

THE  
WORKPLACE  
*wellness*  
MOVEMENT



CHAMPION

# Workplace Wellness Champion Series

***A ROADMAP TO ENGAGING EMPLOYEES***

 **CORPORATE WELLNESS**  
M E M B E R S H I P

Powered by:



THE WORKPLACE *wellness* MOVEMENT  **CHAMPION**

**MODULE**

Defining Workplace Wellness and Setting Objectives

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

**MODULE 2**

Creating a Healthy Culture

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

**MODULE 3**

Successful Implementation Strategies

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

**MODULE 4**

Evaluating Your Wellness Program

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

## MODULE 1

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and Setting Objectives

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## MODULE 1

Defining Workplace Wellness and Setting Objectives

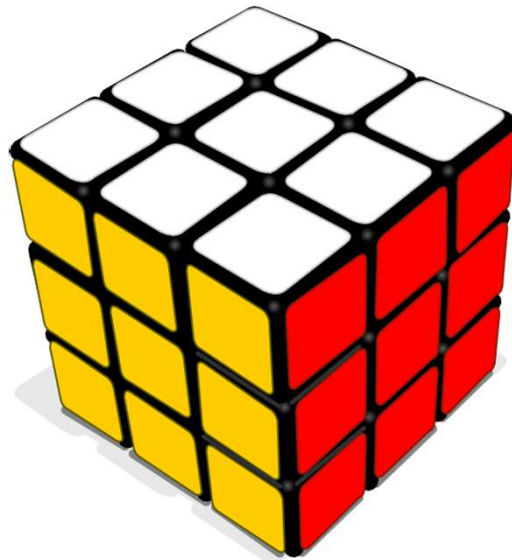
- Workplace wellness fundamentals
- Defining a healthy workplace
- Key elements for planning
- Setting objectives

## MODULE 4

Defining Workplace Wellness  
and Setting Objectives

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

# 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

# Strategic Planning Cycle



### MODULE 1

Defining Workplace Wellness  
and Setting Objectives

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

## MODULE 2

### Creating a Healthy Culture

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

### MODULE 4

Evaluating Your Wellness  
Program

- Establishing value – What to measure and how to report  
VOI vs ROI
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- Next steps





# 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





## 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

## WHAT PROMOTES A CULTURE OF CARING?



Health & Wellness



Meaning & Purpose



Social connections

Communicate Your Purpose

Understand What Drives and Motivates Your Employees

Foster Social Connections

Empower Your Employees

Make Meaningful Investments In Your Employees

Under



oyees

Foster Social Connections

Ma



**WORKSITE HEALTH PROMOTION**

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**Building Cultures of Health and Well-Being:**  
Creating and Sustaining Supportive Organizational Environments  
by Nico P Pronk, Ph.D., FACSM, FAWHP

