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maternity CARE

interactive communication guide

Please note:  When you see this icon, click on the links or thumbnails to access additional resources. Also, if viewing this document in Acrobat full-screen mode, use the tabs on the top and sides of each page to navigate through the sections.



make a connection

Informed moms-to-be can make healthier choices

A woman who is pregnant or thinking about becoming pregnant may be overwhelmed by how much she needs to learn about taking care of herself and her developing baby. But when she is properly educated and feels supported in her wellness journey, she can make healthier decisions for both herself and her child. So it's essential that all moms-to-be understand the importance of following their health care provider's direction and recognizing what's "normal" during pregnancy.

You can play a vital role before, during and after pregnancy by providing your members with resources they can trust. These materials will not only encourage them to make informed, healthy choices, but will also help them understand their personal health risks and the warning signs they should watch out for. The ultimate goal is to help foster a safe experience with the best possible outcome for both mom and baby.

Tools to motivate your members

UMR's Maternity CARE communications campaigns can help you make a healthy connection. Inside this interactive guide, you'll find tips to engage your members and promote positive decisions, along with links to easy-to-share health information materials, in both downloadable print or digital formats (online and email).

Choose the communications that meet the particular needs and interests of your members, and if you have a large Spanish-speaking population, simply select the [SP] links throughout this guide to access the Spanish versions of the items you wish to use.

Attract and engage with award-winning materials

We're proud to say that UMR's CARE communication guides have been recognized by the National Health Information Awards (NHIA), a competition that honors "the nation's best consumer health information and programs."

Thank you for choosing UMR as your Maternity CARE partner.

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your role

‘Marketing’ prenatal health to your members

Motivating young women and expectant mothers to engage in their health care and make healthy lifestyle choices is important. The decisions they make during pregnancy and before becoming pregnant are vital to the future health of their babies. Information about pregnancy and childbirth is widely available, but some may be misleading. Your members need help separating fact from fiction.

That’s why running a successful Maternity CARE campaign means going beyond simply handing out health education material. You have to become a “maternity marketer.”

Your Maternity CARE marketing tools are right here

Good news! We’ve created this guide to make marketing pre-pregnancy and prenatal health to your members easy for you. Inside, you’ll discover the best ways to target your audience by:

- Understanding their needs and habits
- Staging a multi-touch campaign
- Delivering your message through multiple channels

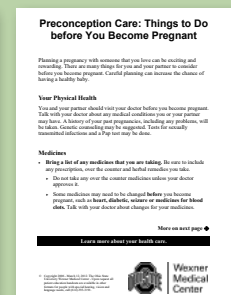
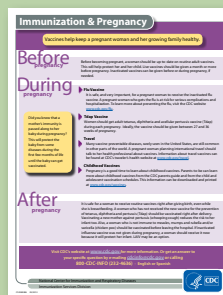
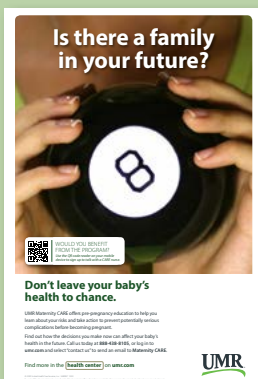
Keep reading — in the second half of this guide, you’ll find pre-packaged campaigns. Here, we’ve also collected all the materials you’ll need to launch and execute your campaign, including:

- Links to downloadable print PDFs (posters, flyers, postcards, etc.)
- Uploadable digital materials such as email and web buttons
- Articles that can be delivered via email or printed out
- Links to complementary resources you can share

KNOW THE DIFFERENCE

Health marketing vs. health education

Do this



Health education material: Health education is part of the solution, but only after you’ve engaged your audience. Avoid simply sending out general information on health and wellness topics that do not have a specific target audience or call to action.

Health marketing: Relevant, frequent and targeted messages that “speak” to audience’s needs and motivations.

