

eDM: Physical Health

Content notes:

The following suggested wording for eDM purposes has been prepared by TAL. It is available to use in white-label format for communications and is designed to provide information on positive ways to improve physical wellbeing.

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EMAIL 1 – Promoting musculoskeletal health

AUDIENCE	Fund members, employees, corporates
COMMUNICATION OPPORTUNITIES	To share musculoskeletal advice as part of a health and wellbeing focus. Newsletters, eDMs, websites and wellbeing campaigns.
MESSAGE	Back pain and musculoskeletal conditions are widespread but often preventable and partnering with TAL gives members access to practical tools to take action early.
INSIGHTS	Musculoskeletal conditions like back pain, arthritis and osteoporosis affect around one in three Australians, yet many can be managed or prevented with everyday changes.
ASSOCIATED ASSET/S	Articles, support flyers, suggested email template and TAL's Health Scout tool.
CTA	Business entity to provide CTA or take TAL's three-minute Health Scout survey to understand your physical health risks.

Suggested subject line: Is back pain holding you back?

Suggested header: Small steps to protect your back, bones and joints.

Hi **[First Name]**

When it comes to your back, bones and joints, practical lifestyle changes may help manage or prevent musculoskeletal conditions and support your long-term mobility.¹

Musculoskeletal conditions like back pain, arthritis and osteoporosis affect around one in three Australians, many of these conditions may be managed or even prevented with simple, everyday steps.²

That's why we've partnered with TAL to share practical tools and resources to help you look after your musculoskeletal health.

Ways to look after your body³

- **Keep moving.** Regular activity helps keep your joints flexible and your muscles strong.
- **Set up your workspace.** Good posture and ergonomics can help reduce strain on your back and neck.

¹ Australian Institute of Health and Welfare (AIHW). *Chronic musculoskeletal conditions*. 2024.

² Ibid

³ Australian Institute of Health and Welfare (AIHW). *Chronic musculoskeletal conditions*. 2024; *Australian Burden of Disease Study*. 2024.

- **Maintain a healthy weight.** Extra weight puts added pressure on your knees, hips and back.
- **Act early.** If pain or stiffness persists, see your GP rather than waiting for it to get worse.
- **Quit smoking.** Smoking can reduce blood flow to your spine and slow healing.

Healthy habits start today. You can take the first step by understanding your physical health risks with **TAL's Health Scout**, a simple three-minute survey that provides personalised guidance based on your health and lifestyle, this is not a substitute for qualified medical or other health professional advice.

WAYS TO SUPPORT YOUR PHYSICAL HEALTH

< [Business entity to add own commentary, resources/links, TAL articles, TAL flyers and CTAs](#) >

DISCLAIMER [\[please add disclaimer to your eDM\]](#)

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