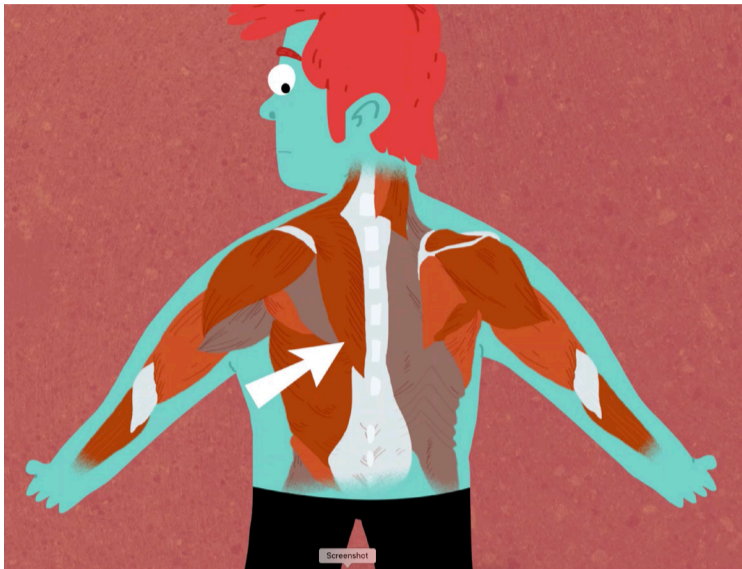


Musculoskeletal Health

Below you'll find pre-drafted content and images that can be used in an email campaign to help educate employees about improving Musculoskeletal Health (back 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



Musculoskeletal Health

Lower back pain is very common around the world and is caused by many different factors including prolonged inactivity, lack of stretching, poor posture, the wrong footwear, improper lift-ing, obesity, aging, and genetic factors. Our spine is supported by the core muscles, and when the core is weak we are susceptible to low back pain.

Over the next few days, we'll provide you with information on how to improve your Musculoskeletal Health (back health). In the meantime, we invite you to watch this video to learn about causes, risk factors and prevention: <https://www.gcb.com/employee-benefits/health/health-resource-centre/multilingual-health-kits/musculoskeletal-health>

This campaign is brought to you by the Generali Employee Benefits Network [gcb.com](https://www.gcb.com)

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

email 2



Tips for better back health

Here are some simple tips to help you improve and maintain good back health:

- Pay attention to your posture. It's important to keep your head and neck aligned and positioned over your hips. This helps prevent unnecessary strain caused by leaning or slouching forward.
- Stop sitting so much. Sitting for long periods can cause increased pressure on the spinal disks. Combine sitting, standing and movement to protect your back throughout the day.
- When you lift something, be sure to bend your knees, keep your back straight and keep the item you are lifting close to your body. Do not twist as you lift.
- Eliminate repetitive movement patterns that involve twisting and rotating. Sometimes an extra step might make all the difference to avoid twisting.

In our next email you'll learn even more about how you can maintain a healthy back. In the meantime, we invite you to watch this video to learn about causes, risk factors and prevention: <https://www.gcb.com/employee-benefits/health/health-resource-centre/multilingual-health-kits/musculoskeletal-health>

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email 3



Improve your back health, starting today

Here are some helpful tips to improve your back health:

- Stretch your back every day – a lot can be accomplished in just a few minutes.
- Wear supportive, comfortable, low-heeled shoes.
- Sleep on a mattress firm enough to support your spine and reduce spinal curvature.
- Maintain a healthy diet and weight.
- Quit smoking to improve blood flow & the health of spinal tissues.

We invite you to watch this video to learn about causes, risk factors and prevention: <https://www.gcb.com/employee-benefits/health/health-resource-centre/multilingual-health-kits/musculoskeletal-health>

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