Then this

YOUR ROLE (CONTINUED)

Establishing a commitment to better health

We know that helping your members be healthy is important to you.

As you look through this guide and think about your campaign, keep in mind that promoting healthy choices requires vision and commitment to a long-term strategy.

Over time, your employees will begin to see and appreciate the culture of health you are working to cultivate. You made the commitment when you established a Maternity CARE program. Now it's time to launch the campaign!

TIP !

Identify an internal health champion or form a committee to take the lead in supporting your communications efforts.

A self-service solution

We have created this guide to give you more control over the materials you wish to use in communicating to your members. As you navigate through the campaign catalog, you will see thumbnail images and file names underlined in blue. These indicate hyperlinks to print-ready files. Simply click the thumbnail or links to download the files for print or electronic distribution (i.e., email or intranet posts).

We can provide the message, but we need you to play an active role in the delivery.

PRINTING TIPS:

- **Posters:** These files are set up in an 11" x 17" format. You will need a printer that is capable of printing on paper that size. If your printer is not able to print that size, you can try to resize the file using Adobe Acrobat.
- **Postcards:** For more information about printing postcards, contact your CARE Consultant.
- **Stuffers and 1/3-page flyers:** Within this guide, you might encounter envelope stuffers or narrow flyers. These are set up to print three to a letter-sized page. Printed pages then need to be cut in thirds. Some flyers are one-sided, while others should print front and back. Consider using a heavier card stock paper if appropriate for your intended use.

Four key steps to making a connection

1) Know your audience

It is important to understand your member population’s primary health challenges and motivations when delivering your message.

Do your members regularly receive preventive care, such as well-women exams? Do they engage in risky lifestyle behaviors that could endanger their baby’s health? Is there a high prevalence of obesity or chronic conditions that could complicate pregnancy? Your CARE Consultant can assist in identifying trends you want to focus on. Then, emphasize those communications that address these issues for the biggest impact.

You also want to consider what methods of communication will be most effective. For example, it may be trendy to create a Twitter account or Facebook page to reach your audience. But if most of your audience still receives their information by U.S. mail, a postcard might be a better option.

2) Engage your audience

It’s also worth noting that communications typically need to be seen or heard more than once to be effective. Advertisers use the term “effective frequency” for the minimum number of times a communication needs to be exposed to an audience before it makes a positive impact on their behavior. Generally, it takes three or more repetitions for a message to be effective.

EFFECTIVE FREQUENCY EXAMPLE

EXPOSURE #1:

Catches their attention and generates a “What is it?” response



Exposure #1: After a member signs up for your company health benefits, because she is of child-bearing age, she receives a Maternity CARE mailing from UMR. She briefly scans the information and it generates a “What is it?” response.

EXPOSURE #2:

Brings recognition and a response of “What does it mean to me?”



Exposure #2: Months later, she finds out she’s pregnant. In the break room, she recognizes the image/message about Maternity CARE. She considers whether the program could benefit her.

EXPOSURE #3:

Prompts familiarity and readiness to consider the call to action



Exposure #3: A week later, she receives a letter in the mail from UMR asking her to enroll in the program. Realizing it would be a good way to ensure she has a healthy pregnancy, she makes the decision to enroll in the program.

3) Use communication channels that work

POSTERS:

Posters use a combination of design elements and text to attract the viewer's attention and convey a message that can be grasped with a single, often brief, glance. The objective may be to raise awareness of a particular health issue, motivate change in behavior or to prompt a call to action such as "Call us to enroll."

Best practices:

- Display posters where they will have the biggest impact, such as high-traffic areas where employees gather, a cafeteria or an employee entrance.
- Is the topic or call to action private in nature? It may be more appropriate to display posters on topics such as breast-feeding in a restroom or changing area.



TIP!

Carefully consider your target audience and the message being delivered when you decide where to display your poster.

