



# Workplace Wellness Champion Series

## *A ROADMAP TO ENGAGING EMPLOYEES*



THE  
WORKPLACE  
*wellness*  
MOVEMENT  **CHAMPION**

**MODULE 1 – Oct 7<sup>th</sup>**

Defining Workplace Wellness and Setting Objectives

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

**MODULE 2 – Oct 14<sup>th</sup>**

Creating a Healthy Culture

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

**MODULE 3 – Oct 21<sup>st</sup>**

Successful Implementation Strategies

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

**MODULE 4 – Oct 28<sup>th</sup>**

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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- Best wellness program components that support a healthy culture

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# Align Wellness with Business Goals

Meaningful  
Enterprise

*Cost Management*



Meaningful  
Employment

*Employer of Choice*



Meaningful  
Engagement

*Productivity Management*



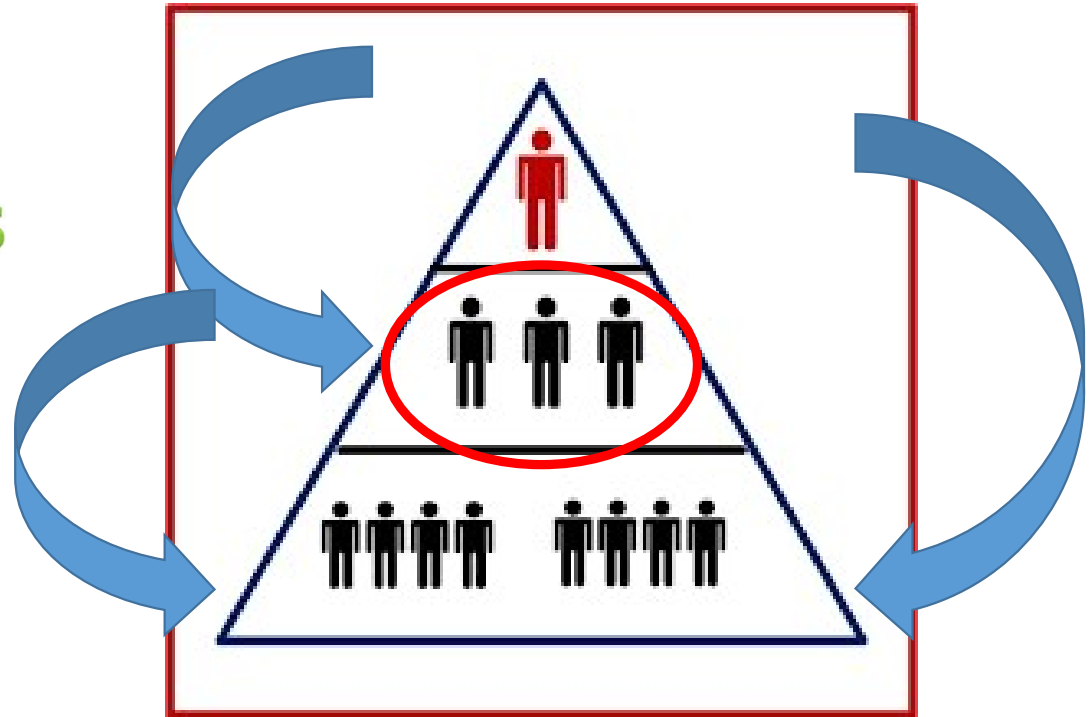
Meaningful  
Environment

*Recruitment/Retention*



## Supportive Leaders

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



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

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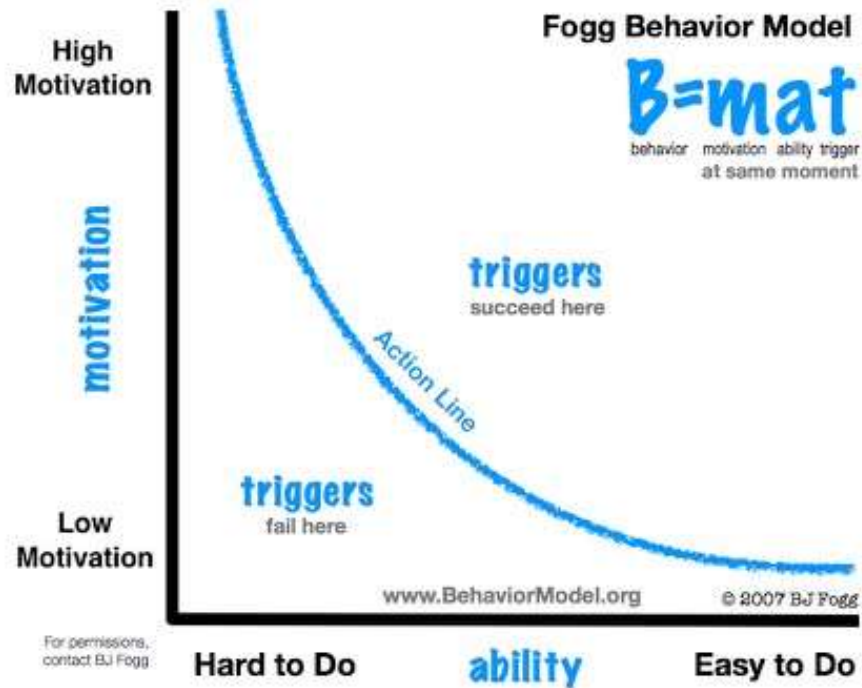
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# BEHAVIOUR CHANGE MODEL



Fogg et al., 2007



# TRAYLESS EXPERIMENT



- ✓ Food & beverage waste decreased by 30-50%
- ✓ Students gained less weight & improved health
- ✓ 12% less water used (dish room)