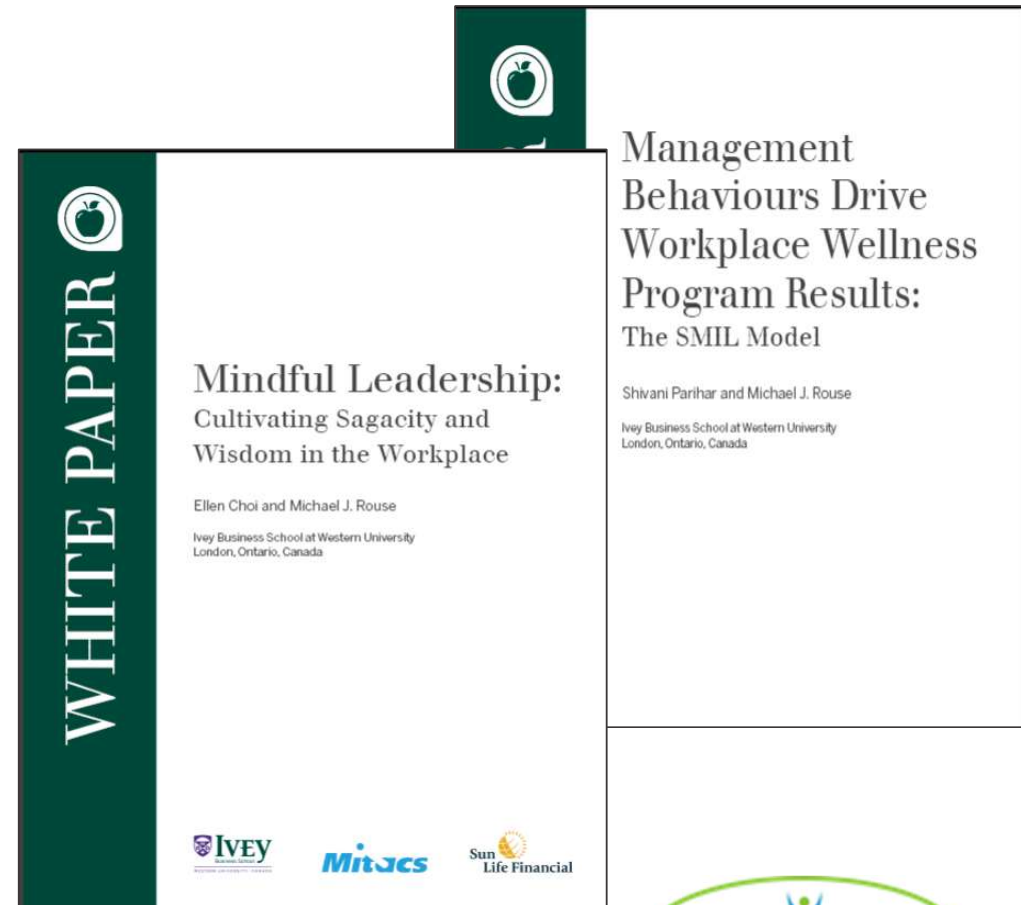
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# ORGANIZATIONAL LEADERSHIP

✓ SMIL Model

Senior Management Involvement and Leadership Model






**WHITE PAPER**

**Mindful Leadership:  
Cultivating Sagacity and  
Wisdom in the Workplace**

Ellen Choi and Michael J. Rouse  
Ivey Business School at Western University  
London, Ontario, Canada

**Management  
Behaviours Drive  
Workplace Wellness  
Program Results:  
The SMIL Model**

Shivani Parihar and Michael J. Rouse  
Ivey Business School at Western University  
London, Ontario, Canada



