



**Health at Home with CVS**  
**Bronze winner - In-House Agency**  
**Forum Creativity Awards 2021**

## **Health at Home**

When the COVID-19 pandemic forced millions inside, we launched the Health at Home email series to share fun activities, healthy recipes and articles focused on wellness, self-care and fostering connections.

As the United States' response to the pandemic continues to evolve, Health at Home content continues to provide value to our readers. Each email is designed around a seasonal theme and features content addressing topics that are top of mind for readers like mental health, self-care and family living.

**September**

## **September Content Strategy**

September marked the transition from summer to autumn. It was also when millions of people returned to their normal routine although everything was far from “normal.”

Content for the month’s first send focused on helping customers integrate more wellness into their daily lives. An article offered tips for better health at work and a fun scavenger hunt encouraged families to get outdoors and interact with nature.

The month’s second send marked the official start of autumn with tips and recommendations to help with seasonal allergies. And a delicious apple coffee cake recipe inspired customers to go apple picking.





## Integrate more wellness support into your routine

As summer wraps up, it's time for many of us to switch up our routines. The shifting season presents an opportunity to make some small adjustments that can help support healthier living. Keep reading for tips and suggestions to help you get back in the swing of things.



## Find more wellness support at work

Are you feeling overwhelmed, stressed or just plain overworked? You're not alone. Millions of Americans experience work-related stress that can affect their overall health and wellness. Our article provides suggestions that can help you find more wellness support while you work at home or the office.

[Get tips to help support a healthier workday >](#)



## Help support your immune system\*

Your immune system works hard to help keep your body healthy, but you can help it. Supplements like echinacea and zinc may help support immune health. Vitamin C plays a role in the function of white blood cells, which fight bacteria, viruses and germs.

*Tips sponsored by Nature's Bounty.*

[Explore Nature's Bounty supplements >](#)



## Explore outdoors with our fun scavenger hunt

Our scavenger hunt challenges your family to search your yard or a nearby park for nature-themed items. Play along and see how many things you can find!

[Download scavenger hunt >](#)

# September 8, Back to the routine



## A lower-fat spin on a dinner classic

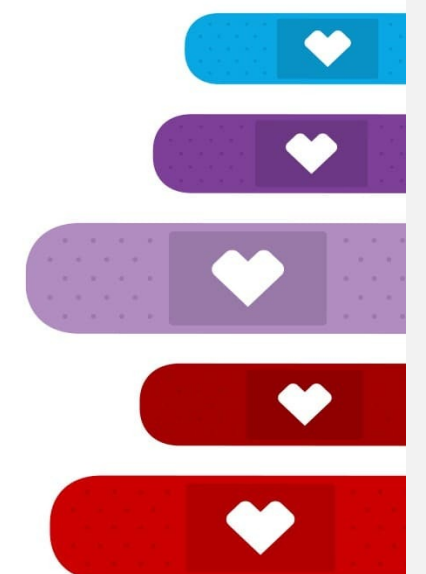
Part of a healthier routine may include quality time with loved ones, like enjoying a meal together. Our recipe for baked chicken fingers with honey mustard sauce incorporates egg whites and corn flakes for a lower-fat twist on this family favorite that's sure to please.

[Get baked chicken fingers recipe >](#)

## FREE flu shots for the whole family\*

No cost with most insurance. Walk-ins welcome.

[Schedule your flu shot >](#)



## Tell us what you think.

Please share your feedback about this email.

[Take a quick survey >](#)



# September 8, Tips to support workday article

myCVS® Store 5 PENN PLAZA ON THE CORNER OF 8TH AVE ..., NEW YORK, NY 10001 | [Change Store](#) [Weekly Ad](#) [Sign In](#) or [Create an Account](#) [Store Locator](#) [Español](#)



Search

[Pharmacy](#) [MinuteClinic®](#) [Shop](#) [ExtraCare®](#) [Contact Lenses](#) [Photo](#)

[Easy Reorder](#) [Basket](#)

[Home](#) > [8 Simple Home Health Tips](#)

Share this article



## 8 tips to help support a healthier and happier workday



It's no secret that Americans are hard workers. Data from the US Bureau of Labor Statistics shows that Americans often work more than eight hours per workday.\*

The extra hours spent at the office are not always conducive to well-being. Studies have associated long hours on the job with increased risk of coronary heart disease and stroke.\* Work demands also take a psychological toll, increasing stress levels and affecting general quality of life.\*

Fortunately, there are simple steps you can take to help be healthier and happier at work. Our eight suggestions are easy to implement – whether you work at home or an office – and can have an impact on your well-being.

### 1. Help boost your mood with a plant.

Offices can be drab, which, unsurprisingly, can affect mood and creativity. But a little touch of nature can help improve that. Besides its refreshing beauty, a plant may also give you the nudge you may need to take a short break from work during the day.

“Taking care of a plant, which doesn't take very long to do over the course



Health at Home: Welcome, Autumn!

PP: Help prepare for seasonal allergies, plus get a recipe for a delicious apple dessert.



## Bye-bye, summer. Hello, autumn!

Harvest season is upon us, which means colorful leaves and the perfect time to go apple picking. With cooler temperatures across the country, autumn is a great time of year to explore outdoors and try something new with the whole family.



### Got allergies? Our tips may help.

Seasonal allergies don't just strike in springtime — they can be a nuisance in autumn, too. Learn about common fall allergy triggers and what you can do to help feel better fast.

[Get allergy support tips >](#)



## Relief support for fall allergies.

Going outdoors? Be prepared to help manage possible allergy symptoms by checking daily pollen counts. If you want to try allergy medication,\* Flonase offers a variety of family-friendly options that may help you better enjoy the season.

[View allergy support products >](#)

*Tip sponsored by Flonase.*

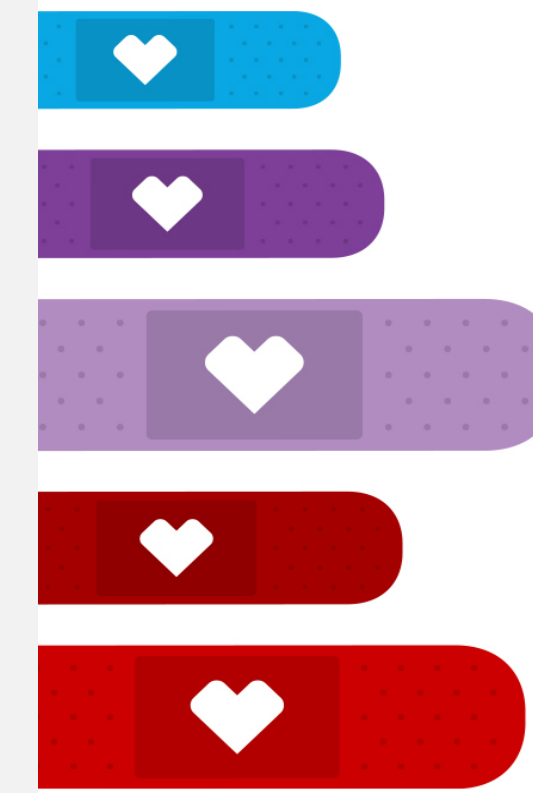


## Apples are back in season!

Whether you pick, slice or bake them, apples offer vitamin C and dietary fiber. Explore different varieties. Use honeycrisp apples for sweet apple pie or Granny Smiths for one that's tart. For applesauce, try McIntosh. Craving a sweet treat? Try our apple coffee cake recipe.

