

August

CareEssentials Wellness WebEx Series

Kick Start Your Wellness Program at a Company Health Fair

For many employees, taking that first step towards wellness is a new experience. Communication is essential to ensure your health promotion program is a success. Why not get the most out of your communication efforts by holding a health fair?

In our August WebEx, we'll discuss the value of health fairs. A Health Promotion Specialist will share ideas for setting up the health fair, choosing vendors, evaluating the fair's success and thinking beyond the traditional format by leveraging a wide variety of community groups.

If you're considering a health fair or planning one in the near future, you don't want to miss this presentation!

When: August 28, 2008, 2:00 p.m. - 3:00 p.m. E.T.

Where: At your own computer, via WebEx.

Cost: **Free** for all CareFirst BlueCross BlueShield and CareFirst BlueChoice, Inc. clients.

Who should attend: Employer benefit administrators, health promotion advocates, wellness ambassadors and other company representatives interested in developing programs to improve the health and wellness of their employees.

How to register: Please register online at www.carefirst.com/webex. Once you are registered, you will receive your personal login identification for access to this exclusive WebEx presentation.

Also, mark your calendar for our September 24th WebEx:

What's For Dinner? Ideas and Resources to Start a Nutrition Health Promotion Program