Canada's healthyworkplacemonth

October 1 – 31, 2020

Workplace Wellness Champion Series

A ROADMAP TO ENGAGING EMPLOYEES

CORPORATE WELLNESS MEMBERSHIP

Powered by: EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

THE WORKPLACE wellness MOVEMENT CHAMPION

MODULE 1 – Oct 7th

Defining Workplace Wellness and Setting Objectives

- Workplace wellness fundamentals
- Defining a healthy workplace
- Key elements for planning
- Setting objectives

MODULE 2 – Oct 14th

Creating a Healthy Culture

- Leadership support
- Wellness champions – creating a dynamic committee
- Which wellness program components support a healthy culture

MODULE 3 – Oct 21st

Successful Implementation Strategies

- Successful keys to implementation
- Not the ABCs but the CEVs
  - Communication
  - Engagement
  - Visibility
- Creating program depth
- Building the strategy

MODULE 4 – Oct 28th

Evaluating Your Wellness Program

- Establishing value – What to measure and how to report
- VOI vs ROI
- Why, What, How to evaluate
- Next steps

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THE WORKPLACE wellness MOVEMENT

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Why, What, How of evaluation
Next steps

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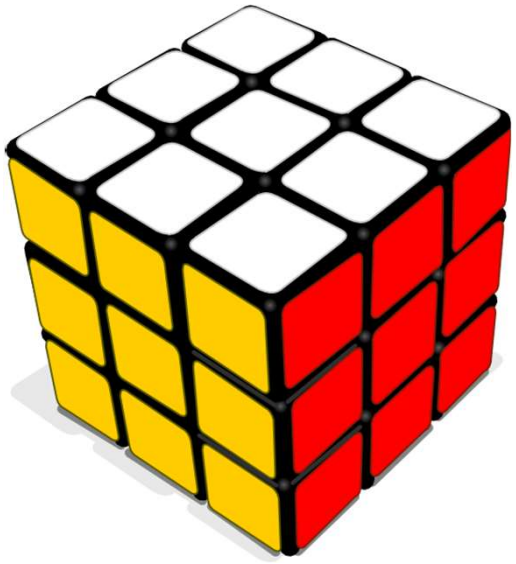
TOP 5 SUCCESS CRITERIA



- ✓ Organizational Leadership
- ✓ Health-Risk Screening
- ✓ Individually Tailored Programs
- ✓ Supportive Workplace
- ✓ Comprehensive Program Design

Cancelliere et al., 2011; Linnan et al., 2008; Goetzel & Ozminkowski, 2008; Terry et al., 2008; Goetzel et al., 2007; Pelletier, 2005; Pelletier, 2009; Pelletier, 2011; Goetzel et al, 2002

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Strategic Planning Cycle

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THE WORKPLACE wellness MOVEMENT

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- Best wellness program components that support a healthy culture

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CREATING A CULTURE OF CARING

What is a Culture of Caring?

Leaders care about employees

Employees care about customers

Employees care about each other

Everyone cares about company vision and goals

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THE GOAL IS...

Creating a positive workplace environment that fosters **respect**, **kindness**, **health** and **wellness**, **happiness**, and **engagement**.

• • •

Leadership that invests in the success and development of their team and employees that encourage and celebrate the success of their peers.

• • •

A team of managers and employees that feel nurtured and empowered to do their best work and be the best version of themselves.

• • •

Employees who enjoy their work and support the company's goals because they feel like they are part of something bigger.

> If you take care of your people, your people will take care of your customers and your business will take care of itself.
>
> – J.W. Marriott

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WHAT PROMOTES A CULTURE OF CARING?

