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| [HEADING]  Get healthy through our one-stop My Wellbeing Hub  [SUBHEADING]  Life is busy with a young family. That’s why we’ve got your back when it comes to health and wellbeing. |

[BODY COPY]

Life insurance isn’t just about having peace of mind for the future. It’s also about having the freedom to live life to the fullest today. That’s why we offer digital health services through our [My Wellbeing Hub](https://www.zurich.com.au/mywellbeinghub) to support your good health.

For many families, the pandemic pushed health and wellbeing up the priority list. As a nation, we saw a rise in demand for mental health services. Adults under 45 were hit particularly hard by psychological distress.[[1]](#footnote-2) On top of that, one in five Australians believed their physical health was worse in 2021 than before the pandemic.[[2]](#footnote-3)

A healthier life is a better life all round. Our insurance cover supports your wellbeing even when you don’t have a claim by providing access to digital health services at no extra cost.

## Prioritise your health – for your family’s wellbeing

Life’s a lot to manage sometimes, especially when your family is young. There’s work, the kids, all those little jobs that seem to pile up when you’re not looking – and, ideally, some sort of social life as well.

Fitting a healthy diet and physical exercise into all that can be a challenge. But keeping well is important for your happiness. Your mood also has an effect on the ones closest to you.

Physical fitness improves your concentration, mood and memory.[[3]](#footnote-4) Research shows that people who exercise have lower rates of mental illness.[[4]](#footnote-5)

When you’re healthy and (relatively) stress-free, you have the mental and physical energy to spare for your loved ones. You can join in the kids’ games, go on active family outings, have quality time with your partner, and give your full attention to the person asking for it[[5]](#footnote-6).

You can’t control everything in life – that’s why you chose to have insurance. But you can control how you eat and exercise. We’re here to support you to be the healthiest you can be.

## Easy access to wellbeing resources

The Wellbeing Hub contains plenty of tips, tricks and information on managing stress, getting creative in the kitchen, and staying active and healthy even when life throws everything at you.

* **Mental health:** We have engaging articles and information on topics such as returning to work after parental leave, working in a post-pandemic world, self-care, and getting personal satisfaction out of a busy life.
* **Nutrition and fitness:** Access recipes and handy tips on managing your physical and digestive health, including information on how different foods affect your mental state or immune system.
* **Community:** Feeling connected to others outside your immediate sphere is good for you. In our community hub you can learn about Tackle Your Feelings and Mr Perfect, peer and community support programs that build an understanding of mental health and provide non-judgemental support.

**[CALLOUT BOX]**

Start your journey to wellness at our My Wellbeing Hub. [https://www.zurich.com.au/latest-news/magazine/my-wellbeing-hub.html]

**eDM**

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| Section |  |
| Subject line | We’ve got your back when it comes to health and wellbeing |
| Pre-header text | Access reliable health advice through your insurance for no extra cost |
| Header image copy |  |
| Headline | Get healthy through our one-stop My Wellbeing Hub |
| Salutation | Dear <name> |
| Introduction | We’re here to take care of you and your family when things go right, not just when they go wrong. That’s one of the reasons we offer digital health services through the My Wellbeing Hub to support your mental and physical wellbeing. |
| Body | Life’s a lot to manage sometimes, especially when your family is young. Fitting in a healthy diet and physical exercise can be a real challenge. But keeping well is important for your happiness. Your mood also has an effect on the ones closest to you.  My Wellbeing Hub is easy to access and has tips and information on managing stress, nutrition, and staying active and healthy. It offers:   * **Mental health:** engaging articles and information to help improve your wellbeing, on topics such as returning to work after parental leave, working in a post-pandemic world, and self-care. * **Nutrition and fitness:** recipes and handy tips on physical and digestive health, including information on how different foods affect your mental state or immune system. * **Community:** peer and community support programs that build an understanding of mental health and provide non-judgemental support. |
| CTA | If you want to make wellbeing part of your life, you can learn more about the My Wellbeing Hub <here> [link to [My Wellbeing Hub (zurich.com.au)](https://www.zurich.com.au/mywellbeinghub) ] |
| Signoff | Regards, <name/team> |
| Disclaimer |  |

**Linked In**

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| Section |  |
| Introduction | We want to support you when things go right, not just when they go wrong. That’s one of the reasons we offer digital health services through My Wellbeing Hub to support your mental and physical wellbeing. A healthy life is a better life all round. |
| Body | You can’t control everything. We know that. But you can choose to do something good for your body. Adults under 45 were hit particularly hard by psychological distress[[6]](#footnote-7) during the pandemic. And one in five Australians say their physical health was worse in 2021 compared to pre-pandemic times[[7]](#footnote-8).  Our My Wellness Hub has tips and information on managing stress, nutrition, and staying active and healthy. It offers:   * **Mental health:** engaging articles and information to help improve your wellbeing, on topics such as returning to work after parental leave, working in a post-pandemic world, and self-care. * **Nutrition and fitness:** recipes and handy tips on physical and digestive health, including information on how different foods affect your mental state or immune system. * **Community:** peer and community support programs designed to build an understanding of mental health and provide non-judgemental support. |
| CTA | Find out more about My Wellbeing Hub <here> |

**Socials**

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| Section |  |
| Introduction | Life insurance isn’t just about having peace of mind for the future. |
| Body | It’s also about giving you the freedom to enjoy life to the fullest today.  That’s why we offer digital health services to help boost your mental and physical wellbeing. |
| CTA | Click <here> to discover more about the My Wellbeing Hub. |

1. Australian Institute of Health and Welfare, [The first year of Covid-19 in Australia - Summary](https://www.aihw.gov.au/reports/burden-of-disease/the-first-year-of-covid-19-in-australia/summary), 10 September 2021, Accessed 6 October 2022 [↑](#footnote-ref-2)
2. Australian Bureau of Statistics, [Household Impacts of Covid-19 Survey Jan 2021](https://www.abs.gov.au/statistics/people/people-and-communities/household-impacts-covid-19-survey/jan-2021), 22 February 2021, Accessed 6 October 2021. [↑](#footnote-ref-3)
3. Health Direct, [Exercise and Mental Health](https://www.healthdirect.gov.au/exercise-and-mental-health), November 2020, Accessed 6 October 2022 [↑](#footnote-ref-4)
4. Better Health Channel, [Exercise and Mental Health](https://www.betterhealth.vic.gov.au/health/healthyliving/exercise-and-mental-health), Accessed 6 October 2022 [↑](#footnote-ref-5)
5. Kidspot, [30 ways to improve family health](https://www.kidspot.com.au/lifestyle/family-health/30-ways-to-improve-family-health/news-story/2ca7890f3e73208be7f85e3e15e100ba), August 2020, Accessed 6 October 2022 [↑](#footnote-ref-6)
6. Australian Institute of Health and Welfare, [The first year of Covid-19 in Australia - Summary](https://www.aihw.gov.au/reports/burden-of-disease/the-first-year-of-covid-19-in-australia/summary), 10 September 2021, Accessed 6 October 2022 [↑](#footnote-ref-7)
7. Australian Bureau of Statistics, [Household Impacts of Covid-19 Survey Jan 2021](https://www.abs.gov.au/statistics/people/people-and-communities/household-impacts-covid-19-survey/jan-2021), 22 February 2021, Accessed 6 October 2021. [↑](#footnote-ref-8)