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Welcome to **News For You**, a timely e-newsletter for communicators in charge of health, wellness and benefits information.

Would you like to share your communication insight and successes with us? We'd love to get your perspective. Send us an email at NewsForYou@HopeHealth.com

This issue's articles will help you:

Head off workplace migraines.

It's wise to treat migraine as a serious health concern, and develop communication tools to address this common problem. The key is to help workers identify triggers. [Read on...](#)

Get employees walking and talking.

A simple, cheap way to lower stress levels (and improve productivity) is to encourage meetings held during walks. Here's how to start. [Read on...](#)

Conquer resistance to change.

Healthier living is a decision that involves adjusting routines. Get employees to "transform from the norm" by sharing four points about behavior change. [Read on...](#)

What do **you** want to know about? E-mail us your story idea at NewsForYou@HopeHealth.com

The 3 Best Ways to Triumph Over TDD (Time Deficit Disorder)

ADD (Attention Deficit Disorder) is a recognized condition, but a more common workplace problem is getting a response to your communications because workers "don't have time" to read and respond.

Consultant and copywriter Lee Marc Stein refers to this problem as TDD (Time Deficit Disorder). "It's going to get worse," he says. "Corporations will continue to downsize, leaving those remaining on staff with more burdens and less time, and of course employees in small businesses always have time pressures."

What can you do to overcome TDD? Here are three recommendations from Stein (reading time: 20 seconds):

1. **Tell employees that it's worth their time.** What's the first thing workers will see when they receive your health, benefit or wellness message? Make this headline, email subject line, etc., seem official—and critical when warranted.
2. **Layer the information.** Workers should get the essence of your message in a few seconds. Use summary boxes, bullet lists, subheads, graphs and charts liberally.
3. **Make it easy to respond.** Insert frequent, noticeable calls-to-action, and provide simple ways to provide feedback when you seek it.

About HOPE Health

HOPE Health is your source for workplace employee wellness and benefit communications. We publish the award-winning *HOPE Health Letter* and a completely integrated line of [Ready-to-Use](#) communication materials. Our [Custom Media](#) division delivers expertly crafted and designed communication materials just for your workplace.