# Align Wellness with Business Goals

Meaningful  
Enterprise

*Cost Management*



Meaningful  
Employment

*Employer of Choice*



Meaningful  
Engagement

*Productivity Management*



Meaningful  
Environment

*Recruitment/Retention*



## Leadership Engagement for Sustainability

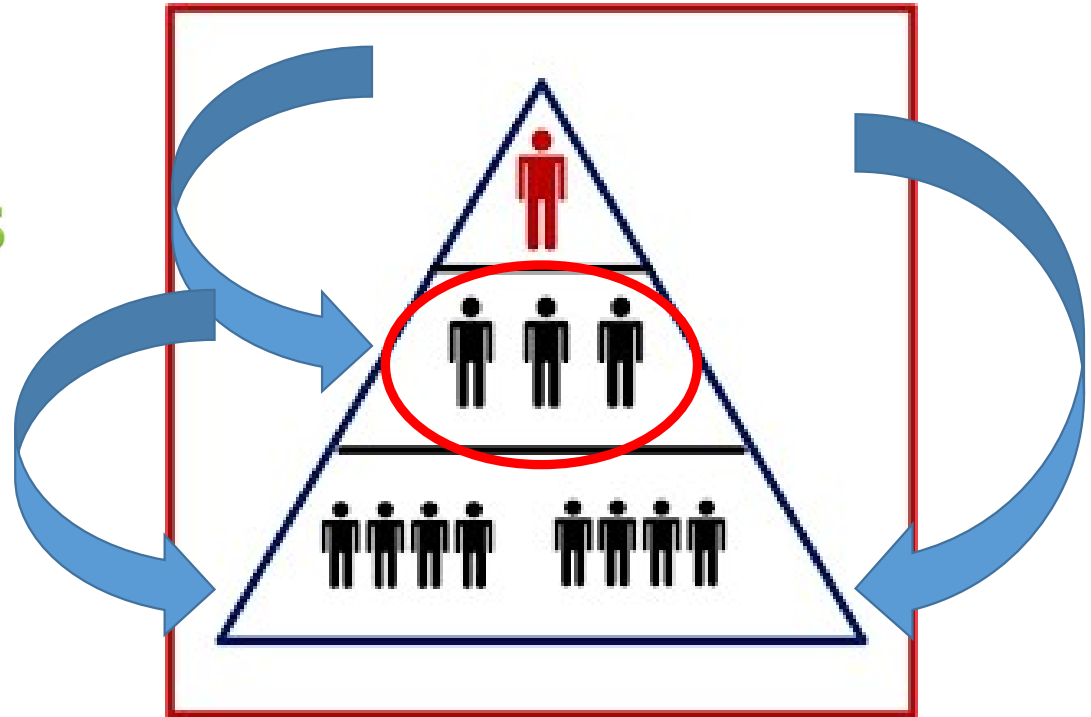


- ✓ Help leaders convey the rationale
- ✓ Meaningful purpose
- ✓ Speak their language
- ✓ Commit to regular updates for the C-suite
- ✓ Leverage their testimonials
- ✓ Infuse well-being as part of the culture



## Supportive Leaders

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



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

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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Maximize return on investment  
In order to maximize the return on investment of the screening with a goal of 20 minutes, please ask your supervisors to achieve 20 minutes.

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

at a health  
work with  
screening is 20

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# PEER SUPPORT



Ambassador

Contributor

Supporter

Leader

Focused on Di

Inclusive & Diverse Committee

enthusiastic

excited

Not all the healthiest,  
but well-respected

Smeltzer, IAWHP 2017



**International Association of Worksite Health Promotion**  
**Worksite Health Promotion Training Workshop**

**White Paper**  
**Implementing Worksite Health Promotion Teams and Champions**







## STRATEGIC APPROACH

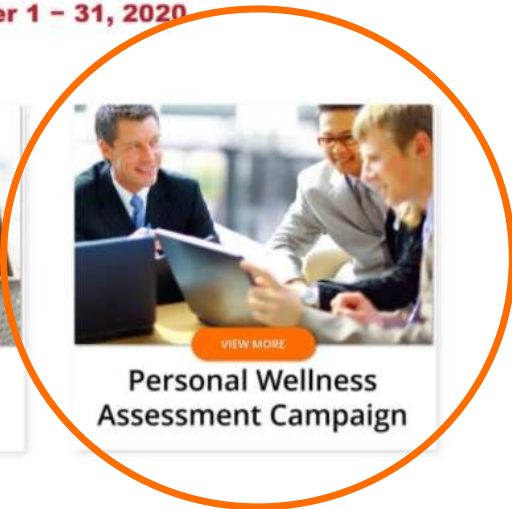
- ✓ Align with Corporate Goals – WHY?
- ✓ Integration with Benefits, EAP
- ✓ **80% is accessible to 100%**
- ✓ Drip Effect – multiple opportunities for messaging
- ✓ VISIBLE!



