



### **Creating a Welcome Message for Your Wellness App**

One of the best ways to customize Lexipol's Cordico wellness app for your agency is to create a personalized Welcome Message, in either a video or written format, for users to view when they first download the app.

A welcome message gives you an opportunity to thank your personnel for their work and sacrifices, underscore your commitment to agency wellness, and explain how the app fits into other efforts, such as peer support, chaplains, or your municipality's Employee Assistance Program. This is also a good place to focus on the 100% confidentiality the Cordico app provides.

### **Recommended Talking Points**

- Introduce yourself
- Announce the partnership between Lexipol and your agency's wellness team to create a customized wellness app
- Detail your agency's wellness goals
- Highlight key features of the Cordico app (e.g., 24/7 access, confidentiality, self-assessments, tools for first responders and their families)
- Encourage using the app as a wellness tool
- Thank your team for their service
- End with a closing message that reiterates the agency's wellness goals

### **Recommended Video Format**

We recommend recording the video in a vertical format, ideally with a background that showcases your agency (conference room, in front of headquarters, etc.). We recommend the video be uploaded as an mp4 file; however, we can accept any video file type.

### **Sample Written Messages**

#### **Sample Video Messages (a video script can be found on the next page)**

- [Houston Police Department](#)
- [Bakersfield Fire Department](#)
- [Chula Vista Police Department](#)



## SAMPLE WELCOME VIDEO SCRIPT

Welcome!

On behalf of the dedicated men and women of the [Agency Name], thank you for visiting our wellness app.

As a [law enforcement/fire service/corrections/etc.] professional, you are part of a dynamic and rewarding profession—but also one that is challenging—physically, mentally and emotionally. As an industry, we have begun to understand the importance physical and mental wellness plays in helping our personnel lead successful careers.

Specific to mental health, the “old school” approach—ignoring the effects cumulative stress and trauma can have on our personnel and expecting them to battle through these issues on their own—is no longer an option. That’s why one of my goals for the [Agency Name] has been to find resources to support our members’ wellness.

This app is the product of our agency’s partnership with Lexipol the leader in solutions that enhance performance excellence in public safety, including first responder wellness. It is designed to provide you and your family members with *completely confidential*, customized resources available 24/7 to help you understand the stresses you may be facing, get help when you need it and build resilience for the long term. I encourage you to use the app to develop daily habits for addressing stress and improving your physical and mental health. Importantly, the app also provides one-click support when you are facing a crisis.

[Law enforcement/ Fire service/Corrections/etc.] is a demanding job, but by promoting a proactive, healthy environment in which we openly address the stresses, I believe we can improve your job satisfaction, enhance your career longevity and help you enjoy a happy, healthy retirement.

I strongly encourage you to look closely at the tools available in this app and to provide feedback so we can continue to refine and improve the resources we provide our members and their families.

Thank you for all you do to serve our agency and our community.