FLYERS

Optional flyers are available to further engage members on health topics of interest. While posters focus on a singular message or call to action, flyers provide more detailed information to educate members or offer them suggestions or directions for taking steps to improve their health.

Best practices:

- Print them for use as handouts at health fairs.
- Insert them with paychecks or other mailed materials.
- Post them to your company intranet site.



TIP!

Download flyers by clicking the thumbnails provided in this toolkit, or contact your CARE Consultant to have flyers printed by UMR. Additional costs for printing and shipping may apply.

HEALTH CENTER ON UMR.COM

The Health Center on **umr.com** connects members to UMR's award-winning Healthy You magazine, online videos and other resources for healthy living.

Members can log in anytime to:

- Enroll in Maternity CARE
- Find articles on prenatal health from our Health Education Library
- Link to other trusted websites
- Plus more ...



QR CODES

QR codes are available on all of our posters and some complementary print materials. The codes provide an interactive way for members with mobile devices to access additional information on topics of interest.

program introduction

Memories in the making

Supporting you during your special time

Enroll in UMR Maternity CARE to learn how healthy lifestyle choices and proper medical care before and during your pregnancy can boost your odds of having a healthy, full-term baby.

Call us today at 888-438-8105, or log in to umr.com and select "contact us" to send an email to Maternity CARE.

Find more in the [health center](http://healthcenter) on umr.com

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[SP]

POSTER

OBJECTIVE: Builds awareness of UMR’s Maternity CARE program among females who are pregnant or may become pregnant. It encourages potential participants to enroll online or by using the toll-free phone number provided.

TARGET AUDIENCE: Females of child-bearing age who are thinking about having a baby or are already pregnant.

Memories in the making

Trust in us for knowledge and support on your journey to motherhood

Whether you are considering having a baby or are already expecting, UMR Maternity CARE can teach you how to reduce your risk of complications and prepare you to have a successful, full-term pregnancy and a healthy baby.

How it works?
Healthier women are more likely to have healthy babies. If you are thinking about starting a family, our experienced OB/GYN nurses will help you understand your personal health risks and empower you to take action before you become pregnant. When the time arrives, our registered nurses will support you with timely prenatal education and follow-up calls, and will refer you to care management if a serious condition arises. Your CARE Nurse will call you each trimester during your pregnancy and once after your baby is born.

If you are pregnant and are identified as high-risk, a CARE Nurse Manager will monitor your condition and work to reduce your claims costs throughout your pregnancy and the post-delivery period. You can self-enroll in Maternity CARE or pre-pregnancy coaching, or you'll be contacted and invited to participate if you are identified as pregnant through a clinical health risk assessment, utilization review or other program referrals.

It pays to participate
You'll receive an incentive gift* as a thank you for participating in the program, sent to you after your delivery.

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*Eligible for the Incentive Gift program. Incentive gift amount varies. See program details for more information.

[SP]

FLYER

MEMORIES IN THE MAKING
Is there a family in your future?

myUMRhealth

VIDEO

Memories in the making

POSTCARD

Other resources:

Flyer: [Pre-term labor signs](#) [SP]

Text service: [Text4Baby](#)

Mobile app: [March of Dimes Cinemama](#)

pre-pregnancy



Is there a family in your future?

WOULD YOU BENEFIT FROM THE PROGRAM? Use the QR code reader on your mobile device to sign up to talk with a CARE nurse.

Don't leave your baby's health to chance.

UMR Maternity CARE offers pre-pregnancy education to help you learn about your risks and take action to prevent potentially serious complications before becoming pregnant.

Find out how the decisions you make now can affect your baby's health in the future. Call us today at 888-438-8105, or log in to umr.com and select "contact us" to send an email to Maternity CARE.

health center on umr.com



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[SP]

POSTER

OBJECTIVE: Builds awareness of UMR's pre-pregnancy coaching among a target audience of female plan members who may become pregnant. It encourages potential participants to enroll using the toll-free phone number provided.

