

# Healthy Pfizer

Pfizer Inc introduced a national wellness program to 40,000 colleagues (employees) and their dependents in the U.S., which featured nutrition, exercise, preventive care and coaching/counseling components.

## Intelligence

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The Healthy Pfizer challenge to colleagues was:

“We want to blaze a new path of colleague wellness to help people take better control of their own health and prove that we are willing to put our efforts behind our sincerest beliefs.”

The design solution had to quickly capture the attention of Pfizer colleagues and establish a strong recognizable brand.

## Inspiration

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Langton Cherubino Group, Ltd. in conjunction with Mercer Human Resource Consulting, designed a distinctive program featuring over 75 original colorful illustrations by John Pirman.

“Colleague kits” celebrated healthy living and encouraged preventive care. On-site Health Fairs with posters, floor signs, banners and plasma screens were hosted at over 40 Pfizer locations. A Healthy Pfizer website, electronic graphic emails, video and print collateral promoted the program.

In five months, the launch exceeded all goals, with 81% registering for the program and 34,974 colleagues participating by completing a Health Questionnaire. Langton Cherubino Group created a Spanish-language version of the program for Pfizer’s 6,000 colleagues in Puerto Rico.

[Langton Cherubino Group, Ltd.](#)

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Design Intelligence / Design Inspiration  
212.533.2585 [www.langtoncherubino.com](http://www.langtoncherubino.com)





# HEALTHY PFIZER

Helping You Be Your Best

## Getting Started In Healthy Directions



A guide for Pfizer colleagues and their families

**Be Active — Join the Healthy Strides 20 Million Mile Challenge!**

Visit [www.pfizerhealthydirections.com](http://www.pfizerhealthydirections.com) to get started.

20 MILLION MILE CHALLENGE

Be active  
Eat well  
Stay smoke free  
Take time for your health

**HEALTHY PFIZER**  
Helping You Be Your Best

1-888-43-PFIZER (1-888-437-3493)  
[www.healthypfizer.com](http://www.healthypfizer.com)

Healthy Pfizer!

U.S. colleagues and family members, click here

Collegas de Puerto Rico y sus dependientes, oprime aquí

Piné Estados Unidos

Piné Puerto Rico

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Puerto Rico PR

**¡Disfruta la VIDA!**

Vigila el estrés  
Incorpora el ejercicio  
Deja de fumar  
Aliméntate bien

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