



## CREATING A WELCOME VIDEO FOR YOUR APP

One of the best ways to customize your app is to film a quick “Message from the Chief” that will provide a personalized welcome when employees first download the app.

A video message gives you an opportunity to thank your personnel for their work and sacrifices, underscore your commitment to officer 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 Cordico provides. *Note:* Some agencies also film a short video for announcing the app to their communities.

### Sample Video Messages

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

### Recommended Talking Points

- Introduce yourself
- Announce the partnership between Cordico and your agency’s wellness team to create a customized wellness app
- Detail your agency’s wellness goals
- Highlight key features of the 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 department (conference room, in front of headquarters, etc.).





## 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] 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 Cordico, the leader in public safety 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] 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.