TARGET AUDIENCE: Females of child-bearing age who are thinking about having a baby in the near future.

Is there a family in your future?

Maternity CARE: A great start to motherhood

It's a fact... healthy women are more likely to have healthy babies. That's why it's important to know about health risks and birth defect prevention before you become pregnant.

If you're planning a pregnancy in the future, UMR's Maternity CARE will help you learn about potential health risks and the things you can do to prevent medical complications for you and your baby.

We have to help

UMR's Maternity CARE is available to you and your family just when you need it most. Our program provides you with information about potential health risks and the things you can do to prevent medical complications for you and your baby.

Join today!

You can enroll yourself by calling 1-888-438-8105 or log in to umr.com to sign up.

UMR



Postcard

Is there a family in your future? flyer [SP]

nutrition & exercise

OBJECTIVE: Informs female plan members who are pregnant of how light exercise, eating healthy and avoiding tobacco and alcohol use can help them have a safe and healthy pregnancy.

TARGET AUDIENCE: Females of child-bearing age who are thinking about having a baby or are already pregnant.

Exercise during pregnancy

Having a healthy pregnancy is important. Getting regular exercise during pregnancy helps you get control, take care of your body, and avoid complications. Call for more information about exercise during pregnancy.

After you learn about exercise, you can find out more about the benefits of exercise during pregnancy. You can also find out how to get started with exercise during pregnancy.

6 Basic exercise tips

- 1. Drink an adequate amount of water before, during, and after exercise to stay hydrated.
- 2. Wear comfortable clothing and supportive shoes.
- 3. Avoid exercise when you feel dizzy, lightheaded, or out of breath.
- 4. Stop exercising if you experience any of the following symptoms: chest pain, dizziness, shortness of breath, or a headache.
- 5. Avoid exercising in the heat or humidity.
- 6. Avoid exercising on uneven surfaces.

Check with your health care provider before starting to exercise. Also talk with your doctor about how your pregnancy or health conditions may change your exercise program.

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Exercise during pregnancy flyer

Common digestive problems when you're expecting

Morning sickness

Many women experience nausea and vomiting during their first trimester. These symptoms are thought to be related to hormone changes to support pregnancy. The symptoms often subside by the second trimester.

WHAT YOU CAN DO

- Don't get yourself too full.
- Eat small meals throughout the day.
- Avoid spicy and fatty foods.
- Avoid exercise that makes you feel dizzy or out of breath.
- Avoid exercising in the heat or humidity.
- Avoid exercising on uneven surfaces.

Heartburn & indigestion (Acid reflux)

Pregnancy hormones and pressure from a growing fetus may slow digestion and make you feel bloated. Your hormones may relax the valve that separates your stomach from your intestines. This allows food and acids to come back up into the esophagus, causing heartburn. Symptoms are more common in the third trimester.

WHAT YOU CAN DO

- Avoid foods that make symptoms worse (fried or spicy foods, citrus fruits, caffeine, carbonated drinks, chocolate, citrus, garlic, and tomato products).
- Eat slowly.
- Avoid lying down right after eating.
- Elevate the head of your bed at night.

If these tips don't provide relief, ask your provider about next steps.

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Common digestive problems when you're expecting flyer

Help your baby get a healthy start

We all know that smoking is an unhealthy habit. If you are pregnant or thinking about having a baby, now is the time to give up tobacco for good. Smoking a baby will be a big change in your life, so why not use this time to focus on your body and building a healthy new habit?

A tobacco-free pregnancy will:

- Help your baby to have a healthy first year and keep growing to reach adulthood.
- Make you more likely to be able to carry your baby to term.
- Increase the likelihood of normal brain development in your baby.
- Reduce the risk of miscarriage, stillbirth, or a baby with health problems.
- Improve your overall health and reduce your risk of complications, including cardiovascular disease and cancer.

