

Promotional Plan

Aetna Resources For LivingSM

The list below describes a variety of activities to help in promoting the Aetna Resources For Living (ARFL) Employee Assistance Program (EAP). Program visibility is critical to the overall effectiveness of the services. These suggested activities will ensure employees are routinely reminded of the benefits available.

- Monthly member newsletter**— Email newsletters with links to printable PDF articles and other online resources. Forward emails to employees; print and post newsletter to bulletin boards or upload file to your Intranet.
- Quarterly supervisor newsletters**— Email newsletters with links to printable PDF articles and other online resources. Forward quarterly emails to managers/supervisors; print and post newsletter to bulletin boards or upload file to your Intranet. This quarterly communication informs supervisors how ARFL can be a valuable asset to them.
- Webinars**—Forward monthly webinar emails to employees. Promote the free monthly webinars by reserving a conference room for one of the webinar topics.
- New hires**—Provide new employees with a brochure or flyer. You can also direct new hires to the member website (under My Benefits) where they can watch an orientation on the ARFL services.
- Intranet**—Post promotional material on your Intranet.
- Company newsletter**—Include an article about EAP in your company newsletter. Confidentiality should be emphasized to ensure employees' trust in Aetna Resources For Living. Contact your account manager for short articles.
- Website "scavenger hunt"**—To encourage employees to visit the member website, have a "scavenger hunt" directing employees to find certain things on the website and respond with the answers.
- Family members**—Include information about ARFL in mailings to the employees' homes. This will ensure that household members are aware of the benefit as well.
- Article**—Email informational articles (stress, depression, etc.) to your staff.
- Poster**—Display promotional posters on bulletin boards.
- Bulletin board**—Set up one bulletin board dedicated to Aetna Resources For Living material.
- Training**—Schedule onsite employee orientation or view the EAP orientation posted on our website at a group employee meeting. Schedule supervisor training so supervisors are aware of how to use the services as a resource. You can also view the supervisor training posted on our website at a group supervisor meeting.
- Workshop**—Schedule an ARFL seminar/workshop to remind employees of the services available. Popular topics include stress management, communication, building successful teams, etc.
- Events**—Request promotional materials and a benefit summary for your health fairs and wellness events.