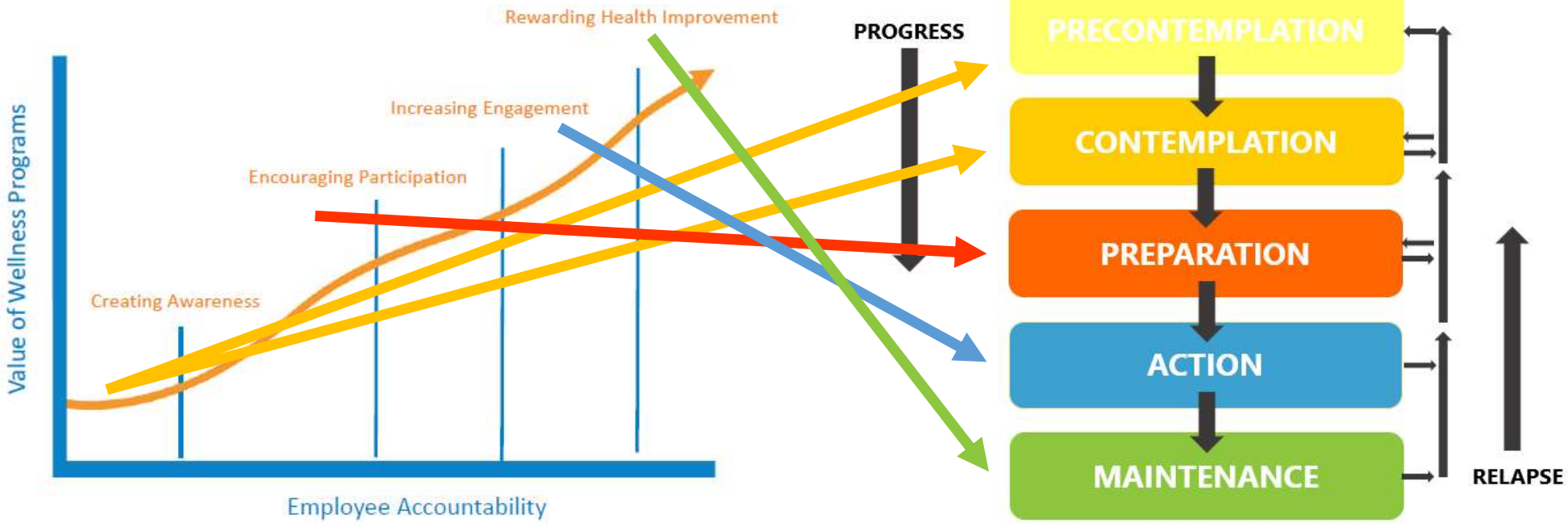


# REDUCE SPILLAGE



# CHOICE ARCHITECTURE





**MEAGHAN, I WANT THIS CAMPAIGN  
FOR OUR COMPANY.**

Canada's  
**healthyworkplacemonth**  
October 1 - 31, 2020



- ✓ 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

## Creating Awareness

### Pre-contemplation, Contemplation

Visual, multiple placements, all sources of communication (bathrooms, media boards, cross-communication)

## Increasing Engagement

### Action

Challenges, exercise classes, lunch n' learns, sign-ups

## Encouraging Participation

### Preparation

Passive challenges, health fairs, outreach

## Health Improvement

### Maintenance

FUN, Olympics, Power Up Challenges, Goal Setting

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# Creating Awareness

## Pre-contemplation, Contemplation



### Guiding Light Eating Initiative!

GREEN - GO!				YELLOW - WOAH!				RED - SLOW!			
	Calories	Sodium	Sugars		Calories	Sodium	Sugars		Calories	Sodium	Sugars
Water	0	0	0	Water	0	0	0	Water	0	0	0
Sparkling Water	0	0	0	Soda	150	30	40	Soda	150	30	40
Tea	0	0	0	Ice Cream	100	10	20	Ice Cream	100	10	20
Coffee	0	0	0	Fast Food	200	20	30	Fast Food	200	20	30
Juice	100	10	20	Fast Food	200	20	30	Fast Food	200	20	30
Protein	100	10	20	Fast Food	200	20	30	Fast Food	200	20	30