[Get apple coffee cake recipe >](#)

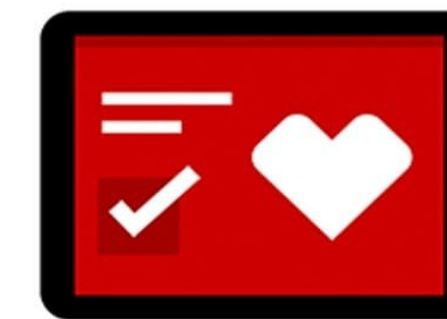
# September 22, Fall begins



## FREE flu shots\* for the whole family

No cost with most insurance

[Schedule your flu shot >](#)



## Share your opinion.

Do you enjoy these Health at Home emails?

[Yes >](#)

[No >](#)

[Pharmacy](#)

[MinuteClinic®](#)

[Shop CVS.com®](#)



Having trouble viewing this email?

[View online](#)

ExtraCare® Member: Michele1

Card ending in: 1111

[Return policy](#)

[Coupon policy](#)

[Weekly ad](#)

[ExtraCare®](#)

[My account](#)



# September 22, Manage seasonal allergies article

myCVS® Store 5 PENN PLAZA ON THE CORNER OF 8TH AVE ..., NEW YORK, NY 10001 | [Change Store](#) [Weekly Ad](#) [Sign In](#) or [Create an Account](#) [Store Locator](#) [Español](#)



Search

[Pharmacy](#) [MinuteClinic®](#) [Shop](#) [ExtraCare®](#) [Contact Lenses](#) [Photo](#)

[Easy Reorder](#) [Basket](#)

[Home](#) > [How to help manage seasonal allergies](#)

Share this article



## How to help manage seasonal allergies



If you suffer from seasonal allergies, you're not alone. As many as 60 million Americans have allergy symptoms related to pollen, ragweed and other common allergy triggers.\* If you find yourself sneezing a lot or blowing your nose during certain times of the year, seasonal allergies may be the culprit.

Seasonal allergies develop when your immune system overreacts to a benign trigger in the environment. Although many people associate seasonal allergies exclusively with springtime, symptoms can often strike in autumn, too, because that's when certain plants that can cause allergies pollinate.

Unfortunately, the triggers for seasonal allergies are not going away. In fact, pollen seasons have been lasting longer, and data has indicated rising pollen counts year over year.\*

This article will first focus on common allergy culprits to help you identify your triggers and then provide easy ways to help you prevent and manage symptoms.

### Common fall allergy culprits

Ragweed is a prime culprit of fall allergies. If you find yourself feeling miserable with allergy symptoms at the end of summer, you could be

**October**

## **October Content Strategy**

During October, emails celebrated delicious, and healthy, seasonal foods and getting into the spirit of fall festivities.

Before colder weather set in, the first send encouraged customers to get outside for physical activity. An article examined how the foods people eat affect their mood, and we provided a delicious harvest vegetable stew recipe. As an activity, our garland printable helped people decorate their homes for the fall.

Our Halloween send gave customers last-minute ideas to get in on the fun. An article offered up tips to treat a sore throat and cough, and we showed how customers could create their own candy monsters.





## Take health to heart this season.

Now can be a great time of year to explore outdoors and enjoy home-cooked meals with loved ones. Let autumn also be a time to reflect. For World Mental Health Day on October 10, check in with how you're feeling and remember to do something uplifting for yourself.



## In the mood for good food?

The foods you put into your body can affect how you feel. Moods fluctuate, but a balanced diet rich in fiber may help you feel good. With such an array of seasonal produce, autumn's a great time to put more variety on your plate.

[Read more tips >](#)



## From harvest to table.

So many delicious vegetables are picked in fall, and our nutritious stew can put them to use. Combine squash, potatoes and carrots for a hearty dish that'll spark your family's appetite. Give it a personal touch by adding your farm-fresh favorites.

[Get vegetable stew recipe >](#)



## Get festive this fall.

Tap into your creative side with our printable paper leaf garland. Our design makes it easy to bring a touch of autumn to your home. Hang your finished garland in the entryway or on your mantel or use it as table décor.

[Get fall garland printable >](#)

# October 6, Fall festivities

## Get festive this fall.

Tap into your creative side with our printable paper leaf garland. Our design makes it easy to bring a touch of autumn to your home. Hang your finished garland in the entryway or on your mantel or use it as table décor.

[Get fall garland printable >](#)



## Share your opinion.

Do you enjoy these Health at Home emails?

[Yes >](#)

[No >](#)

[Pharmacy](#)

[MinuteClinic®](#)

[Shop CVS.com®](#)



Having trouble viewing this email?

[View online](#)

ExtraCare® Member: Michele1

Card ending in: 1111

[Return policy](#)

[Coupon policy](#)

[Weekly ad](#)

[ExtraCare®](#)

[My account](#)

Add [extracare@pharmacy.cvs.com](mailto:extracare@pharmacy.cvs.com) to your address book to continue receiving our emails.

View our [privacy policy](#).



