

THE VBA BENEFITS CORP. WELLBEING STRATEGY FOR 2024

Get ready, the VBA Benefits Corp. will have a focused campaign on Wellbeing for 2024! We heard our HR administrators loud and clear during our peer group meetings this summer, you want the VBA Benefits Corp to provide more turnkey programs focused on promoting wellbeing among employees and their families. We recognize the value of promoting wellbeing programs and feel confident they will have a positive impact both mentally and physically.

2024 Wellbeing Overview:

- To kick off our 2024 Wellbeing Campaign we are hosting a Wellbeing Summit on Wednesday, February 7th at the VBA Office in Richmond. We invite you to attend as we will bring HR administrators together to learn, collaborate, strategize and implement wellbeing initiatives to improve mental and physical health outcomes for our members. We will also be revealing several new vendor partnerships and strategic planning tools for 2024. In case you missed the original emailed invitation, you can register [here](#) (event is free; however, space is limited).
- Quarterly wellbeing topics and associated resources will be offered again in 2024. This was very popular in 2023, so we have extended this into 2024. These quarterly modules will provide various communications specific to the topic for the quarter. We encourage you to promote these wellbeing topics with your employees. Click [here](#) for the 2024 site.
- Topics will include:
 - 1st Quarter – Heart Health
 - 2nd Quarter – Physical Wellbeing
 - 3rd Quarter - Nutrition
 - 4th Quarter – Family Health
- If you are looking for monthly articles on various wellness topics then we encourage you to check out Anthem's 2024 Time Well Spent Wellness Calendar at [2024 Wellness Calendar | Time Well Spent \(anthem.com\)](#). These articles are separate from the quarterly campaigns the VBA Benefits Corp will highlight but equally valuable to share with employees, especially if you have a monthly newsletter and are looking for pre-populated articles.
- **National Wear Red Day** is Friday, February 2nd, 2024.
 - The official National Wear Red Day website has lots of pre-made marketing materials, check it out here: [Go Red for Women Wear Red and Give | Go Red for Women](#)
 - Post pictures of your organization participating with the hashtag **#vbagored2024**
- Check out the 2024 VBA Benefits Corp Wellbeing Resource site and make sure you save it as a favorite as this will be your one place to find all the tools and resources for promoting Wellbeing in 2024. Click [here](#).