# 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			





- ✓ 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

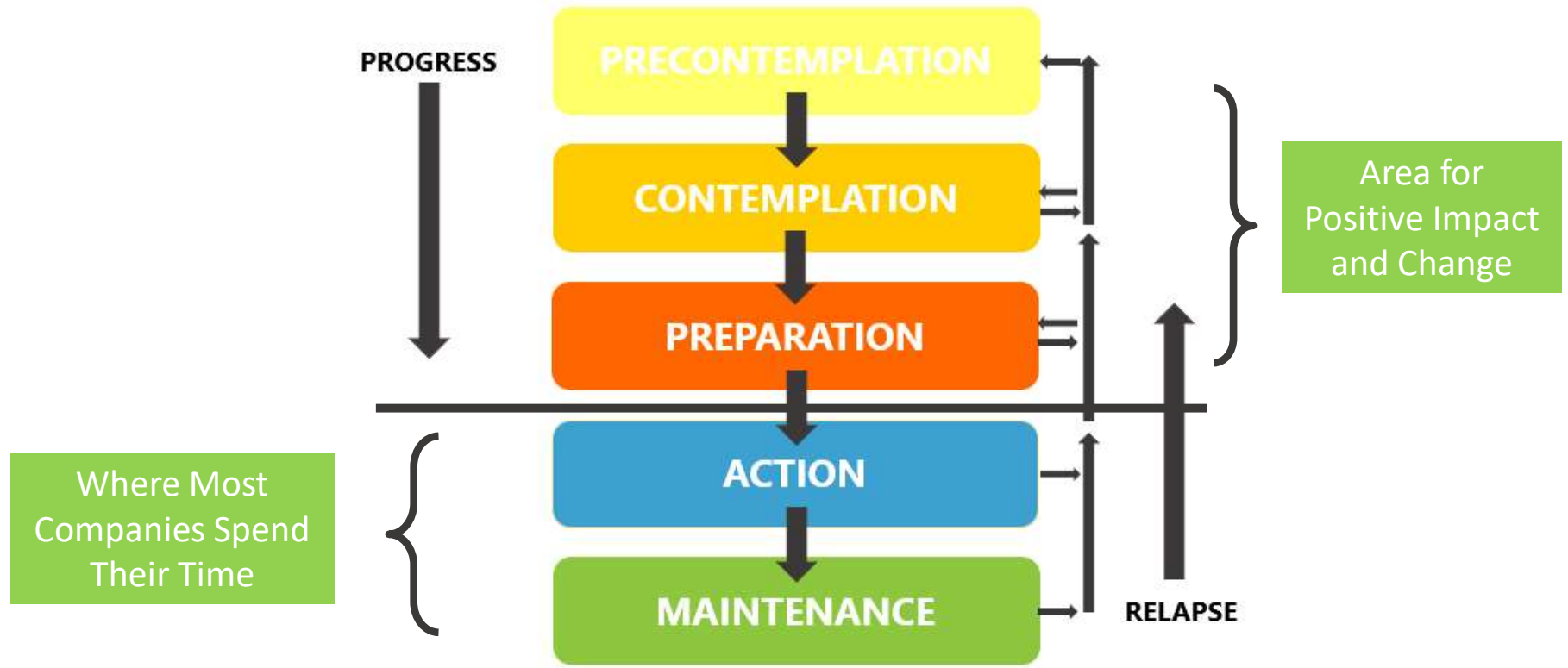
**MEAGHAN, I WANT THIS CAMPAIGN  
FOR OUR COMPANY.**

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



- ✓ Health Questionnaire – 10 minutes
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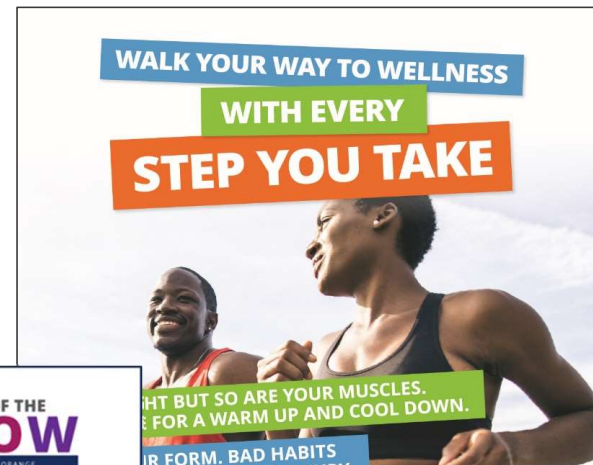
# READINESS TO CHANGE