# October 6, Leaf Garland printable

## Autumn Paper Leaf Garland

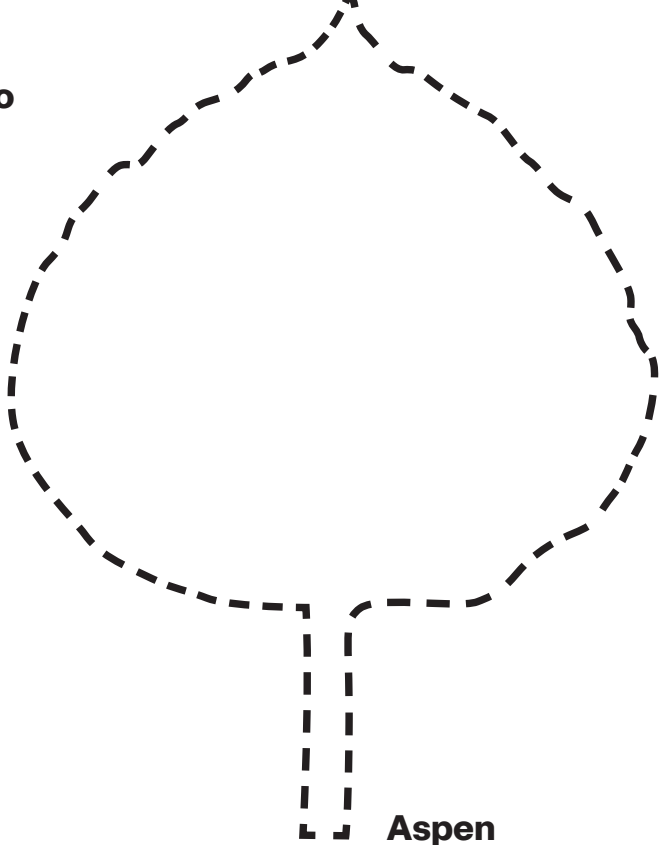
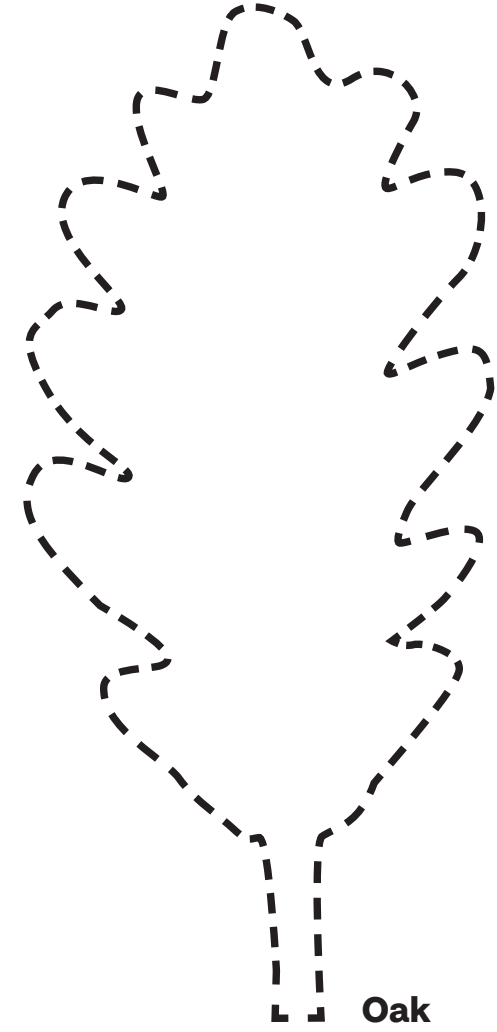
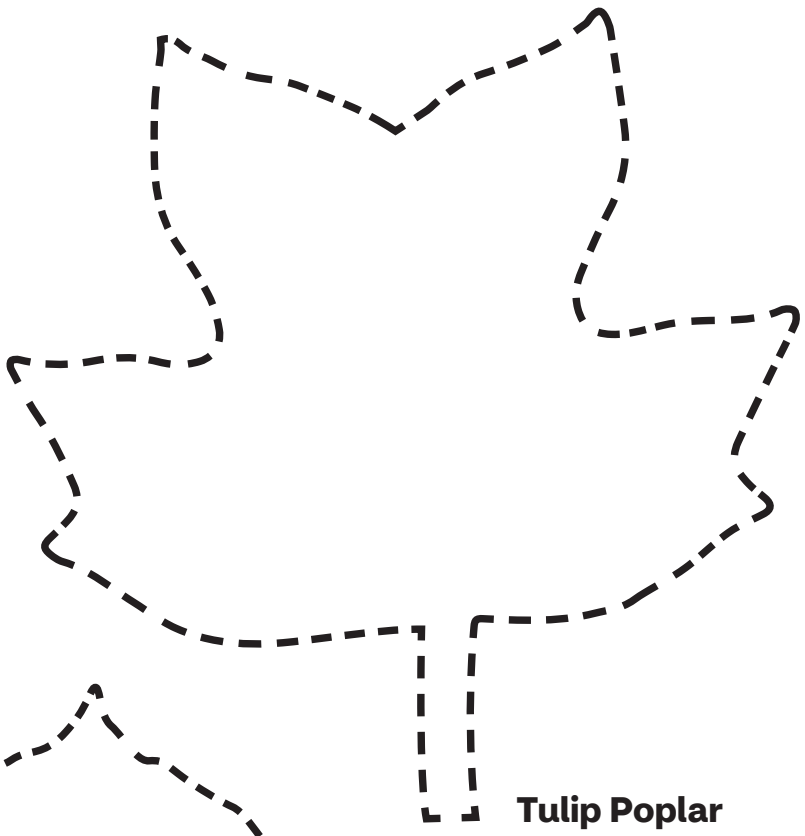
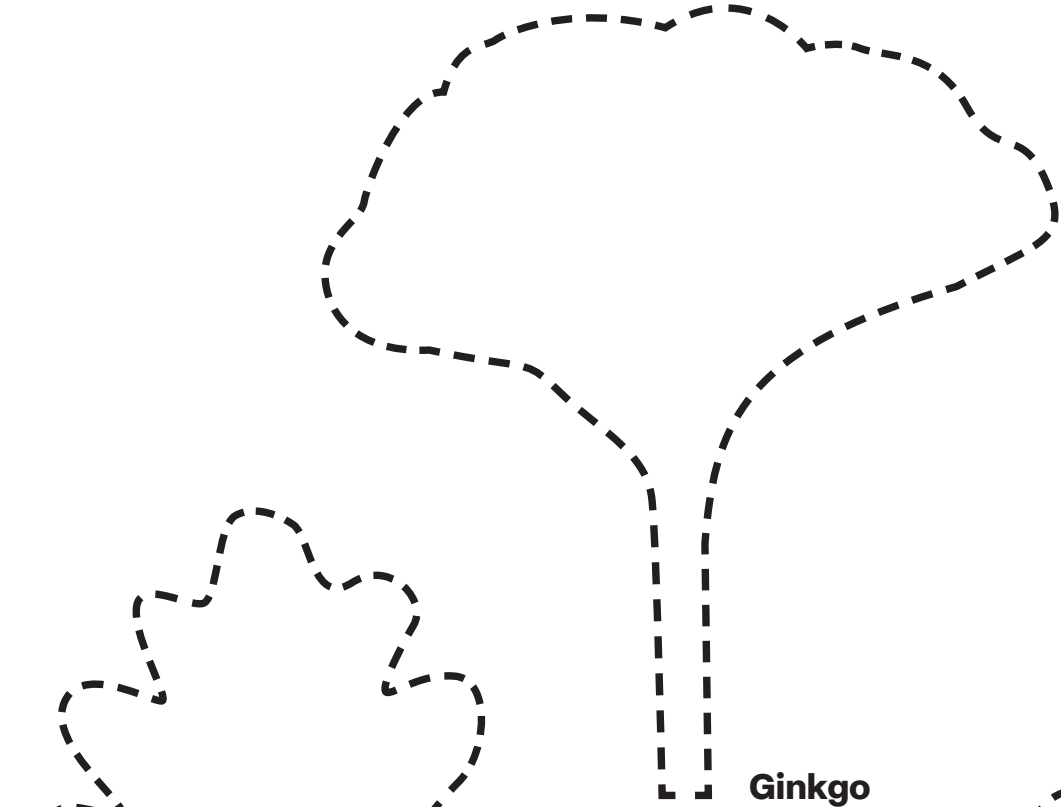
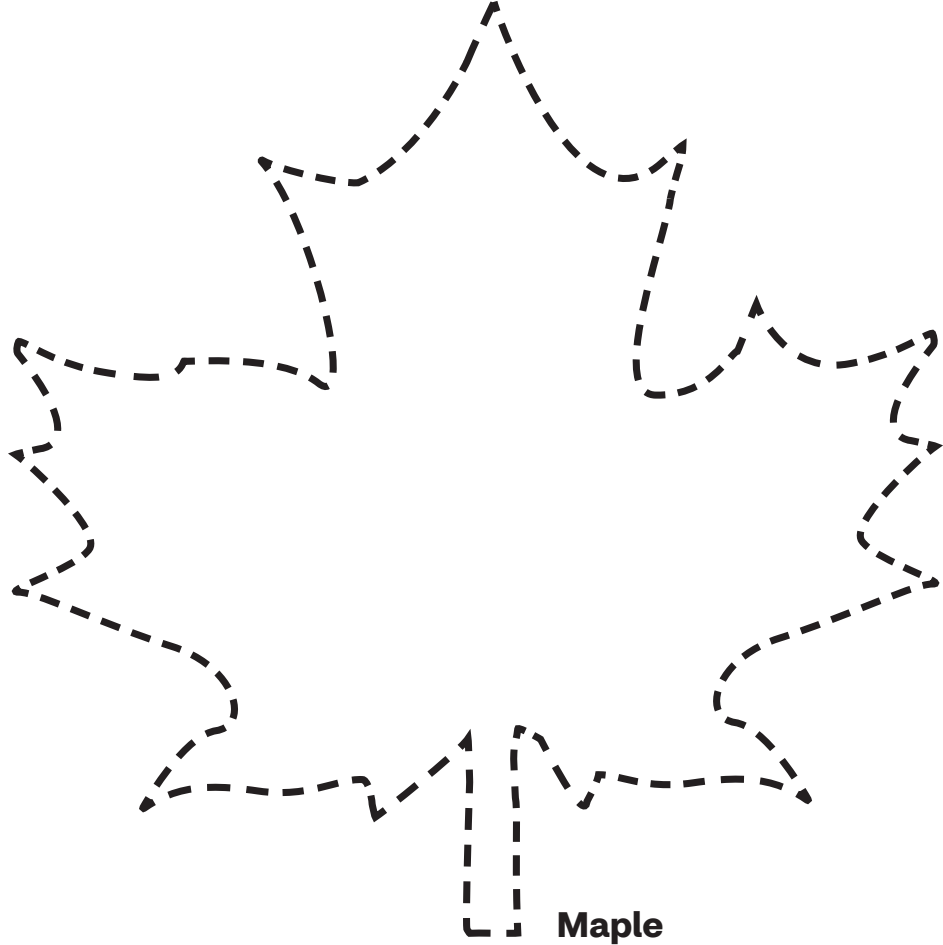
Cut out leaves and use glue or tape to attach them to string.

