



Employee Education Ideas

Your employees are your company's strongest advocates and we want them to know how you are supporting Look Good Feel Better and our campaign to Help Better Begin this year.

We developed simple ideas to inform your employees about Look Good Feel Better, encouraging them to share information about our workshops and programs with family and friends – and possibly share their personal experience with Look Good Feel Better with colleagues, to show the tremendous impact it has on program participants.

Most importantly, we want to highlight your company's efforts to support Look Good Feel Better to instill a sense of pride in the company where your employees chose to make their careers. We encourage you to use these ideas as a guide and adapt them to your company culture. Make a commitment to support Look Good Feel Better using one, some, or all of these ideas, or by creating your own, original ideas.

- **Spread the Word:** Share information with employees about Look Good Feel Better and your company's support by using:
 - Template byline article and/or e-mail provided
 - Logo provided
 - Look Good Feel Better guest blog posts (repurpose from www.lookgoodfeelbetter.org)
- **All Signs Point to Look Good Feel Better:** Post Look Good Feel Better signage in break room areas, warehouses, company stores or salons, intranet and/or HR section of intranet as a simple way to share information about the program.
- **Spotlight on Self-Confidence:** Share information about Look Good Feel Better during staff meetings, HR training for new employees or at other touch points to educate employees on the program and reinforce your company's support by using:
 - Template talking points provided
 - Template PowerPoint presentation provided
 - Look Good Feel Better video (<http://www.youtube.com/watch?v=BivkShy0Gyo>)
- **Hit Close to Home:** Seek out and identify employees of your company who may have had a loved one participate in the program, or who participated themselves. Invite them to speak about their experience and the program's benefits at a Look Good Feel Better orientation or in a feature story or blog post for your company's blog or internal intranet.
- **Show of Support:** Download the Look Good Feel Better logo and post it to your company's homepage or internal intranet. It is a quick way of showing your company's support and, by linking it to the Look Good Feel Better website, it encourages employees to learn more about the program and how they can show their support through a donation.



look good **feel better**[®]

HELPING WOMEN WITH CANCER

- **Take it to the Next Level:** If you are a company with beauty consultants at retail counters, implement the Look Good Feel Better beauty consultant education program when it becomes available later this year. This will arm your consultants with relevant information to support their customers who may be cancer patients, or have loved ones who need support, and direct them on how to get involved with a Look Good Feel Better workshop in their area.
- **Support During Good Times and Bad:** Add Look Good Feel Better information into Employee Assistance Program information so that employees are aware of Look Good Feel Better resources and can take advantage of a workshop or other service.

For more information on how to educate your employees about Look Good Feel Better, or questions about any of these ideas, please contact the Personal Care Products Council Foundation at 1-866-395-5665.

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