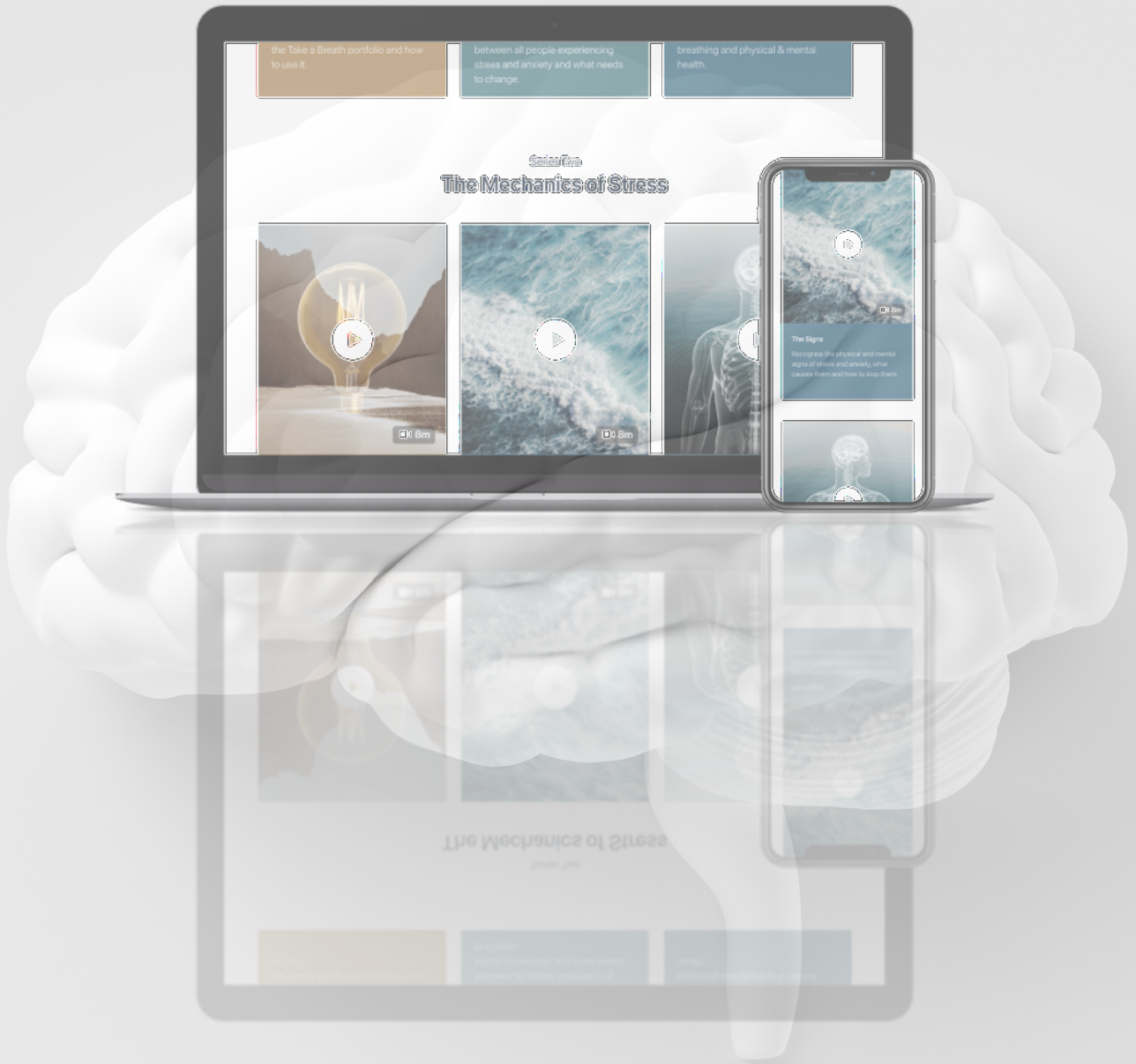


TAKE A BREATH WEEK | 21 – 27 FEB

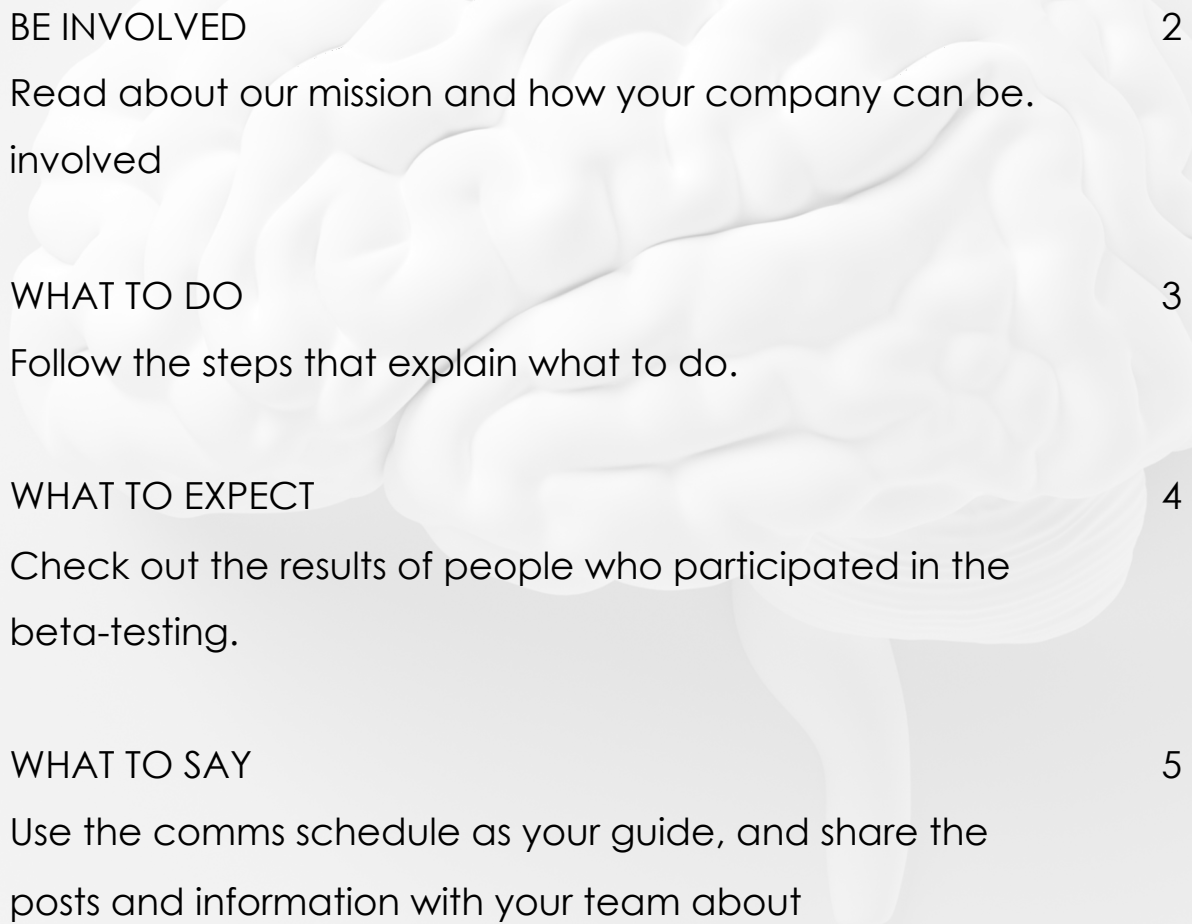
Complimentary Workplace Package



Together with our partners



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<b>WHAT TO DO</b>	<b>3</b>
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<b>WHAT TO SAY</b>	<b>5</b>
Use the comms schedule as your guide, and share the posts and information with your team about Take a Breath Week.	

