

The CALM technique works – to breathe, to inhale, to exhale.

Just to think of nothing but the minute you are alive,
and nothing more. What a truly relaxing experience!

It's a simple and effective way to de-stress, so your next moments
are doable, effective and productive!

~Andrea Abbott, Freeman Health System Account Manager

**"I really enjoyed the seminar and would positively attend
another if offered."**

- 2018 *Communicating Mindfully Without Losing Your Mind*
Retreat Participant

"I love that bringing mindfulness to work is becoming a movement."

~ 2016 *Mindful Stress Reduction* Retreat Participant

Launched in 2017, the CALM 1–Minute Take a Breather® Campaign helped engage more than 4,500 employees at Freeman Health System in a wellness program focused on mindfulness and self-care. The dedicated doctors, nurses, wellness experts and caring staff who designed the program relied on evidence-based research to develop the campaign.

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You're Invited To



b r e a t h e

80% of workers feel stress on the job, and nearly half say they need help in learning how to manage stress.*

Common Effects of Stress on Your Body

- Headache
- Muscle tension or pain
- Chest pain
- Fatigue
- Change in sex drive
- Stomach upset
- Sleep problems

Common Effects of Stress on Your Mood

- Anxiety
- Restlessness
- Lack of motivation or focus
- Feeling overwhelmed
- Irritability or anger
- Sadness or depression

Common Effects of Stress on Your Behavior

- Overeating or undereating
- Angry outbursts
- Drug or alcohol abuse
- Tobacco use
- Social withdrawal
- Exercising less often

Self-care is an essential component of well-being and can help your employees be resilient in the face of stress.

CALM 1-minute *Take a Breather*® Campaign aims to create a culture where employee self-care is encouraged through 1-minute mindfulness techniques.

The CALM mnemonic focuses on a proven self-care practice that can be done in about a minute and repeated as desired. Main components are exhaling longer than inhaling, noticing sensory input, engaging in brief self-care and moving mindfully into the next task.

Steps to Launching Your Company's Successful CALM Campaign

- Schedule your FREE CALM Campaign launch consultation.
- Devote one hour per week over 5 weeks for campaign launch.
- Market the campaign to employees through email and flyers.
- Offer additional *Being Mindful* training to leadership or employees.
- Provide *Breathe* logo gifts and breakroom posters.

* Per a study conducted by the National Institute for Occupational Safety and Health

CALM 1-minute *Take a Breather*® Materials

CALM Campaign Package (\$50)

- 8 - slide CALM Campaign
- One hour FREE CALM Campaign launch consultation
- Customized materials with your company logo
- Plus...
- Opportunity to add *Being Mindful* presentations
- Option for advanced consultation
- Access to purchase promotional items

Additional Program Components

Being Mindful presentation (\$50/hour)

- Ideal training for your wellness or leadership teams.
- Perfect for employee wellness lunch-and-learn or staff meeting.
- Get everyone on board as you launch your company's campaign.

Advanced consultation and launch assistance (\$50/hour)

- Need additional ideas about how to incorporate the campaign? Here is an opportunity to work with the campaign creators to bring even greater impact to your employees.

CALM breakroom poster (\$3.00 each)

Breathe theme gifts

- Magnet (\$0.50 each)
- Rubber bracelet (\$1.00 each)
- Mouse pad (\$3.00 each)

Shipping & handling will apply.
Please allow 2 weeks for delivery.



For more information or to place an order, contact:
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