindfulness leader presenting on the value of the practice and leading a 15-minute mindfulness break or a lunch-and-learn led by HR on available benefits and resources.



# June

## Looking at the Bigger Insurance Awareness Picture

Take a break from the specifics for broader engagement around insurance. It could be just what employees need to gain confidence around how their benefits work together to support health and savings.



## Roughly 30% of people

with employer coverage were underinsured in 2022, meaning their coverage doesn't enable affordable access to health care.

([The Commonwealth Fund](#))

### Employer Objective

Inspire employees to better understand the coverage they have and the coverage they may need to be insured properly, protecting their health, wealth and wellbeing.

### Related Benefits/Resources

- Dependent Care FSAs
- EAP
- Paid Time Off
- 529 College Savings Accounts
- Employer-provided backup childcare for emergency situations

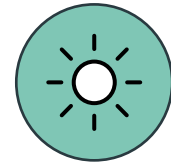
### Engagement Idea

**AMA:** Host an HR “Ask Me Anything” (AMA) either in-person or virtually where employees can come with any insurance related question. Tip: Come with a few prepared questions to get the ball rolling or plug in if your audience gets stuck.

# July

## Sun Safety for a Summer of Fun

July often means sunshine and time spent outside, but it's also UV safety month. Connect with employees on protecting against those rays.



**1 in 5 Americans**  
get skin cancer.

(Weill Cornell Medicine)

### Employer Objective

Educate employees on sun safety as UV light exposure can produce mutations that can lead to skin cancer and can cause eye damage, including cataracts and eyelid cancers.

### Related Benefits/Resources

- Sunscreen
- Vision Insurance
- Annual Skin Cancer Screening

### Engagement Idea

**Employee Mailer:** Send employees a postcard with fun facts about sun safety and the benefits they can use to protect or screen against UV exposure. Add more interest by including sunblock and a corporate branded hat!

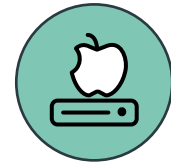




# August

## Back to School Support

August marks the end of summer and the transition towards the beginning of a new school year. Shine a light on the benefits you provide that can help employees ease the transition.



**51% of working parents** said back-to-school interferes with work.

(SHRM)

### Employer Objective

Help working parents, caregivers and other loved ones manage the stress during the back-to-school season by promoting resources that can help them manage the season.

### Related Benefits/Resources

- Dependent Care FSAs
- EAP
- Paid Time Off
- 529 College Savings Accounts
- Employer-provided backup childcare for emergency situations

### Engagement Idea

**Open House:** Invite employees to an “open house” to discuss back-to-school related issues and benefits with HR. Take this opportunity to establish an ERG where working parents can connect and share tips.



# September

## Bring Openness to Cancer in the Workplace

Breast cancer awareness takes full hold in October, but September marks education around quite a few cancers, including thyroid, blood, childhood, gynecologic and prostate. Likely, many of your employees have been affected by cancer in one way or another so use this time to acknowledge, support and educate your workforce.



For every **100 employees in the workforce,**



**5%**  
will have a history  
of cancer



**27%**  
of employees will be in  
treatment for cancer

([Johns Hopkins School of Medicine](#))

### Employer Objective

Create a culture of support and openness around cancer and its impact on employees who may undergo treatment or serve as caregivers.

### Related Benefits/Resources

- Preventative Care
- Smoking Cessation
- Group Critical Illness
- Group Hospital Indemnity
- Caregiver Support Platforms
- EAP
- Flexible Work Arrangements
- Cancer Insurance

### Engagement Idea

**Host a fundraiser:** Employees may want to bring awareness to a specific cancer or support its research. Consider setting up a fundraiser where employees get to choose the various cancer foundations the proceeds go towards. Even better, offer to match gifts up to a certain amount.

# October

## Put a Spotlight on Oral Hygiene

October is National Dental Hygiene Month and the perfect time to remind employees about one of the essential components to overall wellbeing and a key building block of health.



**Americans lose almost 321 million hours** of school and work per year due to dental issues.

(Delta Dental)

### Employer Objective

Encourage employees to keep their teeth and gums healthy with education around the importance of good oral hygiene and the employee benefits available to them.

### Related Benefits/Resources

- Dental Coverage
- HSA or FSA

### Engagement Idea

**Raffle:** Hold a raffle where employees can enter by showing proof of a recent dental visit and offer prizes such as electronic toothbrushes or gift cards.



# November

## Support Employees with Caregiving Responsibilities

Caregiving can take an emotional, physical and financial toll, and many family caregivers both work and provide care. Celebrated every November, National Family Caregivers Month offers employers an opportunity to acknowledge and support employees who bear this responsibility.



## Nearly 1 in 4 employees

with caregiving responsibilities admitted that caregiving led to either absenteeism or presenteeism.

([Science Direct](#))

### Employer Objective

Build a culture of support for employees with caregiving responsibilities.

### Related Benefits/Resources

- Dependent Care FSAs
- Caregiver Support Platforms
- EAP

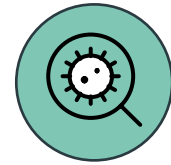
### Engagement Idea

**Survey Employees:** Creating a culture of care starts by understanding your organization's care demographics. Conduct a care census to get a baseline of understanding as well as identify unmet needs. Then, use that data to customize care benefits meaningful to employees and boost transparency and openness within your organization.

# December

## Maintain a Healthy Workforce

The colder months mark the time when respiratory illness is on the rise, so encourage employees to keep preventative health at the top of their to-do-list during this season.



**For the 2022-23 season, the CDC estimates influenza was associated with**

**31 million**  
illnesses

**14 million**  
medical visits

**360,000**  
hospitalizations

**21,000**  
deaths

(CDC)

### Employer Objective

Build employee awareness and engagement around staying healthy during cold and flu season.

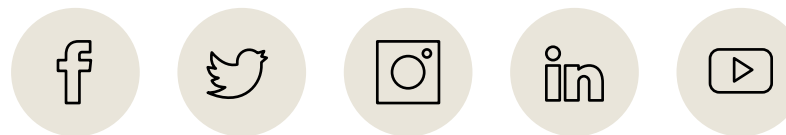
### Related Benefits/Resources

- Preventative Health
- Sick Leave

### Engagement Idea

**In-Office Vaccination:** Make it easy for employees to get vaccinated by bringing medical professionals to the office to administer shots or allow them to take a half-day off to visit a doctor or pharmacy.





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