

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 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
- 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

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## MODULE 1

Defining Workplace Wellness and Setting Objectives

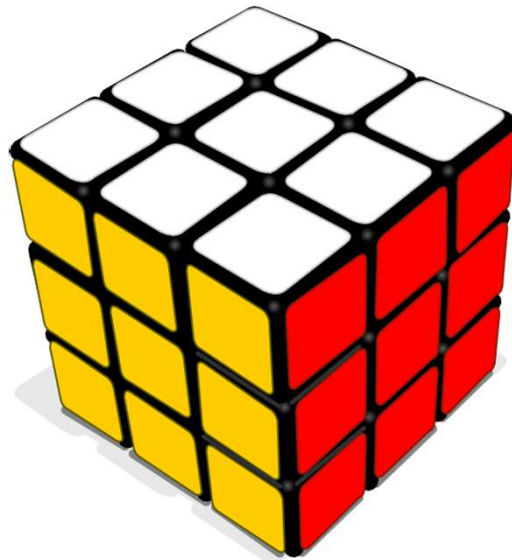
- Workplace wellness fundamentals
- Defining a healthy workplace
- Key elements for planning
- Setting objectives

## 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
- Why, What, How of evaluation
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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





## 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

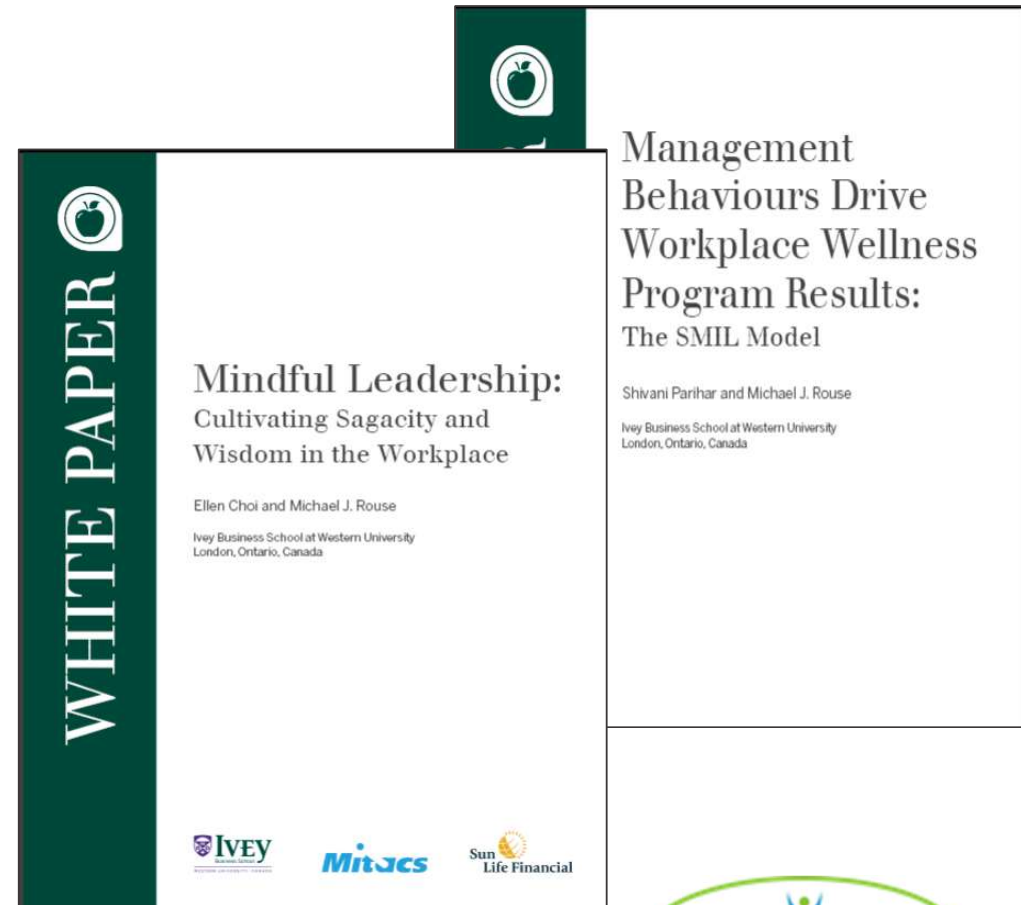
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# ORGANIZATIONAL LEADERSHIP

