THE WORKPLACE *wellness* MOVEMENT CHAMPION

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

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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

THE WORKPLACE wellness MOVEMENT

MODULE 1

Defining Workplace Wellnes and Setting Objectives

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

MODULE 1

Defining Workplace Wellness and Setting Objectives

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

ODULE 4

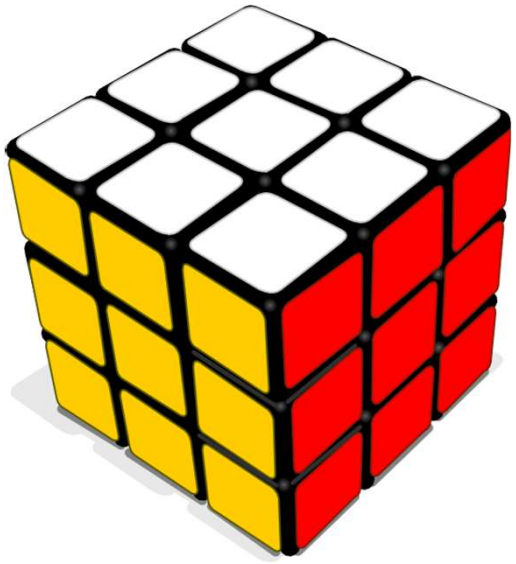
efining Workplace Wellness d Setting Objectives

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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

Strategic Planning Cycle

CORPORATE WELLNESS MEMBERSHIP

THE WORKPLACE wellness MOVEMENT

MODULE 1

Defining Workplace Wellnes
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

ODULE 4

aluating Your Wellness
ogram

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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS
MEMBERSHIP

EMPLOYEE WELLNESS
SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

WHAT PROMOTES A CULTURE OF CARING?