SO YOU KNOW:

Secondhand smoke raises the risk for Sudden Infant Death Syndrome (SIDS). Secondhand smoke also causes respiratory illnesses, ear infections, and coughing and wheezing in babies and children. It can cause serious health problems for you as well.

THAT'S WHY:

These chemicals can hurt your baby's health and development.

SO YOU KNOW:

Secondhand smoke raises the risk for Sudden Infant Death Syndrome (SIDS). Secondhand smoke also causes respiratory illnesses, ear infections, and coughing and wheezing in babies and children. It can cause serious health problems for you as well.

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Help your baby get a healthy start flyer

What to know when eating for two

Eating a healthy diet is more important than ever when you are pregnant. Your body will require additional nutrients during pregnancy and proper nutrition is vital to your baby's growth and development.

Prenatal vitamins

Research shows a pregnant woman who takes prenatal vitamins is more likely to have a healthy pregnancy. Prenatal vitamins should be taken every day, starting before you get pregnant and continuing through the first trimester. Talk with your doctor about how much weight gain is best for you, particularly during the first trimester.

Weight gain

You should expect to gain weight gradually, with the most weight gain during your third trimester.

EATING FOR TWO

Most women only need about 300 calories a day more than they did before they were pregnant, particularly during the first trimester.

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What to know when eating for two flyer

[SP]

gestational diabetes



Embrace this special time

Prenatal visits can help you identify and avoid serious complications



LEARN ABOUT THE TEST FOR GESTATIONAL DIABETES

Use the QR code or visit umr.com to learn more about the test for gestational diabetes.

A simple test to check your blood sugar

Some women develop diabetes during pregnancy. The good news is gestational diabetes usually goes away after childbirth. But it can lead to other complications, and once you've had it, your risk is increased in future pregnancies.

Ask your doctor if you're at risk for gestational diabetes. A blood test between your 24th and 28th weeks of pregnancy will tell if you have it.

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Find more in the [health center](#) on [umr.com](#)

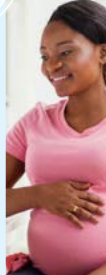
POSTER

The information provided by this program is for general educational purposes only. It is not intended to be used as a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition. © 2018 UnitedHealthcare Company.

OBJECTIVE: Reinforces the importance of prenatal doctor's visits and being screened for gestational diabetes.

TARGET AUDIENCE: Female plan members who are in the early stages of pregnancy.

About glucose screening tests during pregnancy



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Why is glucose screening important?

Some women develop diabetes during pregnancy. This called gestational diabetes. Usually goes away after childbirth, but it can lead to other complications, and once you've had it, your risk is increased in future pregnancies.

What are the two types for the test?

- **One-step test:** You will be asked to fast overnight for 8 to 10 hours before the test.
- **Two-step test:** You will be asked to fast overnight for 8 to 10 hours before the test.

What are the two types for the test?

- **One-step test:** You will be asked to fast overnight for 8 to 10 hours before the test.
- **Two-step test:** You will be asked to fast overnight for 8 to 10 hours before the test.

What is gestational diabetes?



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Learn to control your blood sugar and help avoid further complications during pregnancy

Gestational diabetes, also known as gestational diabetes mellitus (GDM), is a type of diabetes that can develop in women during pregnancy. The condition causes elevated levels of glucose in the blood. Glucose is the body's main source of energy. Too much glucose in your blood can be harmful to both you and your baby.

Normally, the pancreas releases insulin, a hormone that helps to move glucose from the bloodstream into the body, where it is used for energy. If your body does not produce enough insulin or does not use the insulin properly, the amount of blood glucose or diabetes, which elevates the risk for further complications during pregnancy, is likely to increase.

Your risk factors

- You have an increased risk of risk factors, your physician may recommend testing your glucose levels early in your first prenatal appointment.
- Overweight
- Experienced gestational diabetes during a previous pregnancy
- Recently gave birth to a baby larger than 9 pounds
- Family history of diabetes
- If you are of African American, Asian American, Hispanic American, Hispanic, Latino, or Pacific Islander

About glucose screening tests flyer

What is gestational diabetes? flyer

TIP!

