|  |
| --- |
| [HEADING]Get healthy through our one-stop My Wellbeing Hub[SUBHEADING]Regular exercise and a healthy diet can take a back seat when you’re busy with work and family. Our health hub makes it easier. |

[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 overall wellbeing.

For many families, the pandemic pushed health issues right up the priority list. As a nation, we saw a rise in demand for mental health services. Younger adults and teenagers were particularly affected by psychological distress[[1]](#footnote-1) and both Lifeline and BeyondBlue saw a significant increase in contacts between 2019 and 2022.[[2]](#footnote-2) On top of this, a survey in 2021 found that one in five Australians believed their physical health was worse than in pre-pandemic times.[[3]](#footnote-3)

So it’s good to know your super fund has your back.

As part of your life insurance cover, we give you access to digital health services designed to encourage and improve you and your family’s mental and physical wellbeing. We want to be there for you not only when things go wrong, but also when things go right.

# Easy access to wellbeing resources

The [My Wellbeing Hub](https://www.zurich.com.au/mywellbeinghub) has plenty of tips and information on managing stress, getting creative in the kitchen, and staying active and eating healthily despite a demanding lifestyle.

* **Mental health:** we have engaging articles and information on topics such as 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.

# Prioritise your health – for your family

It can be a challenge to make diet and exercise a priority. There’s work, the family (young and old), all those little jobs that seem to pile up when you’re not looking – and ideally, some sort of social life as well. However, achieving and maintaining good health is important for both your own happiness and your family’s.

A healthy life is a better life all round. And as you and your family become older, staying in good shape is more important than ever.

Keeping active doesn’t just lower the risk of chronic disease or injury as you get older[[4]](#footnote-4) – it also improves your mood, concentration and memory.[[5]](#footnote-5) Exercise is also associated with lower rates of mental illness.[[6]](#footnote-6)

When you’re healthy and relaxed, you have the mental and physical energy to handle whatever life throws at you, and to be there for your loved ones when they need you.

**[Callout box]**

Start your journey to wellness at our My Wellbeing Hub. [link to [My Wellbeing Hub (zurich.com.au)](https://www.zurich.com.au/mywellbeinghub) ]

**[Pullout quote if needed]**

“For many families, the pandemic pushed health issues right up the priority list.”

**eDM**

|  |  |
| --- | --- |
| 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 | It’s hard enough to hard to balance family and work commitments – managing a healthy diet and physical exercise on top of that 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, with topics such as working in a post-pandemic world, self-care, and getting the most out of a busy life.
* **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 |  |

**LinkedIn**

|  |  |
| --- | --- |
| 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 the 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. One in five Australians say their physical health was worse in 2021 compared to pre-pandemic times,[[7]](#footnote-7) and young people were hit particularly hard by mental stress.[[8]](#footnote-8) If that sounds like someone in your family, it’s time to start getting back on track.Our My Wellbeing 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, with topics such as working in a post-pandemic world, self-care, and getting the most out of a busy life.
* **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 | Find out more about the My Wellbeing Hub <here>  |

**Socials**

|  |  |
| --- | --- |
| 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-1)
2. Australian Bureau of Statistics, [Mental Health Services in Australia – Mental Health Impact of Covid-19](https://www.aihw.gov.au/reports/mental-health-services/mental-health-services-in-australia/report-content/mental-health-impact-of-covid-19), 26 August 2022, Accessed 6 October 2021. [↑](#footnote-ref-2)
3. 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)
4. Better Health Channel, [Healthy and Active Aging](https://www.betterhealth.vic.gov.au/health/servicesandsupport/healthy-and-active-ageing), Accessed 6 October 2022 [↑](#footnote-ref-4)
5. Health Direct, [Exercise and Mental Health](https://www.healthdirect.gov.au/exercise-and-mental-health), November 2020, Accessed 6 October 2022 [↑](#footnote-ref-5)
6. 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-6)
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-7)
8. 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-8)