

# It's hot out there!

Since the weather always seems nice where we are it sometimes means we take our summers for granted. But it's a lot more hot out there, and you need to be prepared.



**Awesome health care. Close by.**

# Content for print and digital collateral

The following serves as inspiration for the May theme promoting summer preparation.

# Prepare for summer

May

## Theme intro

This is the overarching introduction to be used in print and digital materials.

# Drink up. Cover up.

Two simple things to remember. We all spend more time outside in summer, and it's important to be prepped for all the eventualities the season brings.

## Content concepts

These content blocks serve to explain in greater detail what one will experience as a Crossover member and get them excited about their new health care journey. Use one or several of these blocks on posters, postcards, flyers, emails, and social media.



### You need more fluids

Water is critical for biochemical reactions, supplying nutrients and removing waste, and it is essential for maintaining blood circulation throughout the body to maintain body temperatures. Early signs of dehydration are headaches, dizziness or fainting, cold clammy skin, rapid heartbeat, nausea, drowsiness, loss of concentration, irritability, decreased performance, heavy sweating and muscle cramps. If untreated this can quickly become heat exhaustion or heat stroke.

- Keep a water bottle handy.
- Drink plenty of fluids the day before, during and after an exercise session.
- Monitor your alcohol intake.
- Eat at least five cups of fruits and vegetables per day, as they all contain various levels of water and the all-important nutrient potassium. Plus they're really great in the summer.
- Replace fluid and sodium losses with watery foods that contain salt and potassium, such as soup and vegetable juices.



### You need less sun

While sun is a great source of vitamin D, research suggests we only need about 15-20 minutes of sunlight three times a week to fill our vitamin D quota. When you are out and about in the sun, it's important to remember to wear protective clothing, find shade, and monitor your time in the shine.

- Wear breathable shirts, pants/shorts and don't forget a hat.
- Find a shady spot if you're going to be outside – especially between 10 A.M. and 4 P.M.
- Invest in a good pair of sunglasses to protect your eyes from UV radiation (which cause cataracts).
- Wear sunscreen that contains the active ingredients zinc oxide, avobenzone and Mexoryl SX – they protect skin from harmful UVA radiation.

## Content concepts



### The eyes have it!

Don't forget about your eyes this summer. You're already thinking about protecting your skin. Your eyes need protection from the sun's UV rays just the same. Make an appointment with our Optometrist to have your eyes checked and get advice on the type of sun protection your eyes need (and maybe leave with some pretty stylish frames as well).

### Melanoma/skin cancer detection and prevention

Skin cancer is the most common type of cancer in the United States. Ultraviolet (UV) radiation from the sun is the main cause of skin cancer. UV radiation can also come from tanning booths or sunlamps. The most dangerous kind of skin cancer is called melanoma. The good news? Skin cancer can almost always be cured when it's found and treated early. The health professionals at Crossover Health can perform a complete screening and refer you to our internal specialist on any worrisome findings.

You can find out more at the American Academy of Dermatology web site (aad.org) and of course, when you come into Crossover Health for an appointment with our dermatologist and care team.



## Concluding content

This content can be used at the end of each piece. Be sure to include a call to action that is easily visible.

### Get some hot advice

Summer is awesome! Make sure you keep it that way with these simple guidelines. And make an appointment by phone or through our app to come speak to us at Crossover Health about keeping fluids up, sun down and all the other things you can do to stay well while you're having fun.

650.772.6131  
[members.crossoverhealth.com](http://members.crossoverhealth.com)

## Collateral concepts



## General imagery





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