Butter	100	10	20	Fast Food	200	20	30	Fast Food	200	20	30
Milk	100	10	20	Fast Food	200	20	30	Fast Food	200	20	30
Salt	100	10	20	Fast Food	200	20	30	Fast Food	200	20	30
Added Sugar	100	10	20	Fast Food	200	20	30	Fast Food	200	20	30



# Encouraging Participation

## Preparation



# Increasing Engagement Action



Finger Stick

Blood Pressure

Height/Weight/Waist  
Circumference

Teachable Moment  
with Health Coach



  
**SELF**  
*care*  
**CHALLENGE**






# HEALTHY LIVING challenge



**Strategic Affiliate Memory Jogger**

Name, Company Name, Email/Contact

Acupuncture	
Acupressure	
Allergies	
Aromatherapy	
Art Therapy	
Asthma	
Back Health	
Brain Training	
Cancer Society	
Chiropractor	
Diabetes Association	
Fitness Equipment	
Fitness Facilities	
Fitness Instructors	
Gait Specialist	
Healing Touch Therapist	
Hearing	
Heart and Stroke Foundation	
Herbal Specialist	
Holistic Nutrition	
Homeopathy	



**Onsite**



**Digital**



**Telephonic**





# Wellness Program Communications

Your 3-step guide to getting the word out—and getting results

**WebMD**  
health services

WELLNESS  
NETWORK



## OPTIMAL COMMUNICATION

- ✓ Repetition
- ✓ Bite-sized messages
- ✓ Meaningful to the individual
- ✓ Triggers, nudges, motivation





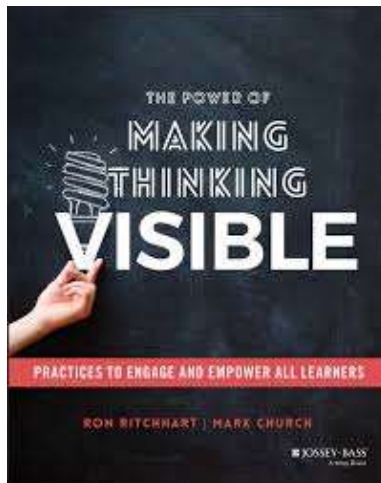
## Spread the word! What's working, what's not?