DiClemente and Prochaska, 1998

# 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



**HEALTHY RECIPES OF THE RAINBOW**  
NUTRITION WEEK ONE - COLOUR OF ORANGE

**ORANGE RECIPE**

**SZECHUAN CARROT SOUP**

**Ingredients:**

- 1 tsp olive oil
- 1 onion, chopped
- 1 stalk celery, chopped
- 1 clove garlic, minced
- 2 cups reduced sodium chicken broth
- 7 ground carrots (2-4 medium)
- 1 1/2 cups ginger, peeled and cut into thin slices
- 1/2 tsp crushed red pepper
- 2 tbsp lime juice
- 1 1/2 tsp reduced sodium soy sauce
- 1 tsp fresh ground peanut butter
- 1 tsp sesame oil
- 1 tsp neutral salt
- 1 tsp salt
- 1 fresh ground ginger, for garnish
- 1 tbsp chopped scallions, for garnish

**Instructions:**

- Heat canola oil in a large saucepan over medium heat. Add onion, celery and garlic and cook, stirring, until softened, 3 to 5 minutes. Add broth, carrots, ginger and crushed red pepper and bring to a boil. Reduce heat to low and simmer, covered, until the carrots are very tender, 20 to 30 minutes.
- Puree the mixture through a strainer set over a large bowl. Transfer the solids to a food processor or blender and add lime juice, soy sauce, peanut butter, sugar and sesame oil, pulse, adding some of the cooking liquid as needed for a smooth consistency. Strain the puree to the bowl of cooking liquid and stir to mix. Season with salt and pepper. Cover and refrigerate until chilled, at least 1 hour. Garnish each portion with scallions.

**Nutritional Bonus: Vitamin A (220% DV)**

PER SERVING (1/2 CUP)		% DAILY VALUE*	
CALORIES	110	MONO-SATURATED FAT	2 g
PROTEIN	4 g	CHOLESTEROL	3 mg
CARBOHYDRATE	19 g	SODIUM	400 mg
TOTAL FAT	4 g	FIBER	4 g
SATURATED FAT	2 g	MINERAL SERVICES	8 g

\*Percent Daily Values are based on a diet of other people's bad habits. © 2019 EMPLOYEE WELLNESS SOLUTIONS NETWORK. ALL RIGHTS RESERVED.

**How to Practice Gratitude**

**Practice Gratitude**

Gratitude is a powerful emotion that can help you feel more positive and optimistic. It can also help you build stronger relationships and improve your overall well-being. Here are some tips on how to practice gratitude:

- Write a list of things you are grateful for.
- Keep a gratitude journal.
- Share your gratitude with others.
- Practice gratitude meditation.
- Express your gratitude through acts of kindness.

**MONTHLY TRACKER**

MONTH	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							

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**HEALTHY LIVING CHALLENGE**

Have you ever said, "I need to exercise more," or, "I'm going to get healthier," but needed some sort of motivation to get you disciplined? EWSNetwork is challenging you to do some healthy living habits into practice. Are you up for the challenge?

**Instructions:**  
Welcome to our Fall Healthy Living Challenge! The goal of this challenge is to encourage you to track activities that will help you on the road to better health. This challenge will take place from **September 22 to October 20, 2014**. Teams of 4 can register by signing up their names on the sign-up sheets on the wellness board OR by emailing \_\_\_\_\_  
Registration ends on **September 18**.

During this four-week challenge, each individual will log his or her daily exercise minutes on the spreadsheet provided. A **daily exercise minimum of 60 minutes is also set** to encourage participants of all athletic abilities. Team of exercise = 1 point. There is also a list of EWSNFC goals to be awarded!

**Scoring:**  
Tally up your scorecard each week and submit to your team captain. The team captain will add up all 4 team cards for the team and submit the grand total to \_\_\_\_\_  
The team with the most points will receive prizes. In addition, a prize will also be given to the one participant with the most points. In the case of a tie, a winner will be randomly drawn.

