

Successful Wellness Campaigns

1. Executive Support

- A. Develop Executive Communication Strategy
- B. Establish Wellness as a Company Wide Initiative
- C. Allocate Resources (Staffing, Budget and Time)
- D. Establish Responsibility/Reporting Lines

3. Communication

- A. Steered and Distributed by Wellness Team (“Peer to Peer”)
- B. Educate, Engage and Motivate
- C. Lasting & Ongoing

5. Annual Operating Plan

- A. Vision/Mission Statement
- B. Specific Goals and Measurable Objectives
- C. Timelines for Implementation
- D. Roles and Responsibilities
- E. Itemized Budget
- F. Appropriate Marketing Strategies

7. Evaluate Outcomes

- A. Participation
- B. Participant Satisfaction
- C. Health Culture Audit 2
- D. Biometric Testing 2
- E. Absenteeism
- F. Medical and Rx Claims
- G. Productivity

2. Create Wellness Teams

- A. Representation from All Levels/Ranks
- B. Establish Leadership
- C. Establish Meeting Frequency
- D. Establish Responsibilities and Reporting

4. Establish Benchmarks

- A. Health Culture Audit
- B. Biometric Screenings
- C. Rate of Absenteeism
- D. Medical and Rx Claims
- E. Productivity (if currently measured)

6. Interventions

- A. Programs/Vendors
- B. Frequency
- C. Accessibility
- D. Participants (Spouses, too?)
- E. Incentives
- F. Measurability

“To get people to behave differently and to adopt a healthier lifestyle takes time. That’s why it’s very important to establish timelines and agreements with your senior leadership. You must all agree on a long-term but realistic time horizon, and that usually means three to five years”

– WELCOA ‘What you can expect from workplace wellness programs’ De-Mystifying ROI