















MAYO CLINIC EmbodHealth

Newsletter Schedule of Topics for 2010

This calendar highlights key topics and articles only. Mayo Clinic EmbodHealth newsletter also presents a variety of timely and relevant articles of current interest each month. For more details on upcoming content, see our Mayo Clinic EmbodHealth Monthly Preview, featuring a comprehensive table of contents for the upcoming issue.

 icon = articles that will include a reference to your Mayo Clinic EmbodHealth portal or to MayoClinic.com

TOPICS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
CARING FOR YOURSELF	Take 5 minutes for your health	What's a statin?	Health blogs: A word of caution	Determining your cancer risk  <i>Cancer Control Month</i>	Computers and arthritis: Tools to help	Your garage: The picture of safety  <i>Safety Month</i>		The incredible importance of sleep	Facts and myths about the air you breathe <i>Clean Air Month</i>	Self-monitoring tools and tips for high blood pressure <i>Dental Hygiene Month</i>	Preventing gum disease <i>Diabetes Month</i>	Diabetes and heart disease: What you should know 	What should you expect from complementary treatments?
FAMILY MATTERS	Prenatal screening: Exploring your options <i>Birth Defects Prevention Month</i>			Sandwich generation: How to find time for yourself	Relating to your young adult child			Marriage breakers: What to avoid	5 activities the whole family can enjoy <i>Family Health & Fitness Day</i>				What toys to buy, what to leave on the shelf <i>Safe Toys and Gift Month</i>
FOOD AND YOU	How a healthy weight can pay off  <i>Diet Resolution Week</i>	Organic foods: Worth the cost?	Deciphering food labels <i>Nutrition Month</i>	Healthy eating on hectic days	How to navigate the grocery store	What does a healthy meal look like? 	On the road with good eating habits	Are you an emotional eater?	Have you eaten your fruits and veggies today?  <i>5-A-Day Month</i>	Helpful hints for finding whole grains	Raising a culinary kid	Celebrate, but don't gain weight	
IN MOTION	From sedentary to active: Ways to get moving	Heart-healthy exercises  <i>American Heart Month</i>	Cross-training techniques for better fitness	Protective gear: Worth the investment?	Osteoporosis and exercise: What to keep in mind  <i>Osteoporosis Prevention Month</i>	Fitness benefits of finding your balance	Boot camp workouts: Right for you?	Sportsmanship 101 <i>National Youth Sports Week</i>	Everyday strength training	Can you exercise too much?	Technology-based fitness: From ipods to Wiis	How to stretch yourself 	
ON YOUR MIND	Stress management series: Personal story 	Lessons from lasting relationships	How thinking positive can change your life	Stress management series: Personal story 	The high cost of substance abuse	5 ways to recharge <i>Men's Health Week</i>	Stress management series: Personal story 	When a loved one has a serious illness	Post-traumatic stress disorder: The latest research	Facts about SSRI antidepressants  <i>Depression and Mental Health Month</i>	Make friends, live longer	Manage your stress, reap the rewards	
OUNCE OF PREVENTION	How to prevent dry skin	Screening tests: Are you on track? <i>Wise Health Consumer Month</i>	Signs and symptoms of diabetes <i>Diabetes Alert</i>	Cautions about alcohol <i>Alcohol Awareness Month</i>	Steroids: A good choice for asthma? <i>Asthma/Allergy Awareness Month</i>	Lifestyle tips for keeping sickness at bay	Preventing common eye injuries <i>Eye Injury Prevention Month</i>	Immunizations: What you should know  <i>Immunization Awareness Month</i>	Risk factors for high cholesterol <i>Cholesterol Education Awareness Month</i>	Update on breast cancer and genetic testing <i>Breast Cancer Awareness</i>	The price you pay for smoking <i>Great American Smokeout</i>	Cautions for medications and driving <i>Drunk/Drugged Driving Prevention Month</i>	
THE WORKING LIFE		What's 'weisure'?	Tips for shift workers			Relocation for work: Tips for success	Do you feel like an outsider in the office?			Preparing for retirement	When caregiving interferes with work		

- Caring for Yourself, Food and You, In Motion, On Your Mind, Ounce of Prevention are featured 12 times a year
- Family Matters, The Working Life are featured 6 times a year

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FREQUENCY

Select the months that are right for you. We'll work to fit your schedule and budget.

- Monthly
- Bimonthly
- Quarterly

DELIVERY

Choose the mailing method that fits your distribution goals.

- Shipped in bulk for your internal distribution
- Mailed individually to reach the home and family (minimum order 500 issues)

CUSTOMIZATION

In addition to our regular editorial lineup, *Mayo Clinic EmbodyHealth* newsletter offers several customization options that add your own corporate identity and facilitate promotion of internal health promotion issues, events and programs.

- Masthead customization — including use of your company logo, name and tag line (minimum order 500 issues)
- 200-word front page article you may insert (minimum order 1,000 issues)
- 250-word back page article you may insert (minimum order 1,000 issues)
- Back page custom URL to direct people to your Mayo Clinic custom portal

Custom articles are due six weeks prior to publication date.

To see customization samples or to discuss your needs and ideas, call 800-430-9699.