

Sleep Campaign



Email copy:

Subject line: Not catching enough zzzs?

Preheader: Here4TN can help you get the shut-eye you need.

Headline: Get a better night's sleep.

Body copy: Everyone knows what it feels like to wake up after a restless night. But not getting enough sleep night after night can affect more than your mood and energy level — it can raise your risk of high blood pressure, diabetes and heart disease. And it can contribute to obesity. We can connect you with the right resources, so you can get the sleep you need.

Visit the [Sleep Resources](#) on Here4TN.com today or call 855-Here4TN (855-437-3486).

Source:

National Institute on Aging. A good night's sleep. Accessed January 19, 2018. <https://www.nia.nih.gov/health/good-nights-sleep#good>

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 Beat Fatigue and Sleep Better