You will need:

- Scissors
- String or yarn
- Glue or tape
- Paper
- Crayons or markers (optional)

Design inspiration:

- Create a chic display with printer paper or use the leaves as stencils for brown paper bags, old books or music scores
- Color in the leaves, then cut out for an artsy look
- Make leaves in classic fall colors using construction paper
- Or do it your way. We'd love to see! Share a picture with @CVSPharmacy #HealthatHomeWithCVS





# October 6, Food for your mood article

myCVS® Store 5 PENN PLAZA ON THE CORNER OF 8TH AVE ..., NEW YORK, NY 10001 | [Change Store](#) [Weekly Ad](#) [Sign In](#) or [Create an Account](#) [Store Locator](#) [Español](#)



Search

[Pharmacy](#) [MinuteClinic®](#) [Shop](#) [ExtraCare®](#) [Contact Lenses](#) [Photo](#)

[Easy Reorder](#) [Basket](#)

[Home](#) > [Food for your mood](#)

Share this article



## Food for your mood: How what you eat may affect your mental health

While it's widely known that nutrition plays a key role in a person's physical health, it can directly affect emotional well-being, too.



### The science behind food and mood

The connection between diet and emotions stems from the close relationship between your brain and your gastrointestinal (GI) tract, often called the “second brain.”

Here's how it works: Your (GI) tract is home to billions of bacteria that influence the production of neurotransmitters, chemical substances that constantly carry messages from the gut to the brain. Dopamine and serotonin are two common examples.

Eating healthy food promotes the growth of “good” bacteria, which in turn positively affects neurotransmitter production. A steady diet of junk food, on the other hand, can cause inflammation that hampers production. When neurotransmitter production is in good shape, your brain receives these positive messages loud and clear and your emotions reflect it. But when





## Make this Halloween a skele-ton of fun!

Halloween is only eleven days away, so put up those last-minute decorations and enjoy our spooky, fun crafts (ideas below). Whether you like frights or delights, this time of year has so much for you to explore.



## No tricks, just tips to help soothe a sore throat.

Coughs and sore throats are common this time of year. Fortunately, our 11 tips can help soothe symptoms while you rest at home. Try taking a hot shower to help ease a cough or gargle saltwater to help reduce throat soreness. And remember, visit a health care provider if you need to.

[Read more health tips >](#)



## Pumpkin pastimes that'll get them talking.

Carving jack-o'-lanterns isn't the only way to decorate with pumpkins. Try reusing magazines, stickers or foliage to glue patterns onto the pumpkin's surface. Afterward, bake our banana pumpkin bread for a delicious treat.

[Get banana pumpkin bread recipe >](#)



## What's spooky and sweet? Candy monsters!

Kids and kids at heart will have a blast making monsters with candy corn and other Halloween treats. Grab construction paper and colorful candy, then download our templates to get crafting ahead of Halloween.

[Get candy crafts templates >](#)

# October 20, Halloween

## COVID-19 booster shots approved for select individuals

Pfizer-BioNTech vaccine recipients can get a booster six months after a second dose if they are ages 65+, or 18 to 64 with underlying health conditions or at high risk for occupational or institutional exposure.

[Schedule today >](#)



## Tell us what you think.

Please share your feedback about this email.

[Take a quick survey >](#)

[Pharmacy](#)

[MinuteClinic®](#)

[Shop CVS.com®](#)





# October 20, Candy monsters printable pt. 1

## Cute and Corny Candy Monsters Craft

A spookily fun craft to do with all that extra candy.