November is diabetes awareness month. Consider using this poster in the 4th quarter of the year.

breast-feeding

Nurse your newborn to a healthy start



WANT MORE TIPS ABOUT BREAST-FEEDING?

Use the QR code or visit umr.com to learn more about breast-feeding.

Breast-feeding brings natural benefits to baby and you.

Good for baby:	Good for you:
✓ Easier to digest	✓ Lose pregnancy weight more quickly
✓ Boosts immune system	✓ Lowers risk of breast, uterine or ovarian cancers
✓ Helps tooth and jaw development	✓ Improves bone density

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Find more in the [health center](#) on [umr.com](#)

POSTER

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OBJECTIVE: Informs female plan members who are pregnant or thinking about having a baby about the potential health benefits of breast-feeding for both mother and child.

TARGET AUDIENCE: Females of child-bearing age who are thinking about having a baby or are already pregnant.

TIP!

August is breast-feeding awareness month. Consider using this poster in the 3rd quarter of the year.

Other resources:

Healthy You: [Breast-feeding – Should you consider it?](#)

Healthy You: [Breast-feeding – More moms are giving it a go](#)



newborn care

Taking baby home

Basic tips for preparing your home for your new baby

Must haves

Infant car seat
Cradle, bassinet or crib (slats no more than 2 3/8 inches apart)
Diapers
Diaper rash cream
Diaper wipes and/or baby wetwipes

Rectal thermometer
Bottles and nipples
Baby clothes, including undershirts and sleepers
Baby soap and shampoo
Mild laundry detergent

Nice or fun to have

Baby stroller
Camera
Well-stocked diaper bag
Plastic baby bath tub
Baby measure scissors
Burp cloths and bibs
Infant seat

Baby sling or pouch
Changing table
Baby comb
Rocking chair or glider
Mobile
Night light
Friends or family who will bring meals or come to help out

GET EXPERT ADVICE ON NEWBORN CARE
Use the QR code reader on your mobile device to sign up to text with a nurse coach.

Find more in the [health center](#) on [umr.com](#)

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OBJECTIVE: Informs pregnant plan members and their partners of the basics of newborn care and safety.

TARGET AUDIENCE: First-time parents, including women who are pregnant or recently gave birth, along with their partners.



Helpful tips when caring for your newborn

Taking care of a baby at home can be tough, especially as a first-time parent. These tips may help guide you through the first few months of parenthood to become confident about caring for your newborn.

You've worked nine months of pregnancy, now it's time to bring home your baby. Before you leave the hospital, be sure to take advantage of the resources that are available to new parents. Many hospitals have feeding specialists or lactation consultants, who can help you get started nursing or bottle-feeding. In addition, nurses are a great resource to show you how to hold, feed, diaper and care for your baby. So don't be afraid to ask questions and use the resources available.

GET EXPERT ADVICE
Download our app to get expert advice from the American Academy of Pediatrics on [HealthyBaby.com](#)

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Newborn care brochure

Avoiding sudden infant death syndrome (SIDS)

Getting a safe sleep environment and during the information with your pediatrician is the first step in preventing SIDS. SIDS is the sudden, unexplained death of a baby under the age of 1 year, most commonly between approximately 2 months and 1 year of age. Experts don't know exactly what causes SIDS, but a number of factors have been associated with SIDS, such as:

- Back to sleep**
Always place babies on their backs when putting them to sleep. Don't allow babies to sleep on the side or the side and back or stomach until they are at least 1 year old.
- A safe sleep environment**
A safe sleep environment is one that is free of soft bedding, pillows, blankets or stuffed animals. Use a firm, flat surface for your baby to sleep on. Avoid using cribs with drop-down sides or cribs with mesh sides.
- Share your room, not your bed**
Share your room with your baby until at least 6 months of age. If you do not share your room, you should use a crib in your room. Do not use a crib in your room until you have a safe sleep environment.
- Prevent heat from being too long as you and your baby sleep**
Overheating is a risk factor for SIDS. Use a room thermometer to check the temperature of the room. Dress your baby in one more layer than you are wearing. Avoid using blankets or covers that are too heavy or too warm.
- If your baby uses a pacifier, use it**
Pacifiers have been found to be associated with a lower risk of SIDS. If your baby uses a pacifier, use it during every sleep.

