

# How We Live Today

Below you'll find pre-drafted content and images that can be used in an email campaign to help educate employees about lifestyle factors that can influence their overall health. Please feel free to share this with your employees and their dependants; you may also wish to include information on any telehealth services (if available) and other health plan features.



## email 1



### Changing your lifestyle can help improve health and avoid illness

We live differently today. More things are available to us than ever before just through the touch of a button. This means we're not moving as much, and we're relying more than ever on machines to do our work, deliver our food, entertain us, and take us from place to place.

Over the next few days, we'll provide you with information on how lifestyle factors can impact your health and wellbeing. In the meantime, we invite you to watch this video to explore more about How We Live Today:

<https://www.geb.com/employee-benefits/health/health-resource-centre/multilingual-health-kits/how-we-live-today>

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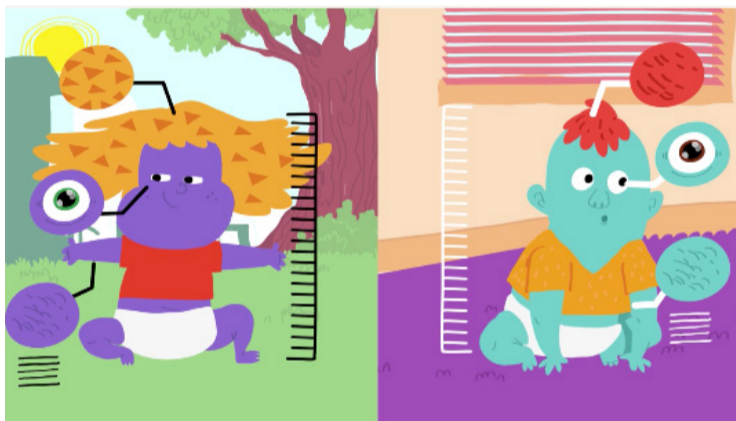
The information is not designed to provide medical advice. Individuals should consult their own health professional for guidance on all health matters.

## email 2



### What are "Lifestyle diseases"?

As countries become more industrialized and dependent on technology for activities of daily life, rates of so-called "Lifestyle diseases" are increasing. "Lifestyle diseases" are illnesses such as heart disease, liver disease, hypertension, stroke, diabetes and many other conditions with a link to a poor diet, smoking, alcohol consumption and a lack of physical activity. Your risk factors for many of these diseases can be reduced by making healthier choices.



### What lifestyle factors can we change?

Your lifestyle choices influence your health. And your current health is the accumulation of many choices made since birth. There are factors you're born with which you inherited from your parents and cannot change (e.g. hair color, eye color etc), but there are things you can change - these are lifestyle factors. These factors are the every day choices you make about what you eat, how you spend your free time, and whether or not you monitor and take care of your health.



This person developed poor diet and exercise habits that started in childhood which were carried into adulthood.



...while this individual was active from a young age, learned to cook healthy meals, and enjoys time outside hiking, walking and biking.

**There are some things about your health you cannot change, but there are many that you can. Choose healthy habits every day that can help avoid illness in the future.**

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