



Healthy Start[®] prenatal support program Communication Plan

Please contact your Blue Cross and Blue Shield of Minnesota account manager for assistance with launching your communication plan.

Timing	Action Item
30 days prior to Healthy Start launch	Send letter to employees announcing Healthy Start program. To coordinate mailing, please contact your Blue Cross and Blue Shield of Minnesota Account Manager.
Healthy Start Kick-off Date <i>This is the time to get employees excited about the Healthy Start program</i>	<ul style="list-style-type: none"> • Post Healthy Start program announcement via Intranet site or e-mail • Hang Healthy Start posters in prominent areas around worksite • Consider providing a Healthy Start information table in a public area (e.g. lunch room, entrance(s), lobby area) • Distribute water bottles with Healthy Start wrappers, brochures, etc. as part of Healthy Start promotion • Make sure to include Healthy Start brochures in new employee orientation packets • Broadcast voice mail message announcing program from a member of the leadership team to all employees • Hold a lunch time “Brown Bag seminar” to provide additional details to employees
Quarterly Communication <i>To get the most out of the Healthy Start program and to increase participation, employees need to be reminded of the program several times throughout the year.</i>	<ul style="list-style-type: none"> • Post Healthy Start Intranet message • Send e-mail message to all employees • Publish a newsletter each quarter • Publish success stories