Health & Wellness

Meaning & Purpose

Social connections

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Communicate Your Purpose

Understand What Drives and Motivates Your Employees

Foster Social Connections

Empower Your Employees

Make Meaningful Investments In Your Employees

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Under

oyees

Foster Social Connections

Ma

es

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ORGANIZATIONAL LEADERSHIP

- ✓ SMIL Model

Senior Management Involvement and Leadership Model

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Align Wellness with Business Goals

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Meaningful Enterprise

Cost Management

Meaningful Employment

Employer of Choice

Meaningful Engagement

Productivity Management

Meaningful Environment

Recruitment/Retention

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Leadership Engagement for Sustainability

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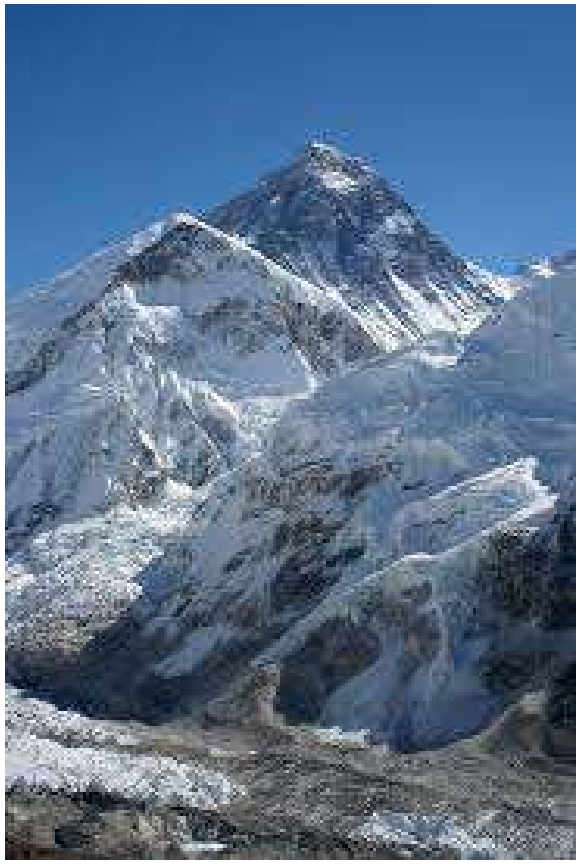

- ✓ Help leaders convey the rationale
- ✓ Meaningful purpose
- ✓ Speak their language
- ✓ Commit to regular updates for the C-suite
- ✓ Leverage their testimonials
- ✓ Infuse well-being as part of the culture

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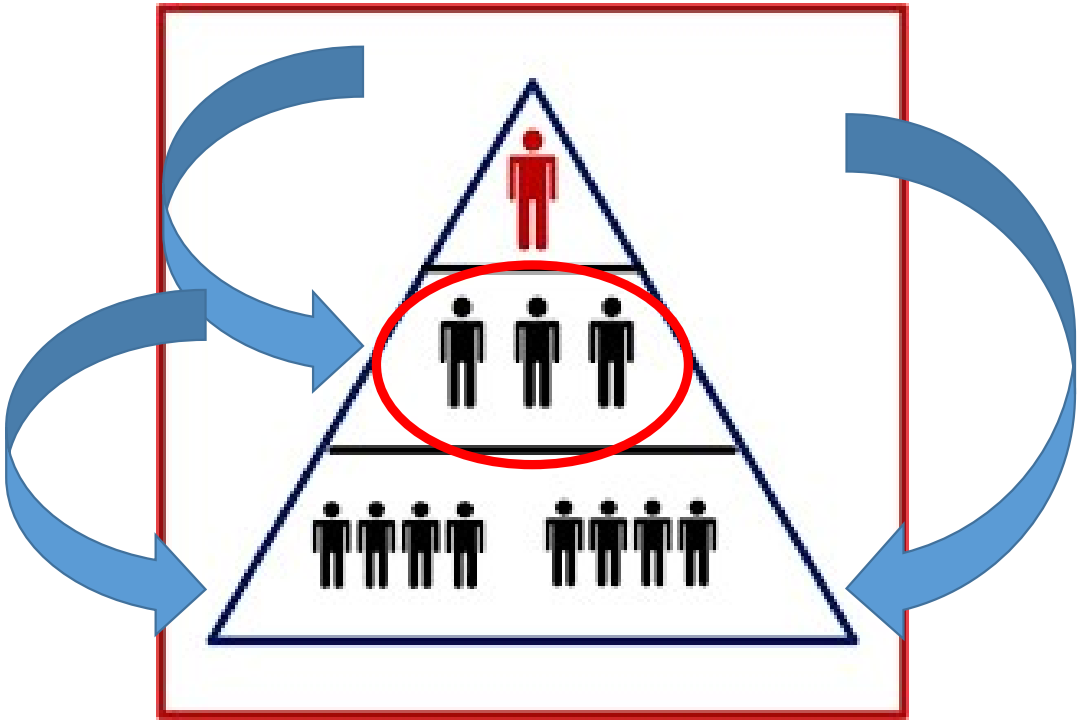
Supportive Leaders