### You will need:

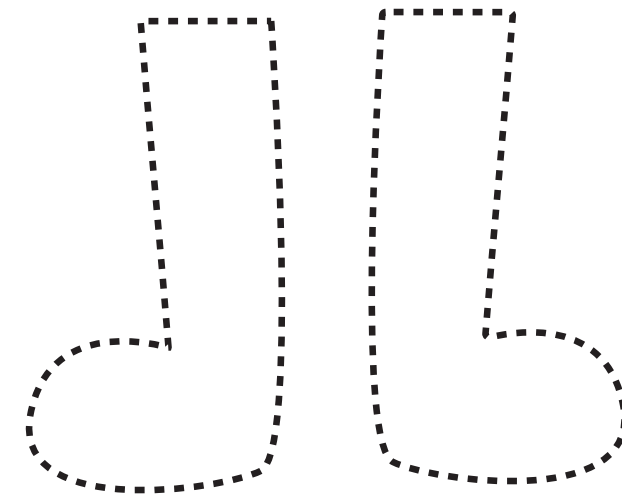
- Scissors
- Construction paper
- Googly eyes
- Glue
- Markers or crayons (optional)
- Candy of your choice  
(we used Twizzlers, Skittles, and Candy Corn!)

### Design inspiration:

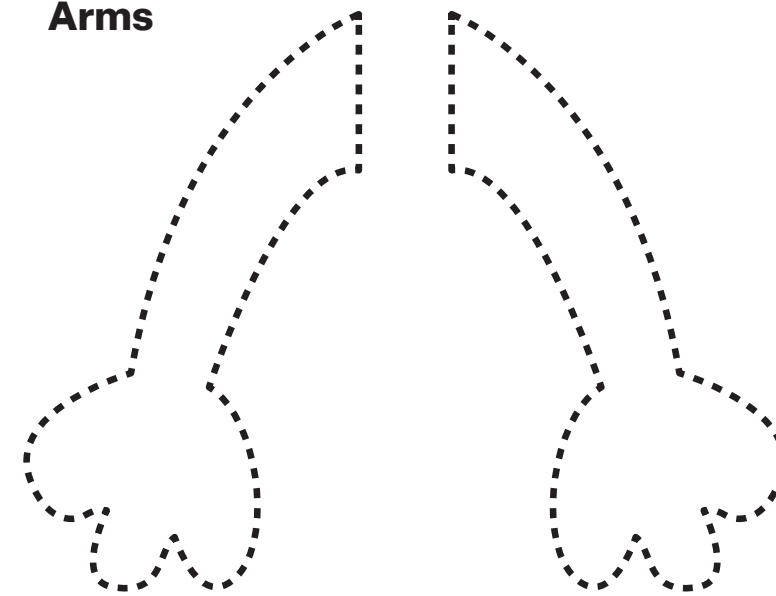
1. Download and print our PDF template to use as a stencil to create your monsters.
2. Use different colored construction paper to cut out the bodies, arms, mouths, and more. OR, color in the shapes and cut carefully along the dotted lines.
3. Use glue or tape to assemble your monsters.
4. Add googly eyes and candy as a finishing touch!

♥CVSHealth.