- Learning Styles
- Know your space – physical messaging?
- Internal/Intranet
  - ✓ Newsletter circulation
  - ✓ Wellness tab
  - ✓ Emails/communiques from senior management/wellness champion to show support
- Drive participation, how?
  - ✓ Target audience?
  - ✓ Inclusive
  - ✓ Remote/Onsite



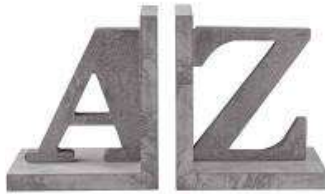


## OPTIMAL VISIBILITY



### Is what we're doing showing value? Visible enough?

- Visible wellness promotions – smoothie days, BP cuff available, wellness “room”, wellness library, FREE trials and demos
- Wellness Champion walkarounds
- Linking wellness to other staff events?
- Incentives, food provided
- At least 4 weeks to lead to main initiative!



## OPTIMAL INTEGRATION



### What else do you have access to?

- EAP support and services
- Strategic affiliates – who do you know?
- Community deals/promotions every quarter?
- Other benefits, memberships, offerings, paramedicals offered
- Family opportunities
- Internal recognition program

# DRIP EFFECT – at least 4 ways



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Company ABC Jan-June At-A-Glance [subject to change as per wellness committee, needs and interests] HRA Focus [weight management, improved fitness, nutrition, heart health, stress]						
Initiative	Jan	Feb	March	Apr	May	June
Consultations	One-on-One Consultations – on-site					
Individual	NEW Virtual Online Profile, Wellness Tracking, Calendar of Events					
PWP						June
Exercise Class/Series					Walking routes/groups; site specific Yoga/morning stretching	
Lunch n' Learns/Webinars	Healthy Weights	Healthy Weights	It's In You to Move (coincide with site visit)			
Workshop						
Group Challenge [team]			Healthy Potluck at each site		Pedometer Challenge	
Virtual Challenge [team]	Portal and Challenge					
Newsletter	Ongoing Monthly Newsletter and Personal Challenge					
Kiosk / Poster Display	A Healthy Weight for You			It's in You to MOVE		
POD Posters	ongoing					
BPOS Sleeve Posters	ongoing					
Email/On-site/Pay-Stub Campaign	Healthy Weights	Healthy Weights		Taking Breaks	Step Into Summer	
Walk Around		Healthy Snacking with almonds		Desk Stretches		PWP Instructions
Promo Day	Healthy Eating Yogurt Parfaits – month tba					
Wellness Challenge [Individual]			Low GI Foods		Step Check IC	
Virtual Challenge [individual]	Individual Challenge					
Health Fair	Fall 2014					
Corporate Reporting			Q1 Report			PWP & Q2 Report

Programs

SOLUTIONS NETWORK

Put it all together = STRATEGY



Healthy People  
Healthy Culture  
Healthy Returns



## To Help Build a Strong Foundation for Your Wellness Program...

**CORPORATE WELLNESS**  
**Professional Series**  
YouTube - @EWSNetwork

**STAY SAFE, STAY HEALTHY**  
[www.ewsnetwork.com/staysafestayhealthy](http://www.ewsnetwork.com/staysafestayhealthy)



<https://ewsnetwork.com/wwc-series/>  
PASSWORD: wwcseries2020

## MODULE 3: RECAP

- ✓ Recording of this Session; Slidedeck
- ✓ Connecting the Dots – article
- ✓ Communications – ebook
- ✓ Strategic Affiliate Memory Jogger
- ✓ Multi-Component Worksheet
- ✓ Strategic Plan Template

Virtual Meeting to Help.  
Send me CHAT now!

**Meaghan Jansen, MSc.**  
**meaghan@ewsnetwork.com**

## MODULE 4: Wednesday, Oct 28<sup>th</sup> at 11am *Evaluating Your Wellness Program*

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