Health & Wellness

Meaning & Purpose

Social connections

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

Communicate Your Purpose

Understand What Drives and Motivates Your Employees

Foster Social Connections

Empower Your Employees

Make Meaningful Investments In Your Employees

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

Under

oyees

Foster Social Connections

Ma

es

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

ORGANIZATIONAL LEADERSHIP

- ✓ SMIL Model

Senior Management Involvement and Leadership Model

EMPLOYEE WELLNESS SOLUTIONS NETWORK

Align Wellness with Business Goals

CORPORATE WELLNESS MEMBERSHIP

Meaningful Enterprise

Cost Management

Meaningful Employment

Employer of Choice

Meaningful Engagement

Productivity Management

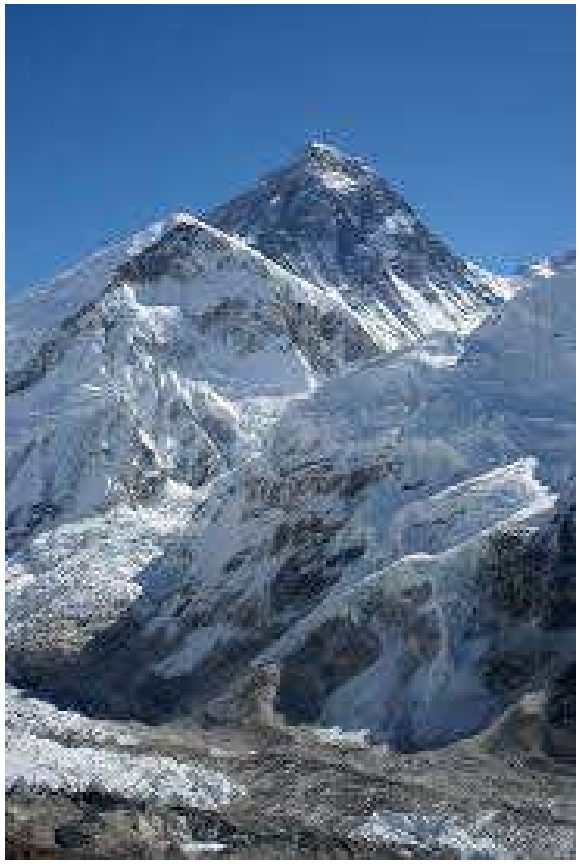
Meaningful Environment

Recruitment/Retention

EMPLOYEE WELLNESS SOLUTIONS NETWORK

Leadership Engagement for Sustainability

CORPORATE WELLNESS MEMBERSHIP



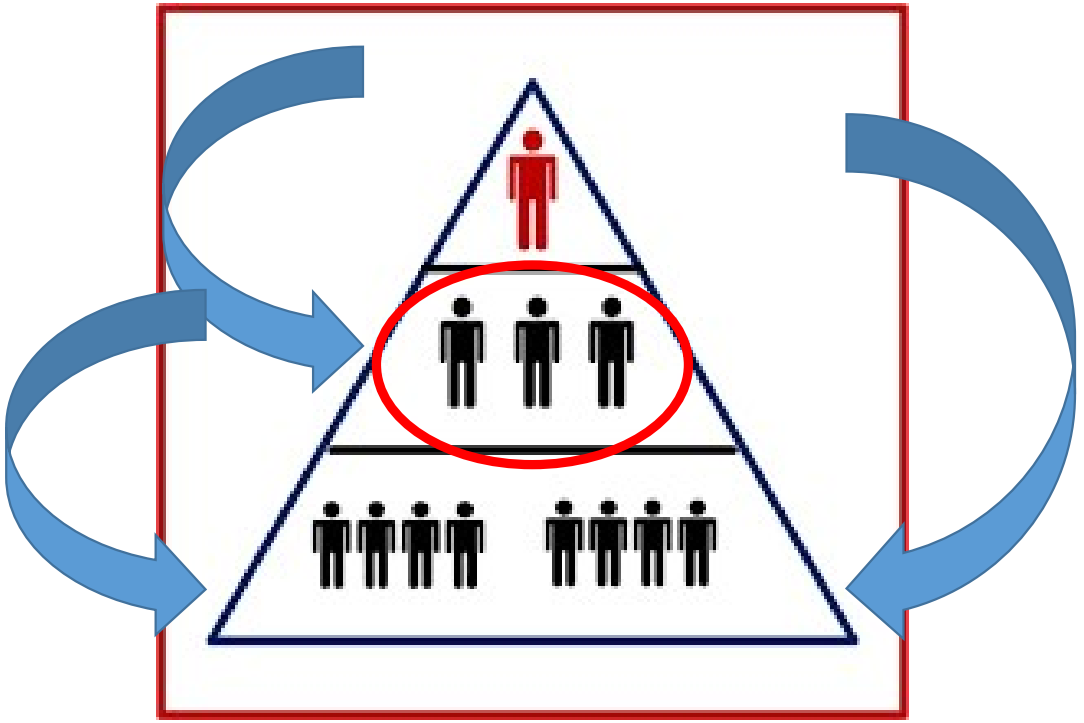
- ✓ Help leaders convey the rationale
- ✓ Meaningful purpose
- ✓ Speak their language
- ✓ Commit to regular updates for the C-suite
- ✓ Leverage their testimonials
- ✓ Infuse well-being as part of the culture

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

Supportive Leaders

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



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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

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!

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

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 inv

In order to maximize o t a health screening with a goal o rk with supervisors to achieve creening is 20 minutes.

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

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!

EMPLOYEE WELLNESS SOLUTIONS NETWORK

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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS
MEMBERSHIP

EMPLOYEE WELLNESS
SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

STRATEGIC APPROACH

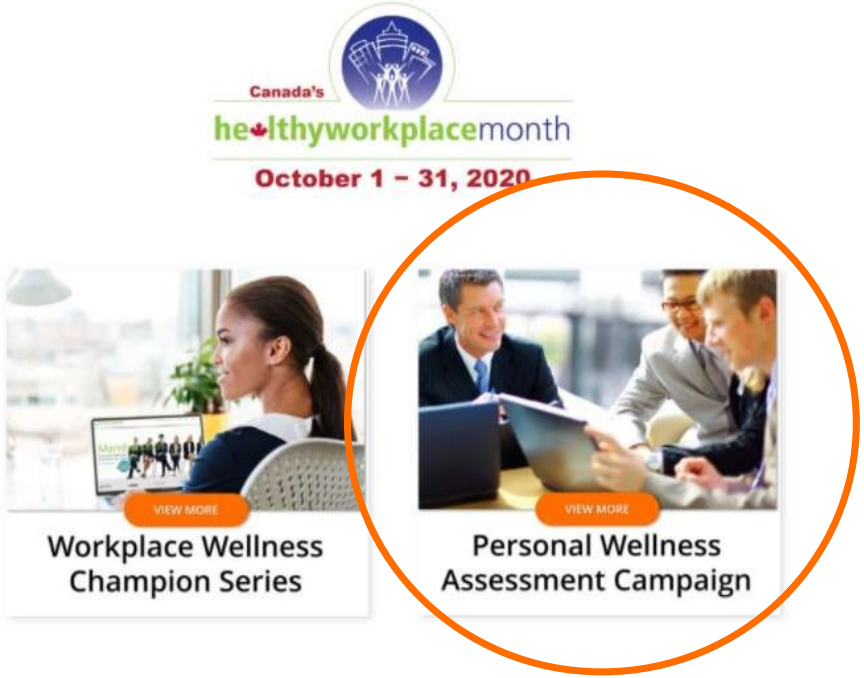
- ✓ Align with Corporate Goals – WHY?
- ✓ Integration with Benefits, EAP
- ✓ **80% is accessible to 100%**
- ✓ Drip Effect – multiple opportunities for messaging
- ✓ VISIBLE!