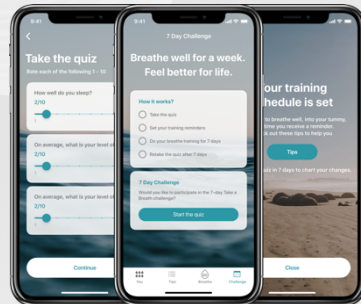
## BE INVOLVED

Our mission is for New Zealanders to understand and prevent stress & anxiety, by learning how to breathe well.

Download the app, use the complimentary comms including video, social posts + workplace collateral, with your team.

Participate in the 7-Day Take a Breath Challenge. Complete the quiz, set your breathe training.

Staff, friends and family can attend regional Take a Breath seminars, for free.



## WHAT TO DO

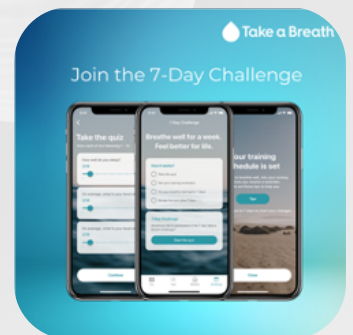
1. Send internal comms to your team.

Use the schedule [link on this page] as your guide.

2. Download the Take a Breath app.

3. Commence the Take a Breath 7-Day Challenge.

- Complete the quiz
- Set your breathe training schedule
- Breathe well at each interval reminder, for 7 days
- Re-take the quiz



DOWNLOAD TAKE A BREATH FROM THE APP STORE AND JOIN US



## WHAT TO EXPECT

The Take a Breath 7-Day Challenge is a world first, and has been issued to New Zealanders to participate in.

Breathing well, consistently during the day, is clinically shown to improve sleep, increase calm and increase energy levels.

Beta-testing during 2020 delivered exceptional results, and the Take a Breath 7-Day Challenge offers New Zealanders the opportunity to experience the same, for themselves.

 Take a Breath

76% improved sleep  
96% increased calm  
82% increased energy

- **76% of people reported improved sleep**
- **96% of people reported increased levels of calm**
- **82% of people reported increased energy**

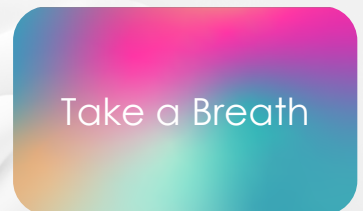
DOWNLOAD TAKE A BREATH FROM THE APP STORE AND JOIN US



## WHAT TO SAY

## 1. Utilise Resources:

Download screensaver  
Access posters



## 2. Pre-week introduction: Thurs 18 Feb

*Copy provided*

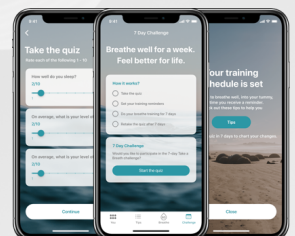
Announce Take a Breath Week  
Explain about breathing + anxiety  
Download the app



## 3. Monday: 22 Feb

*Copy provided*

Download the app  
Browse resources  
Commence the challenge



## 4. Tuesday: 23 Feb

*Copy provided*

Watch The Breath Response video – understand the way breathing impacts stress + anxiety



## YOUR COMMS OUTLINE cont...

### 5. Wednesday: 24 Feb

*Copy provided*

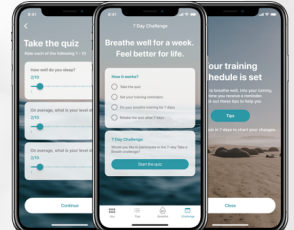
Share previous results to encourage your team



### 6. Friday: 26 Feb

*Copy provided*

Reminder to re-take the quiz and get results



DOWNLOAD TAKE A BREATH FROM THE APP STORE AND JOIN US