Continued on back >

Avoiding Sudden Infant Death Syndrome (SIDS) flyer

TIP!

June is safety awareness month. Consider using this poster in the 2nd quarter of the year.

HEALTHY YOU

Your journey to wellness starts here

The "Baby" Issue

First-time parents
Tips and tricks to help you and your baby get a healthy start

Breast-feeding Should you consider it?

Health **Healthy** **UMR**

Healthy You – Baby Issue

Baby blues or postpartum depression?

Having a baby is really considered a time of joy, but many women feel "blue" or "low" after giving birth. Some women may even feel extremely sad.

These feelings are the baby blues, and they usually go away on their own. They are caused by changes in your hormones, sleep deprivation, and the stress of taking care of a newborn. They usually last for a few days to two weeks. If you are feeling sad, it's important to talk to your doctor or a mental health professional. They can help you understand what you're feeling and provide support.

OTHER SYMPTOMS you might experience with postpartum depression:

- persistent feelings of sadness, hopelessness, or emptiness
- loss of interest in activities you once enjoyed
- changes in appetite or weight
- difficulty concentrating
- thoughts of harming yourself or the baby

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Baby blues or postpartum depression? flyer

Prepare a safe home for your baby

A baby or a toddler in your home can be both exciting and frightening. Reduce your anxiety and risk of accidents by preparing a safe home environment for your little one. Use the room-specific checklists to prepare your home – and be sure to look for and fix any other potential safety risks you may find.

CHILD'S ROOM

- Choose cribs with bars no more than 2 1/2 inches apart
- Remove cribs and mobile cribs once baby can get upright
- Keep cribs away from any window blinds or cords
- Buy only non-flammable sleepwear
- Be sure guard rails and/or bassinet wheels were made after 1978. To ensure that your crib is lead-free, verify that the crib was made outside of the USA after your baby's birth.
- Keep cribs free of soft pillows, stuffed animals, bumper pads and toy bedding

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Prepare a safe home for baby flyer

faqs

Frequently asked questions

Q: How will I receive the posters?

A: You can download and print the posters by clicking the hyperlinks provided in this toolkit. Please review documents prior to printing and distributing, as not all plans may use our standard processes.

The posters are available in English and Spanish and can be customized to include your company logo. For more information, contact your CARE Consultant.

Q: Do I need internet access to open and view the campaign materials and other resources?

A: Yes. This interactive kit incorporates hyperlinks to websites or PDFs and videos stored on web-based servers, so you will need to be connected to the internet to view those materials.

Q: How do users scan a QR code?

A: Members will need a QR code reader app on their mobile device to view the information linked to the codes. Many of these apps are free. Simply direct your members to search “QR code reader” in the mobile app store.

Q: Is there a cost to use the additional items?

A: You can use the hyperlinks to download PDF files at no cost to distribute electronically via email or your company intranet site, for example. Or, you can download the files and print them yourself at no charge.

You also have the option of ordering printed materials, such as postcards and posters, from UMR’s on-site print facility. Additional costs for printing, shipping or postage will apply. Contact your CARE Consultant for pricing information.

Q: What does the [SP] appearing next to some of the materials mean?

A: The [SP] designation indicates a Spanish version is available for that item. If you have a large Spanish-speaking population you would like to reach, simply select the [SP] links throughout the guide to view or download the Spanish versions of the items you wish to use.