- ✓ Align wellness with goals
- ✓ Communications
- ✓ Power, status, credibility



Brown et al., 2005; Linnan et al., 2001

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To: Directors, Managers and Supervisors
From: TBD
Subj: Support for Upcoming Wellness Screenings

As part of our strategy to enhance the health of our employees, XYZ has invested in an onsite health screening and coaching service. The program has documented results that (1) support our effort to stem the rise in health care costs and (2) have also positively impacted recordable injuries, absenteeism and short-term disability.

Maximize return on investment by encouraging participation

In order to maximize our return on investment, we need managers to encourage (voluntary) participation at a health screening with a goal of 65% participation. Our health screening project team has created a schedule to work with supervisors to achieve little or no impact on our work flow. The time required to participate in the health screening is 20 minutes.

Health Plan Incentive

Employees who complete the health assessment process will not have to pay an increased health plan contribution of $xx per month.

Participation as a Metric

We will be benchmarking our actual program participation with other companies in our industry that have also invested in wellness initiatives. Thank you in advance for encouraging your employees to participate in this very important health initiative. I look forward to seeing you there!

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PEER SUPPORT

CORPORATE WELLNESS MEMBERSHIP

Ambassador

Contributor

Supporter

nthusiastic

Leader

Focused on Di

xcited

Inclusive & Diverse Committee

Not all the healthiest,
but well-respected

Smeltzer, IAWHP 2017

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STRATEGIC APPROACH

- ✓ Align with Corporate Goals – WHY?
- ✓ Integration with Benefits, EAP
- ✓ **80% is accessible to 100%**
- ✓ Drip Effect – multiple opportunities for messaging
- ✓ VISIBLE!

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Strategic Programming

COMPONENT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
HEALTH RISKS	Nutrition, Emotional Health. Physical Health											
NEWSLETTER	Monthly Newsletter											
INDIVIDUAL CHALLENGES	Monthly Individual Challenge											
SEASONAL E-CAMPAIGNS		New Year New You					BBQ Grilling Guide				Festive 5 Guide	
FAMILY WEBINAR SERIES	SAD				Mindfulness					Men's/Women's Health		
E-CAMPAIGNS		Healthy Eating			Mental Wellness				It's In YOU to Move			
POSTER SETS		Healthy Eating			Mental Wellness				MOVE			
TOUCHPOINTS		BP Check		Coach WA		LNL Series				Walk Maps	Desk Stretch	
TEAM CHALLENGE			Healthy Living Challenge							Walk-tober POKER		
INTEGRATION	Health Fair, EAP, Benefits Programs, Social Events. Health Coaching											
EVALUATION REPORTS	Progression/HRA Report				Progression Report				Metrics Deep Dive			

