




**WCAAM**

**Workers' Compensation Advocacy**  
**–AWARENESS MONTH–**

**May 2021**  
**Media Toolkit**

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Active listening  
conveys respect  
and builds trust.

# About the 2021 Workers' Compensation Advocacy Awareness Month (WCAAM) Campaign

The Workers' Compensation system is one of the oldest established programs in the United States providing for critical medical and income support to workers injured or made sick on the job. However, advocacy remains difficult to implement because it runs counter to the traditional workers' comp model.

Most injured workers don't know what to expect, the journey can be confusing, intimidating and scary leading to stress, fear and depression. Employers are facing lost staff time and strive to best manage risks associated with rising medical and indemnity costs.

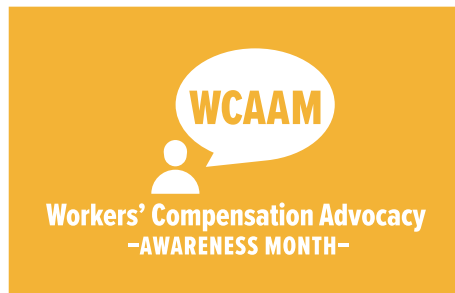
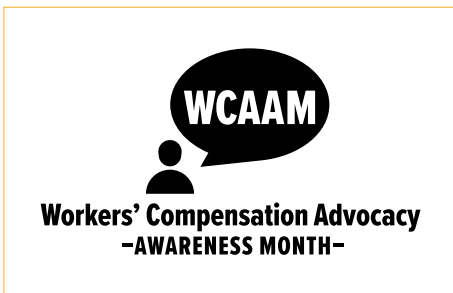
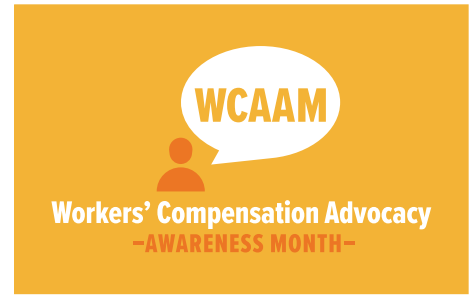
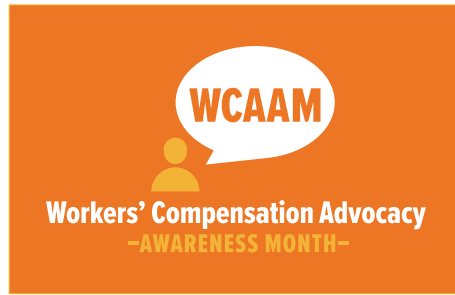
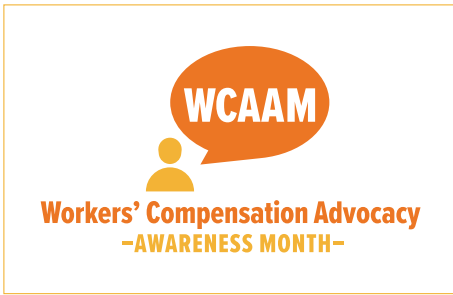
An opportunity exists to advocate for injured workers through raising awareness, providing education and support around the importance of taking a patient-centered approach. A humanistic, patient-centered approach can produce better claim outcomes for both an injured worker/patient as well as their employer. In an attempt to increase awareness of the importance of supporting the workers' compensation patient and provide hope and advocacy for individuals and families who are experiencing stress and trauma of workplace injuries, the month of May has been designated Workers' Compensation Advocacy Awareness Month.

The goals of this campaign are to help raise awareness, help change the relationship from adversarial to advocate, improve access to quality care and services that meet the biopsychosocial needs of injured workers/patient, and advance positive patient outcomes, facilitating return to work and claims closure.



# WCAAM Campaign Media

## PRIMARY LOGO



## ICON LOGO (FOR SMALL SPACE USAGE)

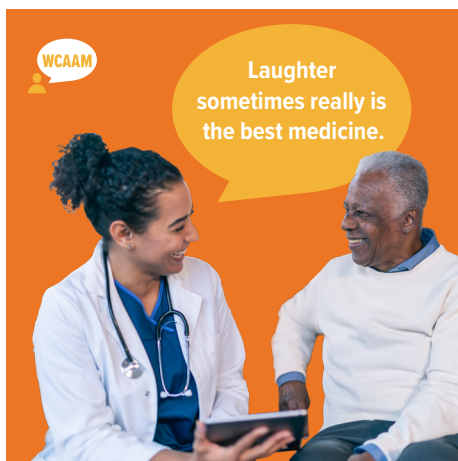
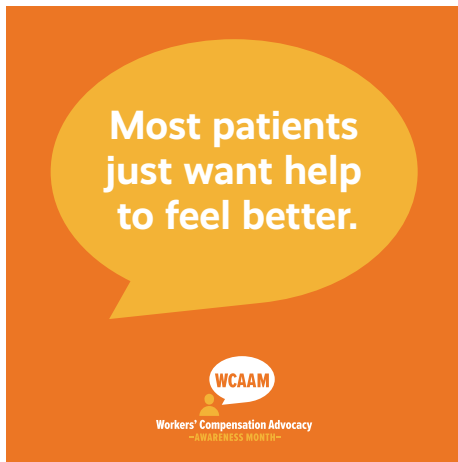


## SPEECH BUBBLE



# Graphics

We encourage you to incorporate these graphics and logos in your social media posts, cover images, website hero images or existing messaging to help spread awareness during the month of May. High-quality files can be downloaded from our [dropbox](#).



