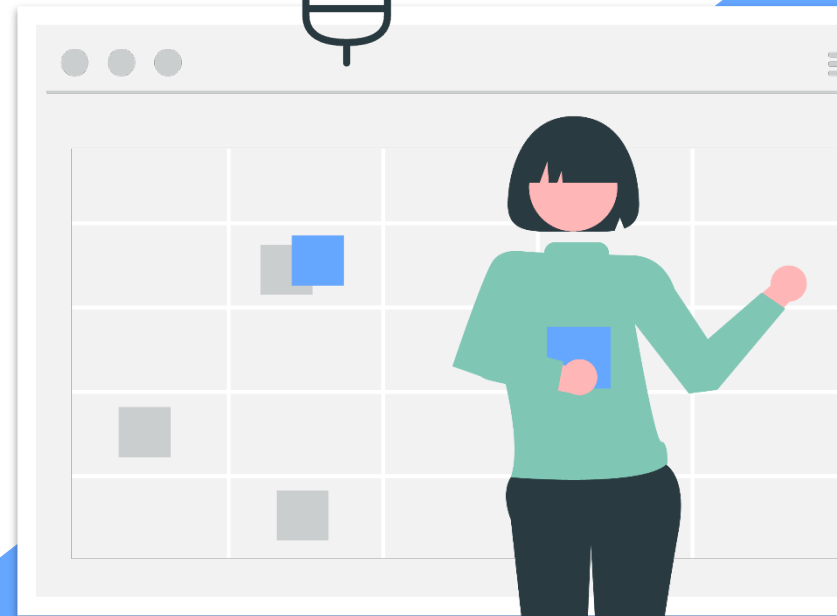


4Q 2023

Employee Benefits Engagement Calendars + Campaign Helpers

Handy resources to get your workforce excited about using their benefits, all quarter long!

Benefitfocus[®]



October 2023

Consider these opportunities to connect and engage with your workforce in October!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Dyslexia Awareness Week (October 2-8)						
8	9 Columbus Day/Indigenous Peoples' Day	10 World Mental Health Day	11 National Coming Out Day	12	13	14
15	16 National Bosses Day	17	18	19	20	21
National Women's Business Week (Oct. 16-22)						
22	23	24	25	26	27	28
29	30	31 Halloween				

Calendar information was compiled from various publicly available sources and is provided for general informational purposes only. This information does not replace or supersede other dates that may be applicable to your business.

LGBTQ History Month | Menopause Awareness Month
 National Disability Employment Awareness Month | Global Diversity Awareness Month



October Campaign Helper

Diversity, Equity and Inclusion

Diversity, equity and inclusion (DEI) initiatives have become an important organizational investment.

- **MIT** notes that the three aspects of DEI "are intimately linked and are necessary for a full realization of the potential of any group and organization," suggesting that DEI supports a stronger employee experience.
- McKinsey found the most gender-diverse companies see a **48 percent difference** in the likelihood of outperformance compared to the least gender-diverse companies.
- According to a CNBC survey, nearly **80 percent** of respondents said they want to work for a company that values diversity, equity and inclusion efforts.

While a DEI strategy should be long-term, intentional and sustainable, October is a great time to highlight your programs. In fact, October is Global Diversity Awareness month, LGBTQ history month and National Disability Awareness Month, and it houses National Women's Business Week as well as leads into November's Trans Awareness Month.

DEI takes an organization-wide commitment, but HR and benefits teams are central to its success. While it permeates many aspects of the business, HR teams can use this opportunity to promote understanding of DEI in the workplace. Find out how!



Use these campaign recommendations to highlight DEI in the workplace!

Objectives:

Your DEI initiatives likely encompass a wide range of objectives; however, for this month, you may want to focus on awareness, education and celebration of specific DEI efforts within your organization. **For example:**

Provide transparency around your company's DEI efforts, including both short- and long-term objectives.

Educate employees on the resources available to them.

Connect the dots between your company's health care program and how it addresses specific employee groups' needs.

Celebrate diversity within your organization as well as any strides your organization has made with their efforts thus far.