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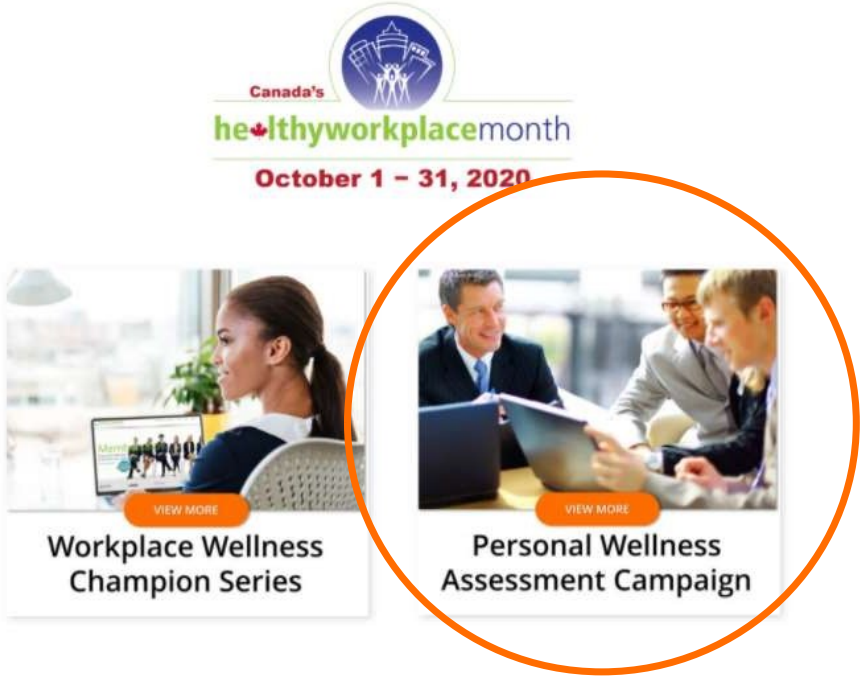

- ✓ Health Questionnaire – 10 minutes
  - My Health Overview
  - Stress and Emotional Health
  - Physical Activity
  - Eating Habits
  - My Workplace
  - My Readiness to Change
  - My Health Interests
- ✓ Custom Log-In Page
- ✓ Member Portal
- ✓ Individual Assessment – user-friendly
- ✓ Personalized Scorecard
- ✓ Corporate Trend Report
- ✓ Health Risk Assessment and Recommendations

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CORPORATE WELLNESS MEMBERSHIP

MEAGHAN, I WANT THIS CAMPAIGN FOR OUR COMPANY.

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READINESS TO CHANGE

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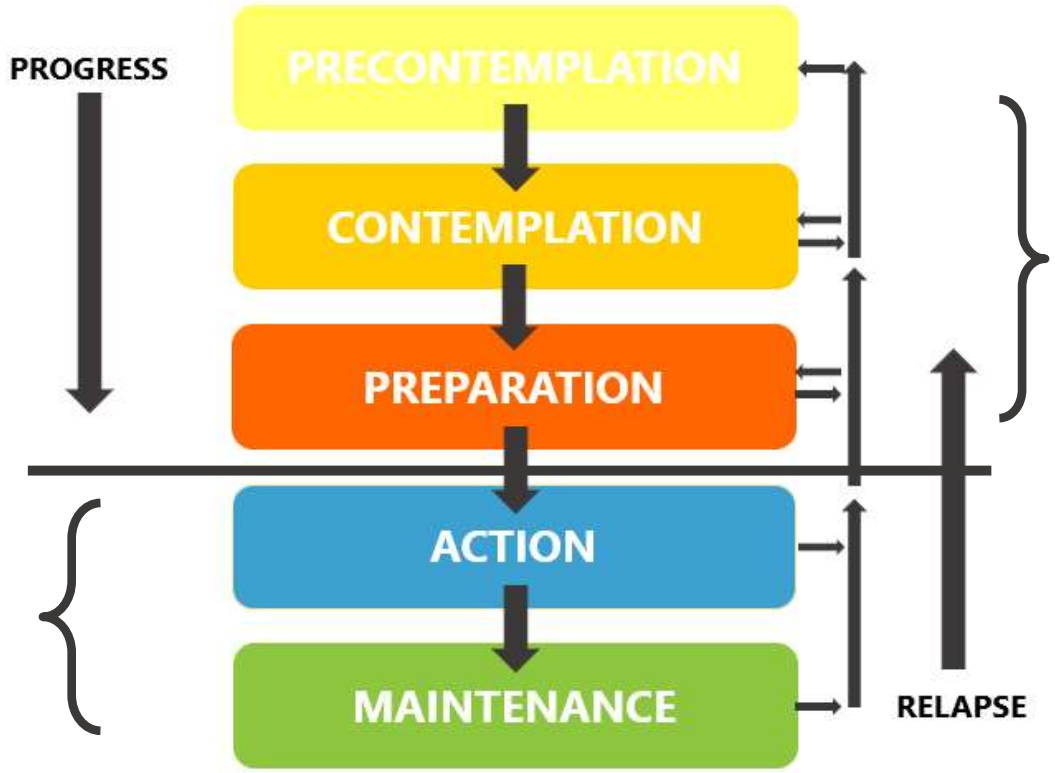

