

HEALTH PROMOTION CAMPAIGN:

Emergency Services Education

Sudden illness or injury is never convenient and the most effective measures to take are not always clear. This campaign educates members about MESSA resources that support effective and well-informed decision making in the event of a medical emergency.

Mechanics of running a campaign:

- Determine the goal/purpose of your campaign.
- Determine what human and material resources you have/need to successfully execute your plan.
- Determine what activities you want to incorporate into your wellness plan.
- Determine how you will communicate with your members. How will you promote member education and involvement activities?
- Create a campaign calendar containing information release dates and planned activity dates.
- Evaluate your efforts through surveys and measurements indicated on next year's report card.

Campaign goal:

- Educate members about ER, urgent care, primary care physician, and utilization behavior.
- Educate members about using MESSA's 24/7 *NurseLine* service to help determine appropriate level of care.
- Educate members about Teladoc Health.
- Increase use of 24/7 *NurseLine*.
- Increase use of Teladoc Health.
- Decrease number of unnecessary ER visits.

MESSA contacts and resources:

- MESSA field representatives can help members get the most value from their health plan. Contact your local representative at 800-292-4910.
- MESSA's health promotion consultant can assist you with wellness and health promotions. Call 800-292-4910 or email healthy@messa.org.
- MESSA member service representatives can inform members about benefit coverage and in-network providers. Contact them at 800-336-0013.
- Teladoc 24/7 Care, Teladoc Mental Health and Teladoc Virtual Primary Care. Enroll at messa.org/Teladoc.
- *NurseLine* is a 24/7 help line staffed by registered nurses. Contact *NurseLine* at 800-414-2014.

MESSA material resources:

- Healthy lifestyle posters
 - MESSA phone list magnets
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MESSA health promotion consultants:

Your health promotion consultant will advise your group/wellness committee on planning, implementing and evaluating your health/wellness needs and then the campaign(s) to begin addressing these needs.

Campaign activity suggestions:

INCREASE AWARENESS OF EMERGENCY SERVICES EDUCATION

- Include program information in staff newsletters.
- Display posters in prominent staff areas.
- Schedule a health presentation with your health promotion consultant.

INCREASE AWARENESS ABOUT MESSA WELLNESS BENEFITS

- Newsletters
- Flyers
- Posters
- Presentations

INCREASE AWARENESS OF ONLINE DOCTOR AND THERAPIST VISITS

- Newsletters
- Flyers
- Posters
- Presentations