✓ 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*



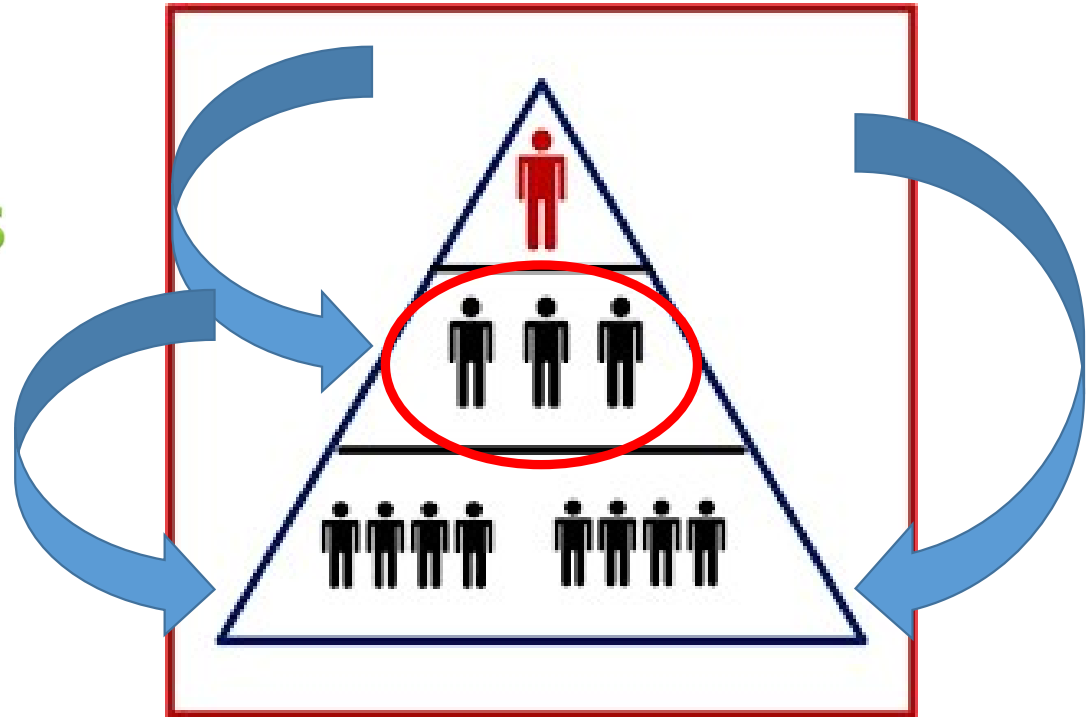
## Leadership Engagement for Sustainability



- ✓ 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  
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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**