**Examples of Exercise:** Brisk walking, jogging, using a rowing machine, elliptical, swimming, playing a sport, resistance training, yoga - also alternative physical activity outside of your usual daily activities.

Points	Task	Points	Why do it?
10	Drink or use FOLIC acid 1000 mg each day	10	There is evidence that indicates a combination of FOLIC acid and B12 may be effective for depression. Taking the supplement and taking your vitamins and minerals from a water-soluble source and read and always keep one at hand.
10	Limit caffeine intake to less than 300mg per day	10	As little as 100mg of caffeine can raise your heart rate, blood pressure, and a cup of coffee has 200 mg of caffeine. Research has shown that heavy tea and coffee intake may cause insomnia, headaches, irritability, and nervousness. It's only a 1/2 part of your daily routine but keep your caffeine level at about 100mg a day.
15	Taking a 10-min walk from your workstation during lunch	15	New evidence suggests that regardless of what your total daily walking or jogging kilometers from either where you live or working get only help to reduce your risk. Getting 15 minutes of walking during lunch breaks and during the day.
20	Using 30 minutes of the end-of-the-workday	20	A diet rich in fruits and vegetables may reduce the risk of stroke, heart disease, diabetes, and heart disease. The high potassium content helps maintain healthy blood pressure while the fiber helps with constipation.
20	Share your success story	20	All the nutrients, vitamins, minerals, antioxidants, and phytochemicals in fruits and vegetables are good for you. Eat a variety of fruits and vegetables to get the most health benefits.
50	Take a wellness photo	50	Have you made improvements to your diet, lost weight, lowered your blood pressure or cholesterol levels? EWSNetwork? Write a quick blurb about this and send to your wellness coach by email. EWSNFC will feature your "wellness" story in our newsletter. (Include the photo, the story and the date)
50	Book an appointment with your coach	50	A 1-on-1 session with your coach is a great way to get personalized advice on how to reach your goals. Book an appointment for an appointment with your coach. (It's also important for EWSNFC, when you are and when you are)
75	Book an appointment for an appointment with your coach	75	Be accountable for your own body - this may help measure progress and accountability. Book an appointment for an appointment with your coach. (It's also important for EWSNFC, when you are and when you are)

**SOS**  
**TAKING STEPS TO STOP THE SILENCE**

**DID YOU KNOW THAT 1 OUT OF 5 CANADIANS WILL EXPERIENCE A MENTAL ILLNESS IN THEIR LIFETIME (CMHA)?**

Are you up for a challenge?  
Join SOS and EWSNetwork in Taking Steps to Stop the Silence Campaign.

How many steps can you take this month?  
The more steps you take, the more awareness about Mental Health we can share!

- WALK 5000 STEPS OR WALK FOR 30 MIN
- RETRIEVE A FOOTPRINT
- PLACE ON THE DESIGNATED WALL

**IT'S THAT SIMPLE!**

**HEALTHY LIVING CHALLENGE**

Score Card: Week 1

NAME: \_\_\_\_\_

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total
Exercise 1 min = 1 pt								
Five 8oz glasses of water (10 pts)								
Caffeine intake <300 mg/day (10 pts)								
Vitadation break (10 pts)								
5+ servings fruit and/or veggies (10 pts)								
17+ a note and give feedback (10 pts)								
Share your success story (10 pts)								
1 team wellness photo (10 pts)								
Book apt with wellness consultant (10 pts)								
Book annual physical exam (10 pts)								

**Grand Total =** \_\_\_\_\_  
What section(s) could I improve on for next week?

	Tell someone.		Take a full breath.
	Share your story.		Ask for help.
	Visualize what you want in life.		Make time for yourself.
	Find fresh air, everyday.		Plan something you love to do every Monday.
	Breathe when you feel overwhelmed.		Hug someone you love. Human touch goes a long way.

## 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...



**Maintenance  
= NEED FUN**



## 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)





## 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:

### *Successful Implementation Strategies*

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