Benefits Enrollment & Engagement Ideas:

Employee benefits are a powerful component of DEI, communicating to your workforce that your organization recognizes diverse needs. Drive awareness of the products and resources that support them, such as:

- ✓ Mental health services
- ✓ Adoption services
- ✓ Fertility and family planning coverage
- ✓ Flexible work arrangements
- ✓ Employee resource groups





Creative ways to highlight **diversity, equity and inclusion** with employees all month long:

- ✓ **Gather** employee feedback on current or future DEI initiatives
- ✓ **Send out** reminders about the products and resources your organization offers
- ✓ **Provide** specific assistance and guidance about health benefits for LGBTQ+ employees
- ✓ **Offer** information on resources related to discrimination and discriminatory harassment
- ✓ **Offer** 1:1 conversations to invite employees to put personalized employee development plans into action
- ✓ **Create** employee resource groups as safe places to connect, support, share resources, educate and strategize
- ✓ **Provide** DEI training to leadership and managers
- ✓ **Release** information around disability accommodation such as your official policy, office accessibility maps, an accessible meeting checklist, and who to contact regarding disability issues in employment

● **3 out of 4** companies rated every aspect of DEI listed as a priority within their own organization.

● [Beameru](#)



Handy resources for you:

[Global Diversity Awareness Month](#)

The Diversity Movement

[National Disability Employment Awareness Month](#)

Department of Labor

[Diversity, Equity & Inclusion](#)

SHRM

[Workplace Gender Identity and Transition Guidelines](#)

Out and Equal

[How to Talk About Pronouns at Work](#)

Harvard Business Review

[7 Ways to Support Black Employees](#)

SHRM

[Women in the Workplace](#)

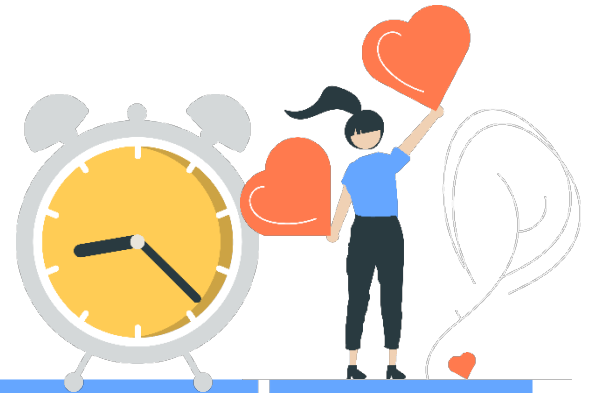
McKinsey





November 2023

Consider these opportunities to connect and engage with your workforce in November!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 National Stress Awareness Day	3 National Sandwich Day	4
5 Daylight Savings Time Ends	6	7	8	9	10	11 Veterans Day
International Stress Awareness Week (Nov. 7-11)						
12	13 World Kindness Day	14	15	16	17	18
19	20	21	22	23 Thanksgiving Day	24	25
26	27	28	29	30		

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Trans Awareness Month | Movember
National Native American Heritage Month | National Gratitude Month

November Campaign Helper

Stress Awareness

Not all stress is bad. Some can motivate you to perform better. But then there's also the kind, especially chronic or bad stress, that can have a real, harmful impact on your employees' lives. The link between the two has been well researched, showing that "recurrent stress increases one's risk of type 2 diabetes, high blood pressure and heart diseases. Moreover, depression, anxiety and other mental disorders like post-traumatic stress disorder (PTSD) may develop if stress gets chronic¹."

While stress wreaks havoc on an employee's personal life, it can also manifest at work in the form of lower productivity, burnout, conflict and higher rates of error².

The first half of November holds National Stress Awareness Day as well as International Stress Awareness week, and it makes sense. While the holidays are joyful for many, they can also be stressful. Luckily, HR teams can stress (get it?) the importance of stress management.

¹[CPR Select](#)

²[Pathways](#)

Chronic stress is commonplace at work with **94%** of workers reporting feeling stress at work.

[American Psychological Association](#)

Use these campaign recommendations to help employees manage their stress!

Objectives:

Stress is common, but managing it before it takes a toll on health and wellness is vital. Your employee benefits package likely includes many products and resources employees can use to practice stress management and self-care. Use a Stress Awareness campaign to bring awareness to those opportunities.

