**THE MINNESOTA CARES: A WELLNESS WORKSHOP FOR OUR HEALTHCARE COMMUNITY**

Minnesota’s healthcare community has been strained for years, and the pandemic only exacerbated the challenges which continue today. As everyone is moving along through the new reality, support for our caregivers has never been more vital.

**We invite you to support a FREE event to honor the healthcare community and to provide them with evidence-based tools to improve their well-being and build resilience.**

This event is open to anyone in the healthcare community (hospital, clinic, long-term care, pharmacy, emergency medical, public health, and many others). This event provides an opportunity to:

**THANK** the healthcare community for their past and ongoing service

**TEACH** self-care through a variety of workshops and learning sessions

**FOSTER RESILENCE** for the future through evidence-based strategies and tools

**Use this checklist to promote the event and to encourage your staff to attend.**

**JULY/AUGUST**

* Insert Minnesota Cares email signature in all outgoing emails
* Add the Minnesota Cares logo to your website, in company ads, and promotional literature
* Announce your support in Minnesota Cares and encourage your staff to attend
* Save the Dates on your social platforms
* Share registration on social platforms
* Place a banner ad on your website and/or newsletter
* Include a blurb about the Minnesota Cares workshop in your organization’s newsletter or email blasts
* Use social media to promote this event and your support. See sample posts and graphics - and be sure to tag us in your posts! #mncares2023, #minnesotacaresworkshop, #wellnessmn2023
* Print off a few copies of the Minnesota Cares flyer to post in break rooms, locker room or areas where staff congregate.
* Share the sample program as a sneak peek of the sessions they will have access to at the wellness workshop.

**SEPTEMBER/OCTOBER**:

* Distribute press releases
* Send a “last chance” email to your staff reminding them to register for the Minnesota Cares wellness workshop

**POST-WORKSHOP:**

* Speak to staff that attended and share the information on social media