EMPLOYEE WELLNESS SOLUTIONS NETWORK

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			

CORPORATE WELLNESS MEMBERSHIP



- ✓ 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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

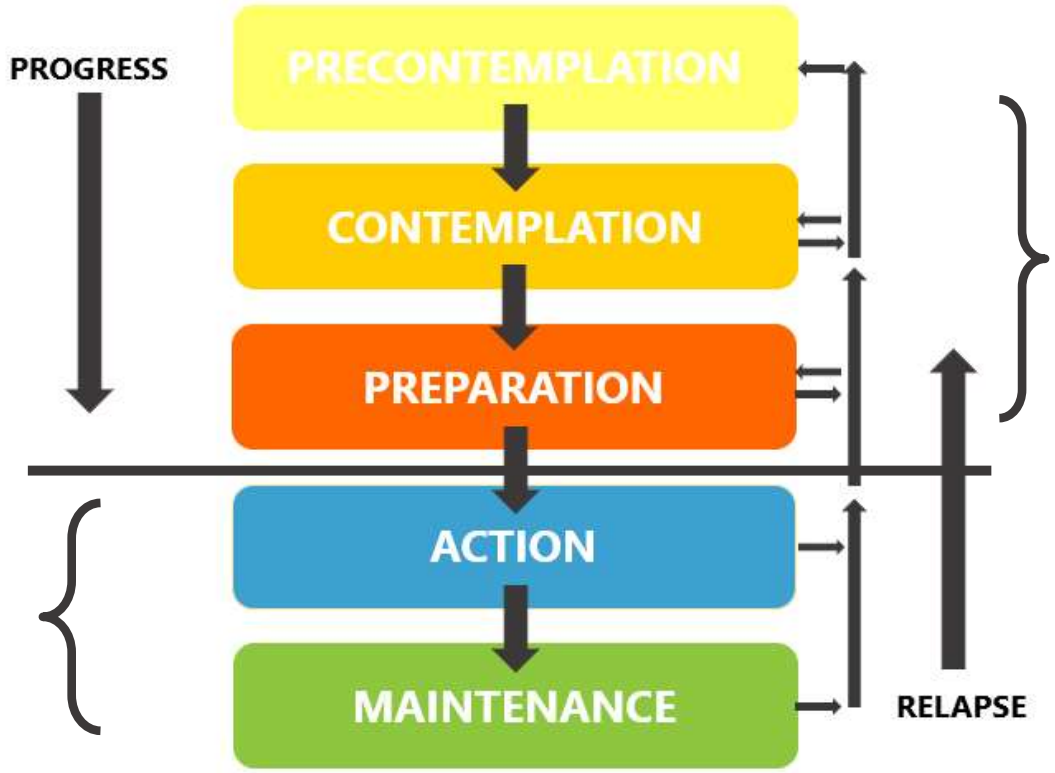
MEAGHAN, I WANT THIS CAMPAIGN FOR OUR COMPANY.

- ✓ 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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

READINESS TO CHANGE

CORPORATE WELLNESS MEMBERSHIP



Area for Positive Impact and Change

Where Most Companies Spend Their Time

DiClemente and Prochaska, 1998

EMPLOYEE WELLNESS SOLUTIONS NETWORK

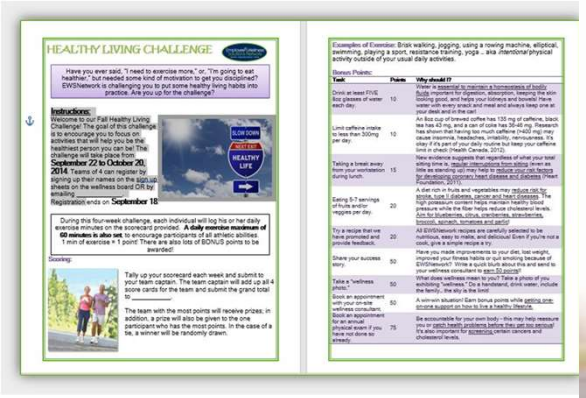
CORPORATE WELLNESS MEMBERSHIP

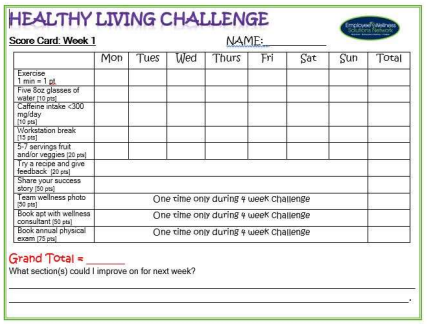
Pre-contemplation, Contemplation = VISUAL!

- 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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP





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…

EMPLOYEE WELLNESS SOLUTIONS NETWORK

CORPORATE WELLNESS
MEMBERSHIP

Maintenance = NEED FUN







EMPLOYEE WELLNESS
SOLUTIONS NETWORK

CORPORATE WELLNESS MEMBERSHIP

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

EMPLOYEE WELLNESS SOLUTIONS NETWORK

THE WORKPLACE wellness MOVEMENT CHAMPION

www.ewsnetwork.com/wwc-series
PASSWORD: will be emailed

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

CORPORATE WELLNESS MEMBERSHIP