# How to Get Involved

## SOCIAL MEDIA

- Follow [@WCAAdvocacy](#) and [@CariskPartners](#) on social media to like, share, comment throughout the month of May
  - Twitter: [@WcAdvocacy](#)
  - Facebook: [@wcadvocacy2021](#)
  - Instagram: [@wcadvocacy](#)
  - LinkedIn Group: [Workers' Compensation Advocacy Awareness](#)
- Share positive examples/stories, facts, resources, inspirational messages via social media throughout the month of May
- **Use hashtags: #WCAAM #WCPatientAdvocacy**
- Join the LinkedIn Forum and participate in the conversation [here](#).
- Contact Carisk Partners marketing with any questions, comments or ideas at: [marketing@cariskpartners.com](mailto:marketing@cariskpartners.com)

## CALLS TO ACTION

- Share Content Promoting what Advocacy for Workers' Compensation Patients means to you and your organization
- Get Involved!
  - To Join the Growing Movement a WCAAM Ambassador contact [marketing@cariskpartners.com](mailto:marketing@cariskpartners.com)
- To Learn More Visit.....


A humanistic, patient-centered approach can produce better claim outcomes for both injured worker/patient as well as their employers.





# 2021 WCAAM Calendar of Events

Join us by sharing daily reminders of why and how patient advocacy in workers' compensation is important. Use the following content calendar to plan, organize and align your communications to.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<p>Follow WCAAM on social and participate on using the hashtags <b>#WCAAM #WCPatientAdvocacy</b></p>		<p>Twitter: <a href="#">@WcAdvocacy</a>            Facebook: <a href="#">@wcadvocacy2021</a>            Instagram: <a href="#">@wcadvocacy</a>            LinkedIn Group: <a href="#">Workers' Compensation Advocacy Awareness</a></p>				<p><b>1 Exploration</b>            Ask someone who got hurt: "How are you feeling today?"</p>	
<p><b>2 Ownership</b>            Recognize that our patients own the right to their decisions.</p>	<p><b>3 Motivation</b>            Most patients just want to feel better</p>	<p><b>4 Empowerment</b>            Ask someone who got hurt: "what's one thing you CAN change?"</p>	<p><b>5 Creativity</b>            Curate educational material for patients that is informative, even fun!</p>	<p><b>6 Strengths</b>            Ask someone who got hurt: "Tell me one thing that is GREAT about you."</p>	<p><b>7 Trust</b>            Build trust with patients and their families by being vulnerable.</p>	<p><b>8 Empathy</b>            Empathy is about finding echoes of someone else... in yourself.</p>	
<p><b>9 Curiosity</b>            Always have a sense of wonder when connecting with patients and families.</p>	<p><b>10 Alignment</b>            Walk the talk.</p>	<p><b>11 Listening</b>            Active listening conveys respect and builds trust.</p>	<p><b>12 Generosity</b>            Each of us possesses small gifts that can make a big difference - including our patients.</p>	<p><b>13 Collaboration</b>            Ask someone who got hurt: "What's next for you, and how can I help?"</p>	<p><b>14 Bravery</b>            Remind our patients that their bravery inspires us.</p>	<p><b>15 Clarity</b>            Concise messaging deepens meaningful connections.</p>	
<p><b>16 Flexibility</b>            Flexibility is an essential part of resilience - for us and for our patients.</p>	<p><b>17 Compassion</b>            Ask someone who got hurt: "What is one thing I can do for you today that matters?"</p>	<p><b>18 Respect</b>            Respecting patient choices is essential to delivering quality care.</p>	<p><b>19 Fairness</b>            Most patients just want to be treated fairly.</p>	<p><b>20 Encouragement</b>            Remind our patients that every accomplishment starts with the decision to try.</p>	<p><b>21 Celebration</b>            Encourage our patients to keep a Victory Journal.</p>	<p><b>22 Confidence</b>            Confidence allows us to speak more clearly with patients.</p>	
<p><b>23 Service</b>            Adopt a service mindset which seeks to create value, loyalty and trust.</p>	<p><b>24 Honesty</b>            Most patients just want to know what's going to happen next.</p>	<p><b>25 Patience</b>            Allow our patients the freedom and flexibility to make their own choices.</p>	<p><b>26 Diligence</b>            Advocacy means doing what is required, in the best interest of our patients.</p>	<p><b>27 Humor</b>            Laughter sometimes really is the best medicine.</p>	<p><b>28 Vision</b>            Ask someone who got hurt: "How do you see yourself overcoming this hurdle?"</p>	<p><b>29 Optimism</b>            Always aim towards the best possible outcome we can help our patients achieve.</p>	
<p><b>30 Education</b>            Look for informative materials to share with patients, and review it with them.</p>	<p><b>31 Hope</b>            Express hope for our patients that things will get better.</p>	<p>To join the growing movement and become a WCAAM Ambassador contact <a href="mailto:marketing@cariskpartners.com">marketing@cariskpartners.com</a></p>					

[Click here to download a pdf of this calendar.](#)

Most patients just want to feel better



# Brand and Logo Information

## BRAND GUIDELINES

When designing your own materials, you may use the WCAAM graphics. Do not use the Carisk Partners or affiliate logos without consent from a Carisk representative.

## COLOR PALETTE



**PANTONE 158**  
**RGB 232 119 34**  
**HEX/HTML E87722**  
**CMYK 0 62 97 0**



**PANTONE 143**  
**RGB 241 180 52**  
**HEX/HTML F1B434**  
**CMYK 0 27 85 0**

## RECOMMENDED FONTS

Proxima Nova (or Montserrat as a free alternative)  
Realist (or Open Sans as a free alternative)

## IMAGERY

Use positive, light imagery to maintain the hopeful and inspiring messages of the campaign. Examples of such imagery:







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[#WCAAdvocacy](https://twitter.com/WCAAdvocacy)