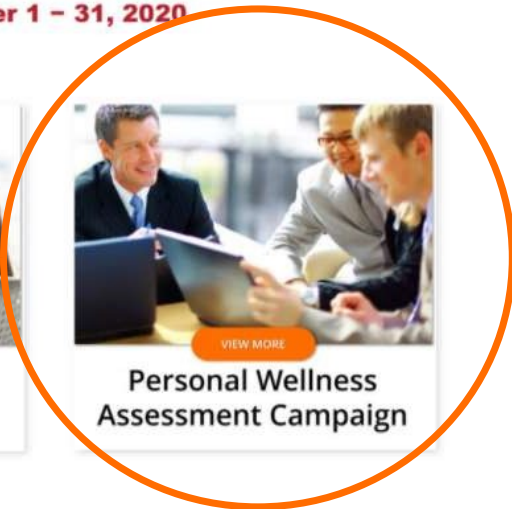
## STRATEGIC APPROACH

- ✓ 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.**

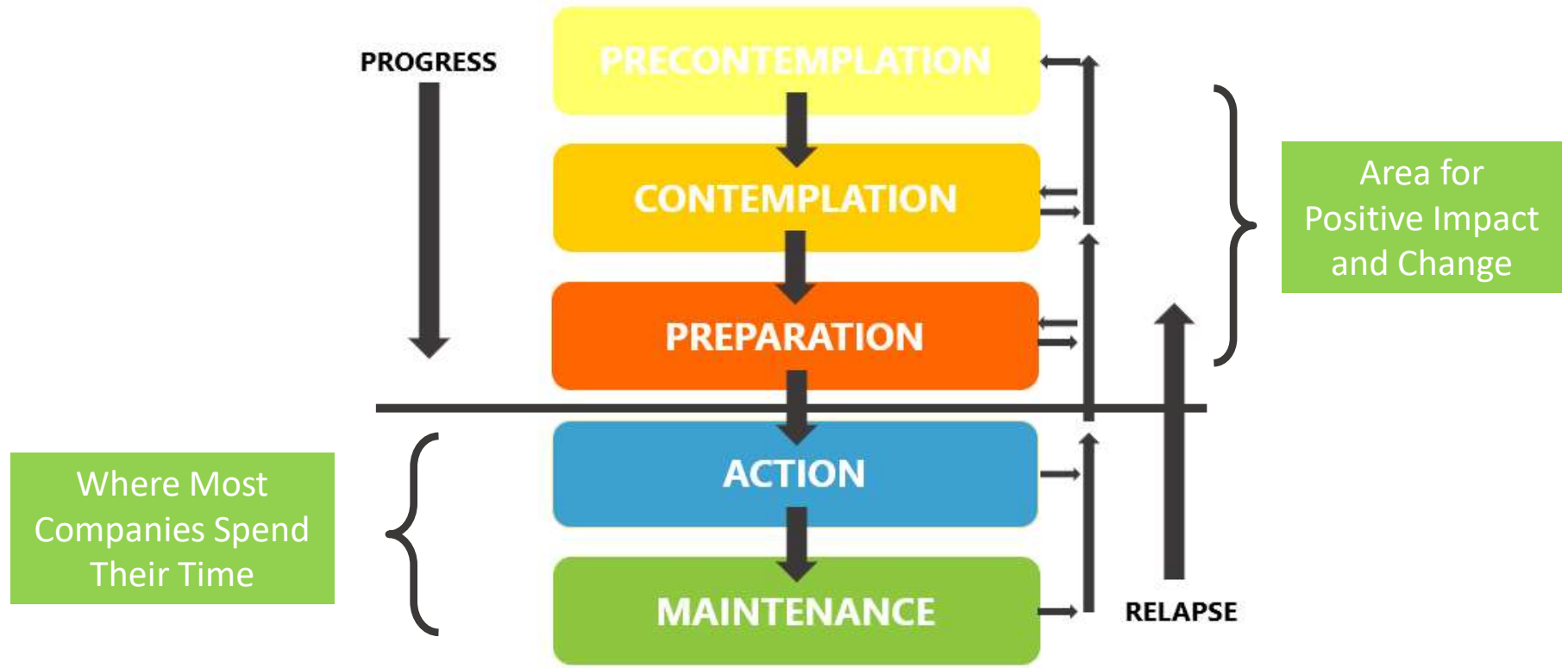
Canada's  
**healthyworkplacemonth**  
October 1 – 31, 2020



- ✓ Health Questionnaire – 10 minutes
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# READINESS TO CHANGE



DiClemente and Prochaska, 1998

# Pre-contemplation, Contemplation = VISUAL/Awareness (not hidden)!

- What do you have? EFAP? EAP?
- Digital Monthly Newsletters
- Corporate Newsletters
- Wellness Posters
- Resource Centre
- Cut the Junk Baskets
- Stand Up or No Chair Meetings
- Virtual Health Fair
- Coffee Connection - Question of the Day
- Virtual Scavenger Hunt
- Show n' Tell (fav mug, socks, wine glass)
- Good Things Message Board
- Humour First Aid Kit



**HEALTHY LIVING CHALLENGE**

Have you ever said, "I need to exercise more," or, "I'm going to get healthier," but needed some kind 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 EWSNetwork goals to be awarded!