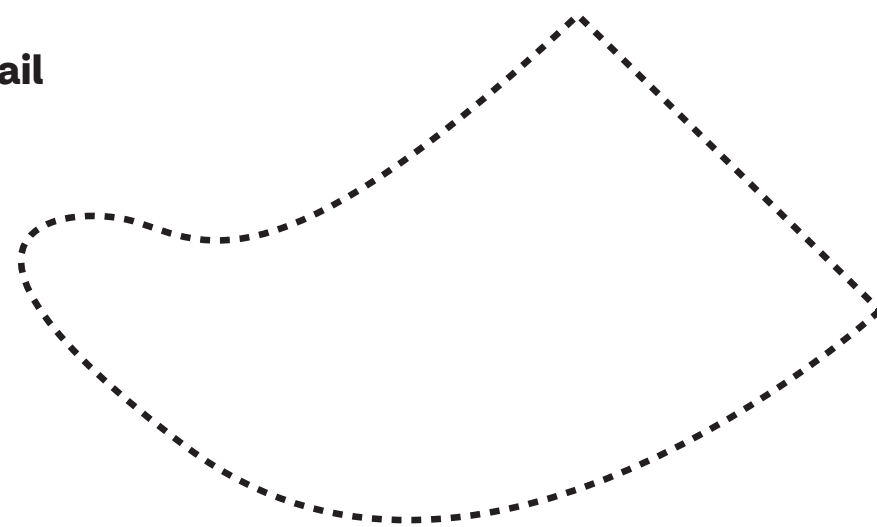
Legs



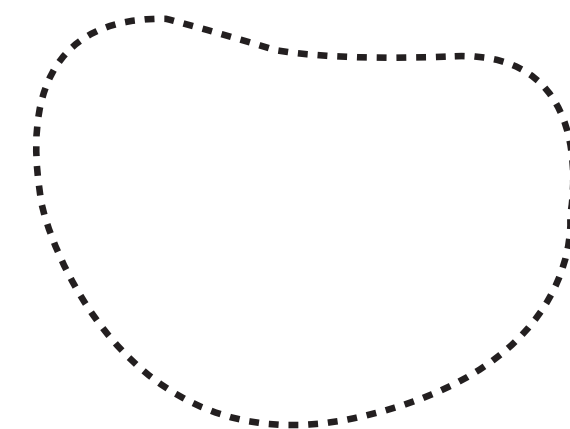
Arms



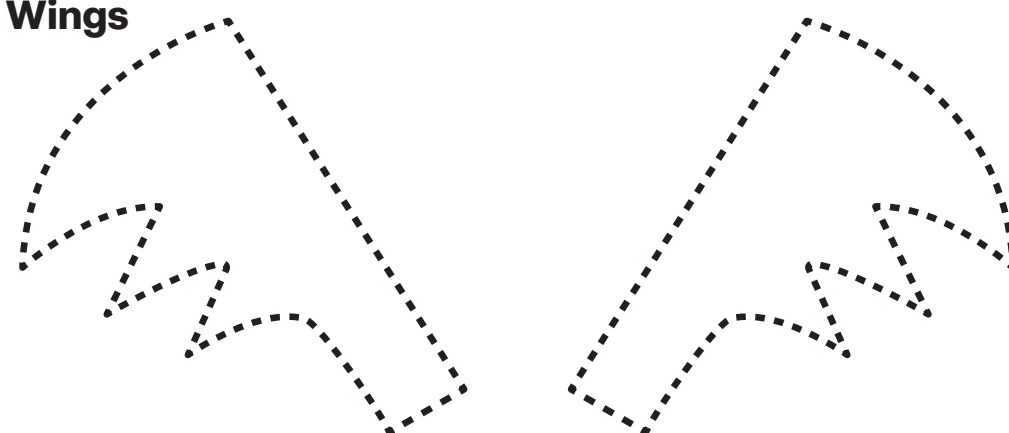
Tail



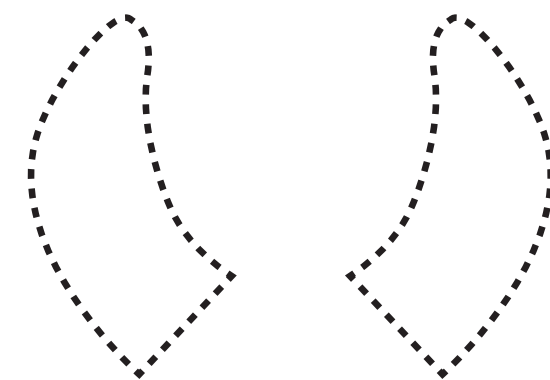
Mouth



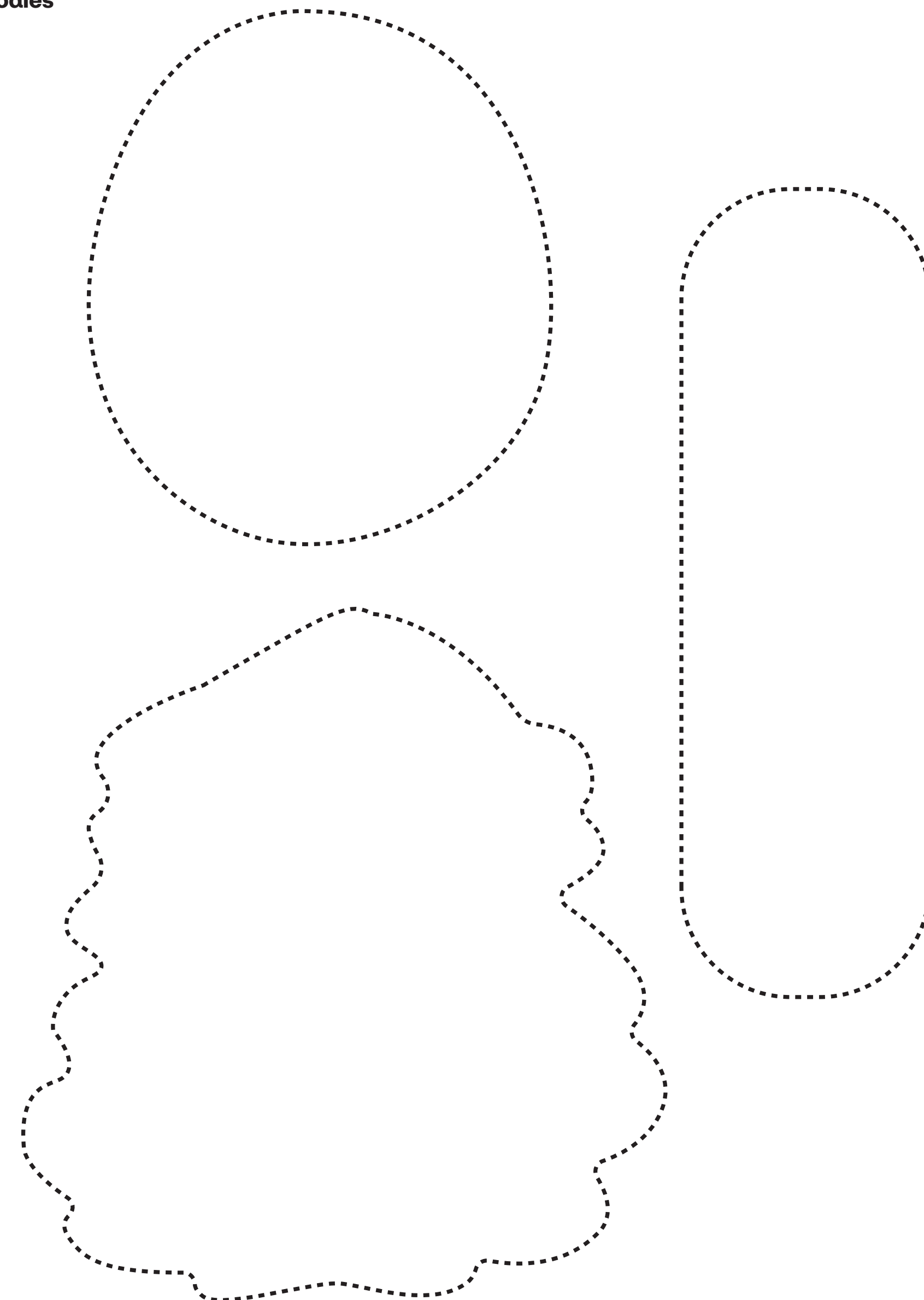
Wings



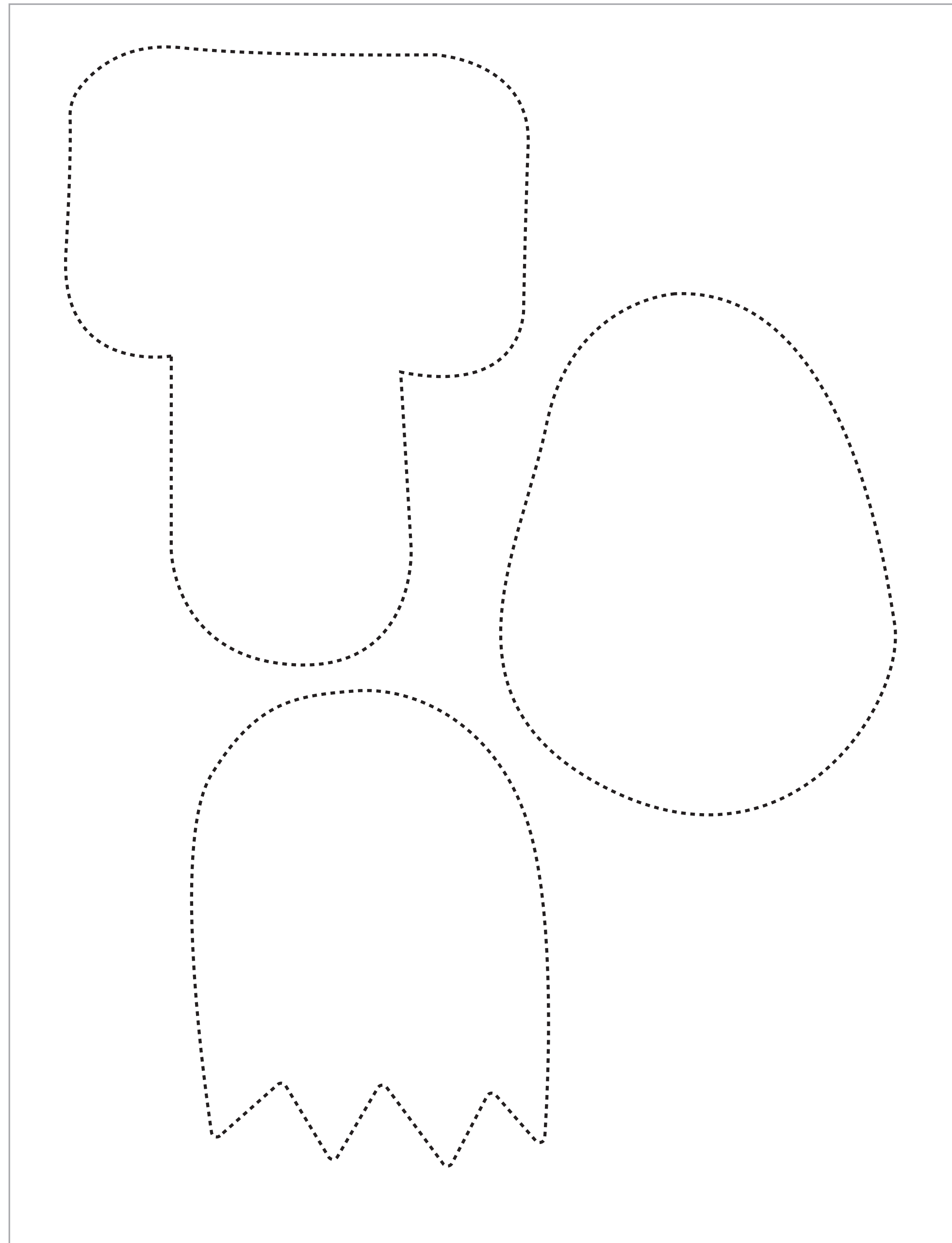
Horns



Bodies



**October 20, Candy monsters printable pt. 2**



# October 20, 11 tips article

myCVS® Store 5 PENN PLAZA ON THE CORNER OF 8TH AVE ..., NEW YORK, NY 10001 | [Change Store](#) [Weekly Ad](#) [Sign In or Create an Account](#) [Store Locator](#) [Español](#)



Search

[Pharmacy](#) [MinuteClinic®](#) [Shop](#) [ExtraCare®](#) [Contact Lenses](#) [Photo](#)

[Easy Reorder](#) [Basket](#)

[Home](#) > 11 tips to help soothe a cough or sore throat

Share this article



## 11 tips to help soothe a cough or sore throat



A cough or sore throat can prevent you from making the most of the season. Cough drops and throat lozenges are a great place to start. But what more can you do if you're fighting symptoms? Fortunately, there are options that may help you feel better.

Our 11 suggestions are easy to try and may help you quiet a cough and ease the pain of a sore throat. Scroll through our family-friendly tips to find ones that may help you feel better.

### Help for coughs

#### 1. Eucalyptus essential oil

The cooling scent of eucalyptus oil may help ease your cough. Add drops to an essential oil diffuser or your humidifier to disperse it into your room. Breathe deeply

**November**

## **November Content Strategy**

November marked the start of the holiday season.

Our first send of the month offered customers a sleep guide to prepare for daylight saving time. A pear muffin recipe gave people a reason to jump out of bed in the morning, and cleaning tips helped them prepare their homes for the holiday season.

Our Thanksgiving send reminded customers to practice gratitude. We provided a food safety guide to help with all the food prep. Our holiday menu inspiration and table décor ideas helped customers make Thanksgiving 2021 one to remember.



Subject Line: Get Cozy This November.  
Preheader: Sleep tips for daylight saving time, a muffin recipe, plus, reasons for a home refresh.



## Find health in the little moments

As days become shorter and temperatures drop, November is an inviting time to head indoors and snuggle up with a loved one, a pet or a good book. On November 7, it's time to set the clocks back one hour for daylight saving time. Keep reading for tips to help support healthy sleeping habits.



## Don't lose sleep over daylight saving time

For millions, daylight saving time may throw off their sleep schedule. Fortunately, a little daytime planning can help you prepare for the shift. Follow our tips to help guide your day so you may rest better at night, all year long.

[Download sleep guide >](#)



## Muffins for motivation

Help make it easier to jump out of bed in the morning with our pear oatmeal muffins. Bake a batch ahead of time for a breakfast treat the whole family will love.

