

Colds & Flus - Email Series

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



email 1



Preventing Colds & Flus

You may not realise it, but there are over 200 viruses in your environment that can cause colds and flus. Viruses enter the body through the eyes, nose and mouth; they can spread through personal contact or by touching surfaces that have already been infected with a virus.

Once a virus enters your system, soon you'll be hosting either a cold (a viral infection of the nose or throat) or the flu (which affects the respiratory system).

Over the next few days, we'll provide you with information on how to identify and manage symptoms of Colds & Flus. In the meantime, we invite you to watch this video to learn about causes, risk factors and prevention: geb.com/colds-flus

This campaign is brought to you by the Generali Employee Benefits Network geb.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



What's the difference between a cold and the flu?

So far we've learned that the cold is a viral infection of the nose or throat, while the flu affects the respiratory system. But how do symptoms differ between a cold and the flu?

A cold is milder than the flu, with symptoms developing gradually including a runny nose, chest congestion, a sore throat and cough. With bed rest and over the counter medication, colds usually resolve in a few days.

The flu is more severe and can develop quickly. Symptoms may include a high fever, muscle aches, body aches, extreme fatigue, chest discomfort, headaches and chills. Flus can also lead to life threatening conditions like pneumonia. In our next email you'll learn ways to protect yourself from colds and flus.

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email 3



How to protect yourself from Colds & Flus

You can protect yourself from colds and flus:

- Avoid touching surfaces then touching your eyes, nose or mouth
- Avoid close contact with those who may have a cold or flu
- Wash your hands with soap and water
- Keep surfaces clean
- Wear a mask when you're not able to social distance yourself from others
- Build a strong immune system by eating healthy, keeping hydrated and staying active

If you suspect you have the flu (high fever or severe and persistent symptoms), consult your doctor.

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