

General Stress Campaign



Email copy:

Subject line: Want to bounce back from stress?

Pre-header: Here4TN can help you take control of the stress in your life.

Headline: Snap back from stressful setbacks.

Body copy: Do you stay mentally strong when faced with a stressful situation? People who are resilient are more likely to be positive and stay balanced when times are tough — but not everyone has these coping skills. The good news? Here4TN has the resources you need to become a more resilient you.

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

Source: American Psychological Association. The road to resiliency. Accessed January 19, 2018. <http://www.apa.org/helpcenter/road-resilience.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:

- Build Your Resilience
- Get the Best of Stress
- How to Better Manage Stress
- Maintaining Balance in Life
- Relaxation techniques
- Stress: Beyond the Basics
- Resilience: Beyond the Basics