

## **Financial Stress Campaign**

### **Email copy:**

Subject line: Are money worries weighing you down?

Preheader: Here4TN has resources to help relieve financial stress.

Headline: Stress less about money.

### **Body copy:**

If you feel stressed about money, you're not alone — about 62 percent of Americans do. But being under stress for too long can have a negative effect on your mental, emotional and physical health. Here4TN has resources to help you manage stress – and your finances - , so you can enjoy your life.

Call 855-Here4TN (855-437-3486) or visit the [Stress](#) and [Budgeting Resources](#) on Here4TN.com today.

You can get a free consultation with a financial planner. Appointments are in-person or on the phone. Call 855-Here4TN (855-437-3486) to connect with a Here4TN specialist and request a referral.

Source: American Psychological Association. Dealing with financial stress. Accessed January 19, 2018.

<http://www.apa.org/helpcenter/holiday-stress-finances.aspx>

**This program should not be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room.** This program is not a substitute for a doctor's or professional's care. Due to the potential for a conflict of interest, legal consultation will not be provided on issues that may involve legal action against Optum or its affiliates, or any entity through which the caller is receiving these services directly or indirectly (e.g., employer or health plan). This program and its components may not be available in all states or for all group sizes and is subject to change. Coverage exclusions and limitations may apply.

### **Training Recommendations:**

- How to Manage Finances
- Planning Your Retirement