[Get pear muffin recipe >](#)



## Hit the reset button on your home

Before you decorate for the holidays, set aside time to set things straight. Clutter can cause stress. Clear out what you can. Donate extra clothes to charity and safely dispose of electronics at community collection sites. Fall cleaning can help make your home a less stressful place.

[Explore household cleaning products >](#)

# November 3, Holiday prep

straight. Clutter can cause stress. Clear out what you can. Donate extra clothes to charity and safely dispose of electronics at community collection sites. Fall cleaning can help make your home a less stressful place.

[Explore household cleaning products >](#)



## Share your opinion.

Do you enjoy these Health at Home emails?

[Yes >](#)

[No >](#)

[Pharmacy](#)

[MinuteClinic®](#)

[Shop CVS.com®](#)



Having trouble viewing this email?

[View online](#)

ExtraCare® Member: Michele1

Card ending in: 1111

[Return policy](#)

[Coupon policy](#)

[Weekly ad](#)

[ExtraCare®](#)

[My account](#)

Add [extracare@pharmacy.cvs.com](mailto:extracare@pharmacy.cvs.com) to your address book to continue receiving our emails.

View our [privacy policy](#).

You are receiving this email because you indicated you wanted email communications from CVS Pharmacy®. If you no longer wish to receive future emails from us, you can [unsubscribe](#) or [update](#) your email preferences. call 1-800-746-7287 or mail us at Customer Relations. One CVS Drive.





# November 3, Sleep guide printable

## Your countdown to quality sleep

If you ever feel worn out or cranky during the day, you may need to adjust your sleep habits. Our proactive suggestions can help guide your day, so you may rest better at night – even during daylight saving time.



**7 AM**  Resist the temptation to hit the snooze button. Restarting your sleep cycle can make you feel even groggier.


**9 AM**  If you enjoy coffee in the morning, pair it with a nutritious, low-sugar breakfast to help keep up your energy after the caffeine wears off.


Does your energy dip in the afternoon? Instead of a caffeinated pick-me-up, try a high-protein snack like nuts, plain yogurt, jerky or a hard-boiled egg.

**4 PM** 

For lunch, avoid foods that are processed or high in sugar.

**12 PM** 

**6 PM**  Get active. Body temperature can drop after exercise which can help you fall asleep faster. However, try to finish your workout 2 hours before bedtime.


**7 PM**  Limit wine at dinner to one glass or skip it altogether. Although it can make you sleepy, alcohol can also interfere with your sleep cycle – so you might find yourself wide awake before morning.


Dim the lights and limit electronic devices. Artificial light can confuse your internal clock and keep you up.

**9 PM** 

Avoid heavy meals before bedtime. A hearty dinner may make you drowsy, but it can also affect your quality of sleep.

**8 PM** 

**9 PM**  Avoid agitating or upsetting TV shows, social feeds or even books. Choose end-of-the-day activities that help you relax and unwind.

