

# 'Brain-healthy work'

## Getting started with your awareness pack



### Summary

- Four **posters** and four **screensavers**:
  - 'Your laptop needs to be recharged, and so do you'
  - 'Work hard, then relax'
  - 'Give your phone a holiday too'
  - 'Your phone wants a break too'
- Four snackable **videos** on distractions, work-life balance, multitasking and taking breaks:
  - **Distractions** – About focusing on what you find meaningful to stay headed in the right direction.
  - **Integrators** – What role do you play in your own work-life balance? Are you a true integrator, who blurs the boundaries between work and private life? Or do you draw clear lines between the two?
  - **Multitasking** – Multitasking can't be done, no matter what you may think. Learn more about the importance of connection.
  - **Breaks** – While your brain enjoys being busy and focused, letting your mind wander is also good for it. Give yourself a break.
- **Digicharter** (fillable PDF) – Establish clear agreements about digital communication at your organisation. Enter your own agreements or let our pre-filled version with sample agreements get you started.
- **'Healthy (dis)connection' checklist** – A list of important items to consider as part of a disconnection policy. Complete the list at an organisational or team level to identify areas for improvement and decide on measures to take.

### Ready to succeed? Remember these points:

- Your **target audience**  
Which (primary) groups or employees do you want to reach? How can you achieve this most effectively? How do they receive their information?
- **Communication channels**  
Which internal communication channels will you use (email, intranet, newsletters, team meetings, etc.)? Do your best to adapt these to fit your disconnection policy.
- **Engaged managers**  
Make sure your managers are aware of this campaign's timing and what it involves. Emphasise the value of a well-integrated team and their own role in this.
- **Evaluation and follow-up**  
Measure the impact of this campaign. Also consider long-term initiatives to maintain awareness and behavioural change, e.g. as part of your wellbeing policy.

Use these materials  
for several weeks  
for a **brain-healthy  
awareness-raising campaign**  
at your organisation!

See the back  
for an example  
of such a  
campaign

# What could your awareness-raising campaign look like?

## IN ADVANCE

### Teaser campaign

- Inspire your employees' **curiosity** about the topic.
- Post a message on your **intranet** to attract their attention. For example: 'Don't know which task to tackle first? Do you ever feel like you don't know what you did all day, even though you've been working all that time? Miss having fun conversations with colleagues or taking a good break from time to time? We've got you! Watch this space for tips on how to balance your digital work life.'



## WEEK 1

### Recharge your mind

- Fact of the week: "To gain new insights, it is important to let your mind wander."
- Share the **poster** and **screensaver**: 'Your laptop needs to be recharged, and so do you.'
- Display the 'Breaks' **video** somewhere easily visible on your intranet or encourage its use during staff or team meetings, for example.
- Creativity to spare? Provide a list of fun ways to take a break at your organisation (tips on recharging), add new ones if necessary (e.g. foosball), draw up routes for suggested nearby walks, emphasise the right to take breaks, share colleagues' relaxation tips, etc.



## WEEK 2

### Focusing in times of abundance

- Quote of the week: "Focus is the new IQ" – Cal Newport, author of Deep Work.
- Share the **poster** and **screensaver**: 'Give your phone a holiday too'
- Display the 'Distractions' **video** somewhere easily visible on your intranet or encourage its use during staff or team meetings, for example.
- Creativity to spare? Provide a list of focus spaces at your workplace, hand out gadgets employees can use to communicate they are in the flow and shouldn't be disturbed, share colleagues' concentration tips, etc.



## WEEK 3

### Time to connect

- Quote of the week: "Don't use big words when a small gesture suffices."
- Share the **poster** and **screensaver**: 'Work hard, then relax'
- Display the 'Multitasking' **video** somewhere easily visible on your intranet or encourage its use during staff or team meetings, for example.
- Creativity to spare? Invite teams to take on challenges (e.g. a ping-pong tournament or making a promotional film for their team), create a cosy seating area where people can catch up, link team-building events to the topic, etc.

## WEEK 4

### Let's get started!

- Quote of the week: "Wisdom begins in wonder." – Socrates.
- Now that you have everyone warmed up, it's the perfect time for an **e-learning** course on 'Brain-healthy work and disconnection!'
  - Share the **introductory video** on your intranet or during one or more meetings.
  - Emphasise that employees should follow their own path based on the results of their initial self-reflection test.

Curious about the e-learning course?  
Email [academy@idewe.be](mailto:academy@idewe.be) for more information and a test link.

## FROM WEEK 5

### Towards a brain-healthy team

- Display the 'Integrators' **video** on work-life balance somewhere easily visible on your intranet or encourage its use during staff or team meetings, for example.
- Share the **digicharter** and encourage teams to put it to use. See also the 'Toolbox for managers on setting up these team sessions'.

