

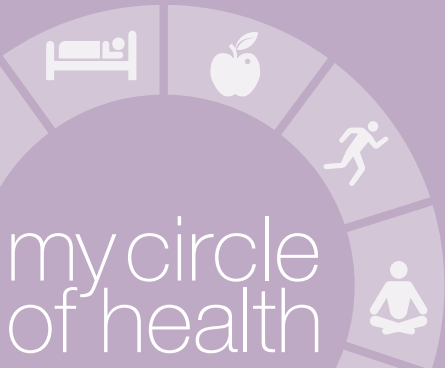










EmbodyHealth

This calendar highlights key topics and articles scheduled for 2012. **Mayo Clinic EmbodyHealth** newsletter also presents a variety of timely and relevant articles for current interest each month. A **Mayo Clinic EmbodyHealth** Monthly Preview, sent by email two months ahead of each issue, features a comprehensive table of contents for each upcoming issue.

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

Newsletter Schedule of Topics for 2012

TOPICS	JAN	FEB	MAR	APR	MAY	JUN	
 <p>my circle of health</p> <p>This yearlong theme will address the 10 most important self-care strategies for personal health and wellness, based on guidance and direction from Mayo Clinic medical experts.</p> <p>Each issue of the newsletter will offer in-depth coverage on these 10 facets of wellness, proven strategies for helping your population improve health and wellness in each area, guidance from Mayo Clinic experts, personal stories that reflect success in each area, and links to additional online content and tools.</p> <p>My Circle of Health emphasizes personal responsibility for health and will help readers gauge their strengths and opportunities for improvement with a holistic perspective on overall wellness.</p>	My Circle of Health Mayo Clinic Expert Insight Brent Bauer, M.D. 	What's your personal health risk? Wise Health Consumer Month	Self-care skin tips as you age	My Story	Is this arthritis? Arthritis Awareness Month	Radiation risks: What you should know	
	FAMILY MATTERS	Substances to avoid during pregnancy Birth Defects Prevention Month			My Circle of Health Social support 	Managing food allergies Asthma & Allergy Awareness Month	
	FOOD AND YOU	Foods that fight fat Diet Resolution Week	Adopting a heart-healthy diet Heart Month	My Circle of Health Nutrition  Nutrition Month	Nutrition for cancer prevention Cancer Control Month	Integrative Insights Supplements for women's health Women's Health Week	Quick quiz: What's your meal routine?
	IN MOTION	Quick quiz: Test your physical fitness	Taking steps toward getting active	Moving more throughout your day	What is progressive strength training? 	Air quality and activity Clean Air Month	When your child wants to quit the team Youth Sports Week
	ON YOUR MIND	Should you multitask?	My Circle of Health Stress resilience 	Stay focused, be happy	Alcohol abuse: When a loved one is in denial Alcohol Awareness Month	My Circle of Health Spirituality 	Depression and substance abuse Men's Health Week
	OUNCE OF PREVENTION	Asthma control: Preventive medication	Preserving your cognitive health	Debunking diabetes myths  Diabetes Alert Day	Home health checks	Do you need bone density testing? Osteoporosis Awareness & Prevention Month	My Circle of Health Safety  Home Safety Month
	WORKING LIFE		Workplace wellness resources	At work with a chronic condition			What's your communication style?

800-430-9699

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

Options to Meet Every Health Management Program Need



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 organization's identity and facilitate promotion of events and programs.

- Masthead customization – includes use of your organization's logo, name and tag line (minimum order 500 issues)
- 200-word front-page article provided by your organization (minimum order 1,000 issues)
- 250-word back-page article provided by your organization (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.

mycircle
of health

TOPICS	JUL	AUG	SEP	OCT	NOV	DEC
CARING FOR YOURSELF	My Story 	Treating stings and insect bites	My Circle of Health Sleep 	My Story 	Monitoring blood sugar at home Diabetes Month	My Circle of Health Mayo Clinic Expert Insight Matthew Clark, Ph.D.
FAMILY MATTERS		Assessing your child's mental wellness	Making weight loss a family affair Family Health & Fitness Day			Caregiving – for children and parents
FOOD AND YOU	Tasty tips for cooking from scratch	<i>Quick quiz:</i> Making healthy choices when eating out	Easy ways to get your fruits and veggies Fruits & Veggies – More Matters Month	Healthy cooking for 1 or 2 Dental Hygiene Month	Nutritious ideas for holiday meals 	Breaking down breakfast barriers
IN MOTION	Including physical activity in your vacation plans	My Circle of Health Physical activity 	Warning signs during exercise	Taking your physical fitness to the next level	Exercising with a chronic condition: Questions to ask your doctor <i>Clip and save!</i>	Giving the gift of fitness Safe Toys and Gifts Month
ON YOUR MIND	My Circle of Health Leisure 	Recognizing and coping with anxiety	<i>Quick quiz:</i> Assess your stress	Dealing with unexpected events Depression and Mental Health Month	My Circle of Health Emotional health 	Finding meaning during the holiday season
OUNCE OF PREVENTION	Personal preparedness for severe weather	Are your immunizations up to date? Immunization Awareness Month	Lowering cholesterol without medication Cholesterol Education Month	Life after breast cancer Breast Cancer Awareness Month	Are you ready to quit? Great American Smokeout	Over-the-counter meds and driving cautions Drunk/Drugged Driving Awareness Month
WORKING LIFE	Preventing repetitive motion injuries			My Circle of Health Working life 	How to start a difficult conversation	

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