Area for Positive Impact and Change

Where Most Companies Spend Their Time

DiClemente and Prochaska, 1998

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Pre-contemplation, Contemplation = VISUAL!

- Digital Monthly Newsletters
- Corporate Newsletters
- Wellness Posters
- Kiosks/Resources
- Health Fairs
- Health Coach Walkarounds
- Wellness Champ Forums
- On-site Wellness Promotions
- Cut the Junk Baskets
- Stand Up or No Chair Meetings

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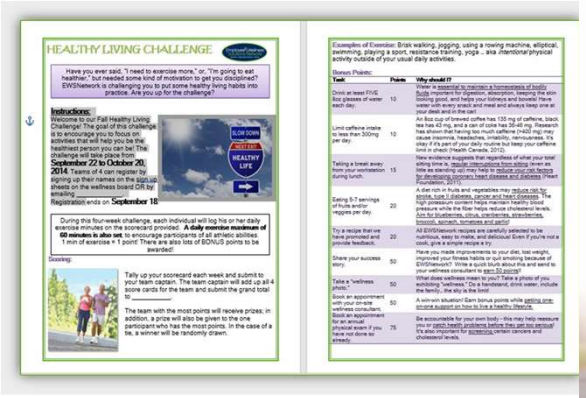

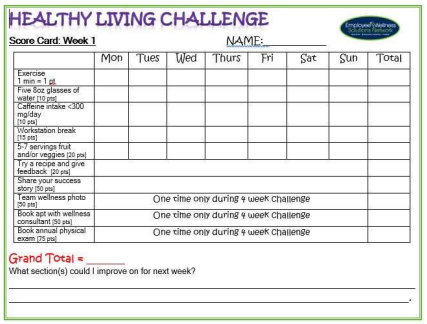

Preparation, Action

- Lunch n' Learns, Workshops
- Pedometer Challenges
- Olympics – Own the Podium
- Nutrition for Life
- Eat Your Colors
- Healthy Lifestyle Poker
- Spring Scrabble
- 4-week De-Stress Out
- 6-week Empowered Living
- 8-week Extreme Lifestyle Makeover
- Exercise classes
- Walking/Running groups
- And others…

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Maintenance = NEED FUN







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To Help Build a Strong Foundation for Your Wellness Program…

CORPORATE WELLNESS
Professional Series
YouTube - @EWSNetwork

STAY SAFE, STAY HEALTHY
www.ewsnetwork.com/staysafestayhealthy

Wellness Reset

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THE WORKPLACE wellness MOVEMENT CHAMPION

www.ewsnetwork.com/WWCSeries
PASSWORD: wwcseries2020

MODULE 2: RECAP

- ✓ Recording of this Session
- ✓ Mindful Leadership
- ✓ Senior Management Involvement and Leadership Model
- ✓ Culture of Caring Infographic and Blog
- ✓ Cultivating a Healthy Culture – Wellness Teams and Champions
- ✓ Building Cultures of Health and Well-Being

Meaghan Jansen, MSc.
meaghan@ewsnetwork.com

MODULE 3: Wednesday, Oct 21st at 11am

Successful Implementation Strategies

- Not the ABCs but the CEVs
  - Communication
  - Engagement
  - Visibility
- Creating program depth
- Building the strategy

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