**Scoring:**  
Tally up your spreadsheet each week and submit to your team captain. The team captain will add up all 4 team scores 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	Why it's a goal!
10	Drink at least 8oz of water 10 times per day	Water is essential to maintain a homeostatic fluidity - essential for digestion, absorption, keeping the skin hydrated, and helps you absorb and excrete. There is a water with every snack and meal and always keep one at hand.
10	Limit caffeine intake to less than 300mg per day	An 8oz cup of brewed coffee has 132 mg of caffeine, black tea has 42 mg, and a cup of tea has 28 mg of caffeine. Research has shown that having too much caffeine (400 mg) may cause nervousness, headaches, irritability, and insomnia. It's only a 1/2 cup of your daily routine but keep your caffeine level in check! Health Canada, 2011.
15	Taking a 15-min walk from your workstation during lunch	New evidence suggests that regardless of what your total activity level is, adding interruptions from sitting where you are for an hour can only help to reduce your risk. Being physically active during breaks, lunches, and evenings. (Health Canada, 2011).
20	Using 30 minutes of the end-of-the-workday to exercise	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 reduce cholesterol levels. (Health Canada, 2011).
20	Try to include at least three protein and one carbohydrate snack	All EWSNetwork members are encouraged to be nutritious, eat to thrive, and delicious! Even if you're not a cook, you can make simple meals at home.
50	Share your success story	Have you made improvements to your diet, lost weight, increased your fitness habits or just simply because of EWSNetwork? Write a quick blurb about this and send to your wellness coach by email. EWSNetwork will share your success stories! (You can include photos, if you wish, on the board).
50	Share an appointment with your coach	A 1-on-1 session! Get some pointers with the <b>WELLNESS COACH</b> about your health and fitness goals.
75	Book an appointment for an annual physical exam	Be accountable for your own body - this may help measure the risk of chronic conditions before they get too serious! It's also important for <b>EMOTIONAL</b> , physical concerns and cholesterol levels.

**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)								
Vitamins break (10 pts)								
5+ servings fruit and/or veggies (10 pts)								
Try a recipe and give feedback (10 pts)								
Share your success story (10 pts)								
Team wellness photo (10 pts)	One time only during 4 week Challenge							
Book 1st with wellness consultant (10 pts)	One time only during 4 week Challenge							
Book annual physical exam (10 pts)	One time only during 4 week Challenge							

**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
- Physical Activity Challenges
- Keep Calm and Eat On
- Mindful Movement
- Healthy Lifestyle Bingo
- Spring Scrabble
- De-Stress Out!
- Walking/Running groups
- Virtual Exercise Classes
- Virtual Team Challenge
- Focus on *Mental Wellness*

**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)

**WellnessWorks**  
Building Healthy Workplaces Together



**Wellness Blog.**  
Knowledge for Creating Healthier Workplaces





# 90-DAY STARTER KIT

## Feature Sheet

### UNLIMITED EMPLOYEES • FAMILY ACCESS

Membership Welcome Call • Strategy & Discovery Discussion • Year-at-a-Glance

#### WELLNESS RESOURCES

- Monthly Newsletters
- Monthly Individual Challenges
- Mental Wellness e-Campaign
- Mental Wellness Digital Poster Set
- Say YES to Movement
- Keep Calm and Eat On



#### PERSONAL WELLNESS ASSESSMENT (PWA)

- Private and Confidential Login
- Individual Personal Wellness Assessment
- Corporate Trend Report



#### FAMILY FUN

- Mindfulness and Self-Compassion Family Wellness Webinar
- Access to one LIVE Wellness Webinar



#### MEMBER PORTAL

- Newsletter Archives
- Access to Resources
- Past PWA Reports



[membership@ewsnetwork.com](mailto:membership@ewsnetwork.com)

Virtual Memberships as low as \$235 / month



## CORPORATE WELLNESS

### M E M B E R S H I P



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



[www.ewsnetwork.com/wwc-series](http://www.ewsnetwork.com/wwc-series)  
PASSWORD: will be shared

## 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

