

Montana Chamber Choices wins ADDY® Award!

The flu and cold season reeks havoc across Montana each year resulting in hundreds of thousands of lost time hours, absenteeism and work flow disruption. Montana Chamber Choices and Flying Horse Communication designed a “Flu and Cold Kit” for employers to prevent and help reduce these costly disruptions.

The Flu and Cold Kit posters won a Silver ADDY® Award at the Montana competition in Great Falls!

The kit included three posters and a flyer. Each poster had a unique message. The first *Do you feel sick?* warned employees that they may have the flu and to **stay home** if their symptoms matched those on the poster.

Cold or Flu? was the theme of the second poster which clearly outlined and contrasted cold and flu symptoms.

The third poster *Stop the Spread* directs readers to take precautions such as staying home if sick, thorough hand washing, vaccination and covering coughs to stop the spread of cold and flu viruses.

“More than 3,000 small businesses in Montana helped prevent the flu from spreading by displaying award winning posters at their worksites,” said Chelsea Culpon, Health Benefits Director of the Montana Chamber Choices health insurance program.

“We were determined to assist the smallest employers in Montana from experiencing the devastation from lost time at work and absenteeism for members in the health insurance pool. Worksites messaging is one of the best ways to educate people about specific health issues, such as identifying the flu and what to do if you think you have it.”

Montana Chamber Choices distributed the kit to all customers and to every member of the Montana Chamber of Commerce and businesses across the state from Troy to Sidney, Billings to Kalispell, Havre to Butte are displaying the award winning posters.

The Montana Chamber Choices award winning posters will compete at the regional level with all other Silver



and Gold ADDY® winners from neighboring states. To order a Flu and Cold Kit, email Chelsea at chelsea@montanachamber.com

To download the Flu and Cold Kits posters, visit www.chamberchoices.com and click on “Flu and Cold Kit”