For example:

Increase downloads of your company's wellbeing app.





Increase employee engagement with your EAP program and related resources.

Encourage employees to take advantage of preventative health screenings and annual primary care visits.

Boost utilization of your gym membership programs or health coaching services or encourage exploration of yoga or meditation.

Highlight additional benefits like coverage for cognitive behavioral therapy.

Handy Resources to Share with Your Employees:

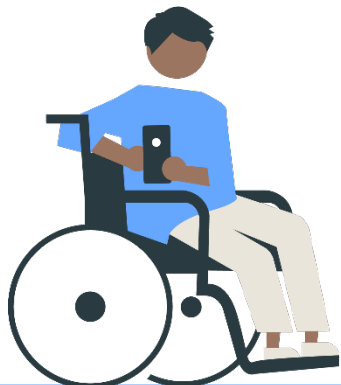
-  [Reduce Stress and Improve Your Life With Positive Self Talk](#)
-  [Coping with stress at work](#)
-  [Live Your Life Well](#)
-  [Greater Good Science Center](#)



Timeline

Run a week-long campaign to help employees stress less by using the resources they have available through their workforce benefits. Consider this timeline of activities:





December 2023

Consider these opportunities to connect and engage with your workforce in December!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 World AIDS Day	2
3 International Day for People with Disabilities	4	5 International Volunteer Day	6	7 Hanukkah (begins at sunset)	8	9
10 Human Rights Day	11	12	13 National Cocoa Day	14	15 National Ugly Sweater Day Hanukkah (ends at sunset)	16
17	18	19	20	21	22	23
24	25 Christmas Day	26	27	28	29	30
Kwanzaa Week (Dec. 26-Jan. 1)						
31 New Year's Eve						

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HIV/AIDS Awareness Month | Universal Human Rights Month





December Campaign Helper

Gratitude & Celebration

December marks the close of one year and the impending transition to a new one. With that comes a festive, celebratory spirit for many, whether at work or home. It also presents the perfect time to bring employees good tidings of recognition and gratitude.

Here are a few things to keep in mind:

Make the Season Sparkle with DEI

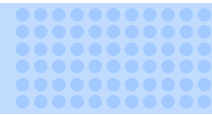
Employees celebrate the holidays differently. So, instead of simply being neutral to it all, HR teams can lean into the differences that make your workforce unique. Empower employees to share their individual traditions. If you're not sure where to start, consider conducting a poll or leveraging your DEI Employee Resource Group for ideas.

Encourage Employees to Rest and Reset

Encourage employees to take a well-deserved break. It'll help curb any feelings of burnout and help employees rest and reset so they can come back in the new year ready to hit the ground running. Consider that some employees find themselves in a spot where they've had to use up all their PTO. In those cases, extending an extra day or two can go a long way in showing appreciation.

Don't Forget to Take Time for You

Yes, dear HR teams, it's also important for you to take time for you. The last few months of the year involve open enrollment, filing deadlines, evaluations, goal-setting and more. Don't forget that self-care extends to you, too.



Use these campaign recommendations to help employees make the most of the end of the year!

End of Year Reminders for Employees:

Take advantage of FSA funds and remind employees of any deadlines or grace periods for using remaining funds.

Submit FSA receipts to get reimbursed for FSA-approved purchases.

Review their W-4 and make any changes to their withholding (note: per IRS, remind employees before December 1).

Update contact information in your portal or database in the event they've had a change of address to ensure timely delivery of their W-2.

Employee Engagement Ideas:


Encourage leadership to send notes of thanks to employees for their contributions to the company throughout the past year.

Provide opportunities to connect, whether that's with an in-person holiday party, a virtual ugly sweater get-together or simply asking employees to share their holiday traditions and highlighting those throughout the month.

Offer ways to give back to the community by setting up a company-wide volunteer day with a local nonprofit, giving employees time to support their favorite charity or highlighting your company's annual giving fund.

Send employees a token of appreciation that could be as small as postcard to their home letting them know they are valued to a gift card as a thanks or even a self-care package.





Benefitfocus acts as an extension of your benefits team to help you achieve your goals, whether you're looking to increase engagement and satisfaction, empower your employees to choose the best plan for their needs or successfully introduce new benefits.

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