**10 PM**  Bedtime! Keep your room between 60 and 67 degrees, the ideal temperature range for quality sleep.

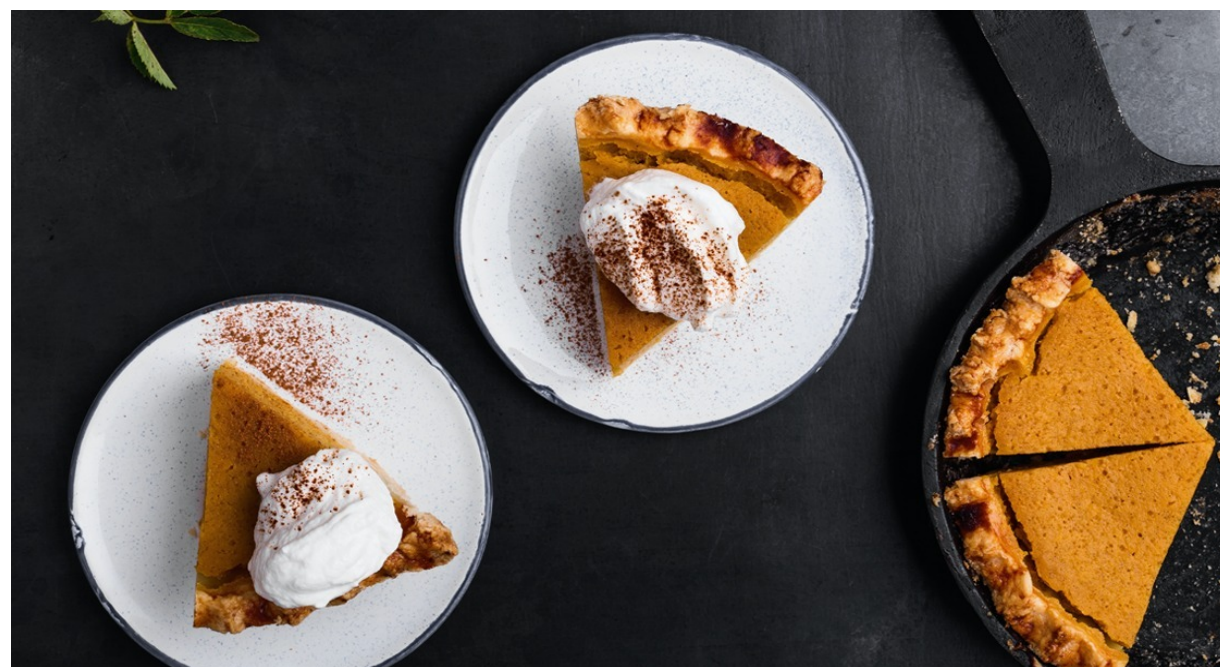






## Take a moment (or two) for gratitude

This Thanksgiving, think about the wonderful things you can be grateful for. Whether it's a moment of good health, time with family or something else, share why you're grateful with loved ones – because gratitude can be contagious.



## Holiday menu inspiration

Food brings loved ones closer together. If you need delicious dishes to add to your holiday menu, try these recipes.

[Homestyle biscuits recipe >](#)

[Bulgar squash pilaf recipe >](#)

[Crunchy pumpkin pie recipe >](#)



## Follow our food safety guide

Let our guide help you through the holiday season as you cook and handle leftovers. Learn safe cooking temperatures, plus, get the facts on how long different foods can last in the fridge. Share this guide with a friend to help promote food safety.

[Get food safety tips >](#)



## Give your Thanksgiving table a personal touch

With their earthy hues, pinecones make beautiful table décor. Bonus points if you paint them! Want pops of color? Try mini pumpkins with your guests' names written on them. Get others involved in the fun with "what are you thankful for?" cards that guests fill in with their thoughts.

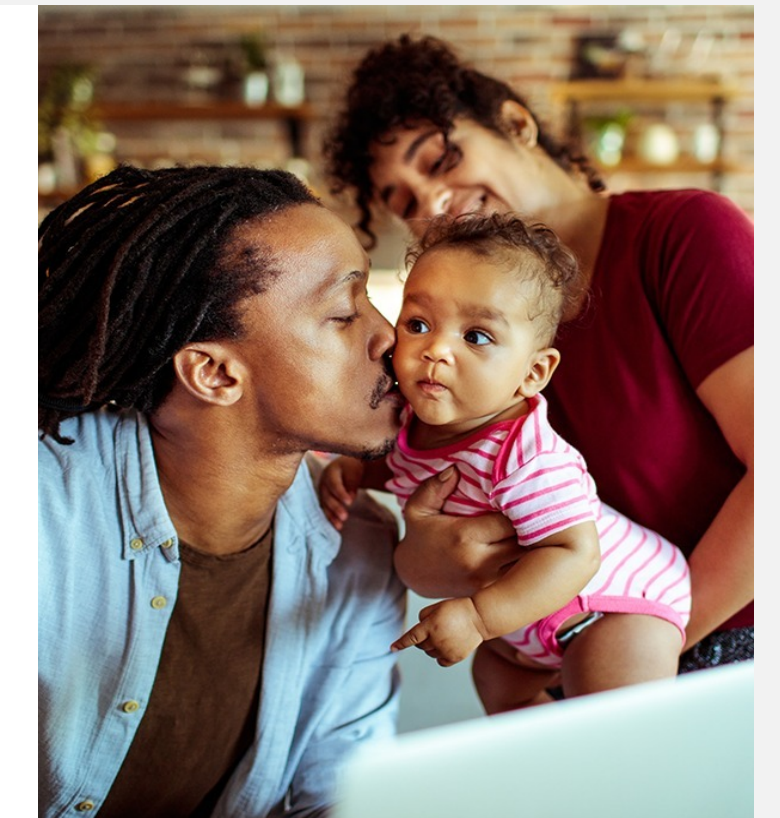
[Explore arts & crafts supplies >](#)

# November 17, Thanksgiving

## Healthier happens together.

We offer a range of programs to help you find your way to healthier.

[Find services now >](#)



## Share your opinion.

Do you enjoy these Health at Home emails?

[Yes >](#)

[No >](#)

[Pharmacy](#)

[MinuteClinic®](#)

[Shop CVS.com®](#)



Having trouble viewing this email?  
[View online](#)

ExtraCare® Member: Michele1  
Card ending in: 1111

[Return policy](#)

[Coupon policy](#)

[Weekly ad](#)

[ExtraCare®](#)

[My account](#)



# Food safety guide

## Safe minimum cooking temperatures

Consuming raw or undercooked meat, poultry, eggs and fish can put you at risk of food poisoning. Use a food thermometer to test internal temperatures when cooking.



**165°** Cook all poultry products and casseroles to 165 degrees Fahrenheit.

**160°** Cook ground beef, pork, veal or lamb to 160 degrees Fahrenheit.

**145°** Cook steaks, roast, chops, fin fish, and fresh pork and ham to 145 degrees Fahrenheit, then let rest three minutes.

**Firm** Cook eggs until the yolks and whites are firm.

# Food safety guide

## How long food can last in the fridge

At room temperature, germs can multiply rapidly. Keep certain foods refrigerated.



**1-2 Days** **Raw poultry, sausage and ground meats:** one to two days or check package for expiration date.

**3-4 Days** **Soups, stews or leftovers:** three to four days.

**3-5 Days** **Raw beef, veal, lamb or pork:** three to five days or check package for expiration date.

**3-5 Days** **Opened luncheon meat:** three to five days.

**1 Week** **Opened hot dog pack:** one week.

**Thank you.**