Kick-Off Email

# Subject: The Amazing Benefits of a Smart, Healthy Gut

You may think of your gut as your belly or bowels. Actually, the gastrointestinal (GI) tract starts with the digestion of food in your mouth and ends with the elimination of any food that isn’t digested and used by your body.[[1]](#footnote-1) Your gut is, in fact, a vast defence field against many discomforts and even diseases. You may be surprised to know, for example, that a healthy gut may:[[2]](#footnote-2)

* Help improve resistance to chronic diseases, acute illness and even stress
* Bolster your immune system
* Build up your bones
* Break down sugars
* Prevent the build-up of harmful bacteria
* Curb your appetite
* Regulate anxiety and depression
* Give you energy

Throughout the *Smart, Healthy Gut* campaign, you will learn ways to cultivate a healthy gut and how your environment may impact your overall belly. To get started, we encourage you to make changes in your diet that can affect the health of your gut within 24 hours! Be sure to <visit XX> to pick up *The Gutsy Challenge* materials, including a list of Eight Super Foods that your gut will love!

Week 2

# Subject: *The Smart, Healthy Gut:* Take the Gutsy Challenge

The gut is a hard worker! It can play a remarkable, powerful part in strengthening your immune system.[[3]](#footnote-3) A healthy gut may even improve your mood and energy level.1 It can also help regulate your appetite to keep you at a healthier weight.1

Medical science is constantly learning more about the role that the gut plays in your overall health. Over the coming weeks we want to share some of that information with you. In fact, we’re launching a four-week employee challenge called *The Gutsy Challenge*. <For those of you who complete the campaign evaluation and send it back to \_\_\_\_\_\_\_\_\_, you will be entered to win a prize!>

All you have to do is pick some lifestyle changes that can help strengthen your gastrointestinal tract (your gut). Here are some examples of the actions you will be encouraged to take throughout the challenge: [[4]](#footnote-4)

1. Schedule at least three workouts for the week
2. Eat at least five servings from the list of “super foods” for the gut (asparagus, onions, leeks, artichokes, bananas, blueberries, beans or polenta)
3. Limit stimulants such as caffeine two hours before bedtime
4. Set aside 5 – 10 minutes to relax and reflect while practicing deep breathes

If you need a little help and encouragement, ask your family and friends to join you. Visit <XX> to get your copy of *The Gutsy Challenge* and get started today <for your chance to win>!

Week 3

# Subject: Feeling the Positive Effects of the Gutsy Challenge?

Last week you received an email with some suggestions for lifestyle changes that are good for your gut. Have you tried any of these changes?

If you haven’t started the challenge yet, here are a few more reasons why you’ll be doing yourself—and your gut—a big favour by participating:

* The gut is designed to have a huge diversity of bacteria to aid in digestion and support your immune system. These bacteria can be essential to our health. In fact, the absence (or presence) of certain gut bacteria may be a key to identifying understanding who could be at higher risk for certain diseases.[[5]](#footnote-5)
* Medical science has found (and continues to find) connections between intestinal bacteria and Crohn’s disease, [ulcerative colitis](http://www.webmd.com/ibd-crohns-disease/ulcerative-colitis/default.htm), [diabetes](http://www.webmd.com/diabetes/diabetes-health-check/default.htm), [obesity](http://www.webmd.com/diet/obesity/features/am-i-obese), and inflammation, as well as seemingly unrelated health issues such as anxiety, depression, autistic spectrum disorders, multiple sclerosis, Alzheimer’s and even several types of cancers (including bowel, liver, oesophagus, pancreas, and stomach).1,[[6]](#footnote-6),[[7]](#footnote-7),[[8]](#footnote-8),[[9]](#footnote-9)
* Your lifestyle choices (how much you exercise, what you consume, how well you sleep, etc.) can have a direct impact on the quantity and quality of bacteria in your gut.[[10]](#footnote-10)

Just think —you can take action to support good bacteria in your gut. If you haven’t already, be sure to pick up *The Gutsy Challenge* materials <by visiting XX> and get started today.

Week 4 Campaign Summary and Evaluation:

# Subject: *The Gutsy Challenge* Summary <and Last Chance to Win!>

Thank you for your participation in *The Gutsy Challenge*. Please tell us what you thought about the Gut Health campaign and steps you took to cultivate a healthier gut by emailing us <at XXX@xyz.com>. For example:

* Did you learn anything about your gut health that you didn’t know before?
* Did you try a lifestyle change that you found particularly rewarding and easy to incorporate into your routine?
* Did you involve friends, family, or co-workers in a way that you found helpful (for support, encouragement, or information?
* Do you have suggestions for others on how to make a lifestyle change easier to start or maintain?

<For those of you who share your gut health stories, you will be entered to win!>

Remember that making even one change can make a difference in keeping your gut healthy. Congratulations on every change you made. We applaud them all!

Your gut thanks you, too!

1. Institute of Medicine, ‘The Human Microbiome, Diet, and Health: Influence of the Microbiome on the Metabolism of Diet and Dietary Components’, 2013 [↑](#footnote-ref-1)
2. International Journal of Molecular Sciences, ‘Impacts of Gut Bacteria on Human Health and Diseases,’ April 2015 [↑](#footnote-ref-2)
3. International Journal of Molecular Sciences, ‘Impacts of Gut Bacteria on Human Health and Diseases,’ April 2015 [↑](#footnote-ref-3)
4. Gut microbiota, ‘Exercise and associated dietary extremes impact on gut microbial diversity’, June 2014 [↑](#footnote-ref-4)
5. National Heart, Lung, and Blood Institute, ‘Bidirectional interactions between indomethacin and the murine intestinal microbiota’, December 2015 [↑](#footnote-ref-5)
6. Genome Medicine, ‘Sub-clinical detection of gut microbial biomarkers of obesity and type 2 diabetes’, February 2016 [↑](#footnote-ref-6)
7. Genome Medicine, ‘Impact of the gut microbiota on inflammation, obesity, and metabolic disease’, April 2016 [↑](#footnote-ref-7)
8. Trends in Neurosciences, ‘Gut–brain axis: how the microbiome influences anxiety and depression’, May 2013 [↑](#footnote-ref-8)
9. Cell, ‘The microbiota modulates gut physiology and behavioral abnormalities associated with autism’, December 2014 [↑](#footnote-ref-9)
10. Gut microbiota, ‘Exercise and associated dietary extremes impact on gut microbial diversity’, June 2014 [↑](#footnote-ref-10)