

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



# 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



#### MEMBER PORTAL

- Newsletter Archives
- Access to Resources
- Past PWA Reports



#### FAMILY FUN

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



# FREE

- Leadership Support
- Mental Wellness Campaign for Employees
- Wellness Resources
- Challenge of Change
- Mindfulness and Self-Compassion
- Creating Joy Amidst the Chaos – LIVE Webinar
- Personal Wellness Assessment (PWA)
  - Reports
- **March 1 OR April 1 !!!!**

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



## MODULE 1

Defining Workplace Wellness  
and Setting Objectives

- Workplace wellness fundamentals
- Defining a healthy workplace
- Key elements for planning
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## 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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## MODULE 1

Defining Workplace Wellness  
and Setting Objectives

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## MODULE 3

Successful Implementation Strategies

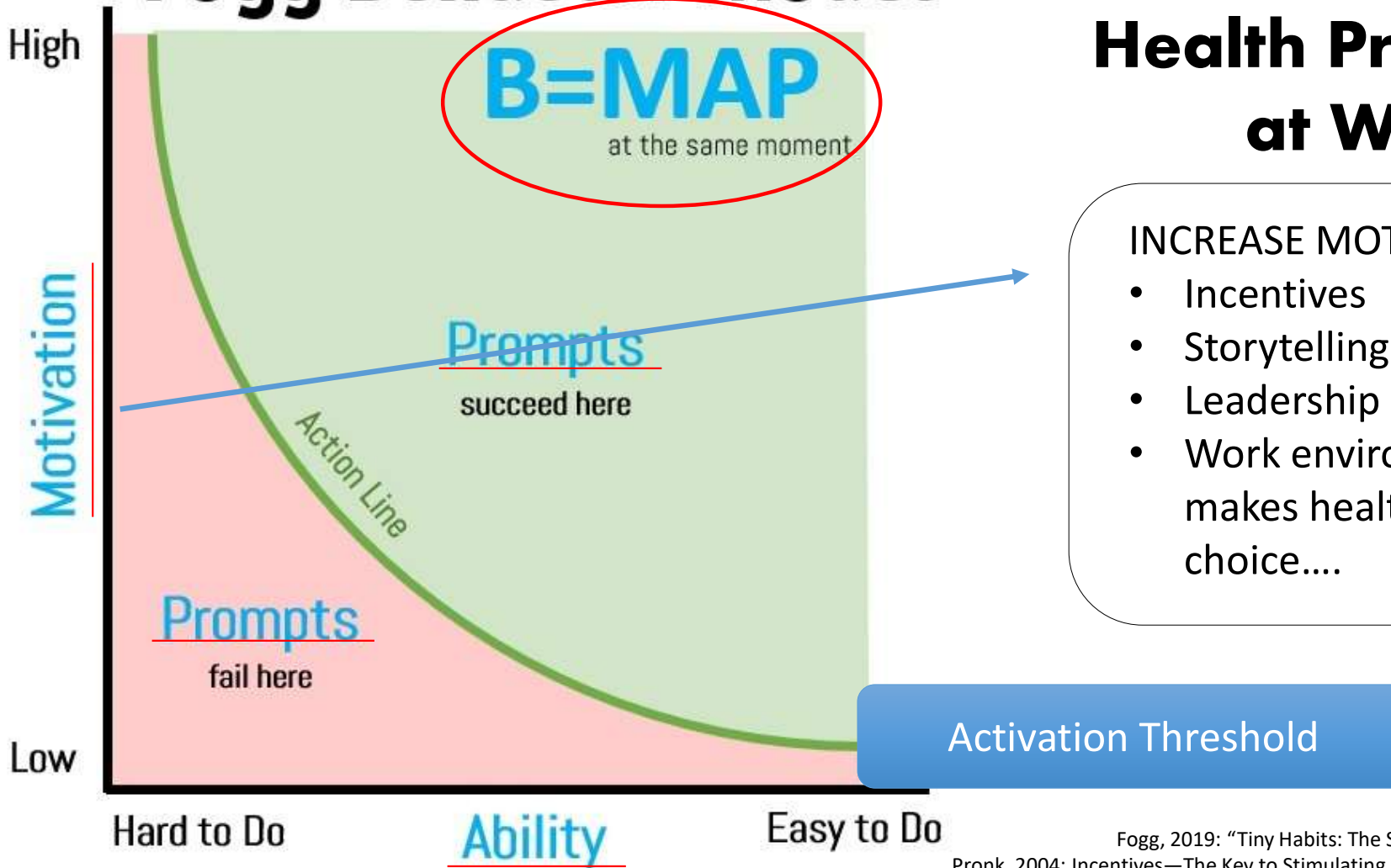
- Successful keys to implementation
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Evaluating Your Wellness  
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# Fogg Behavior Model



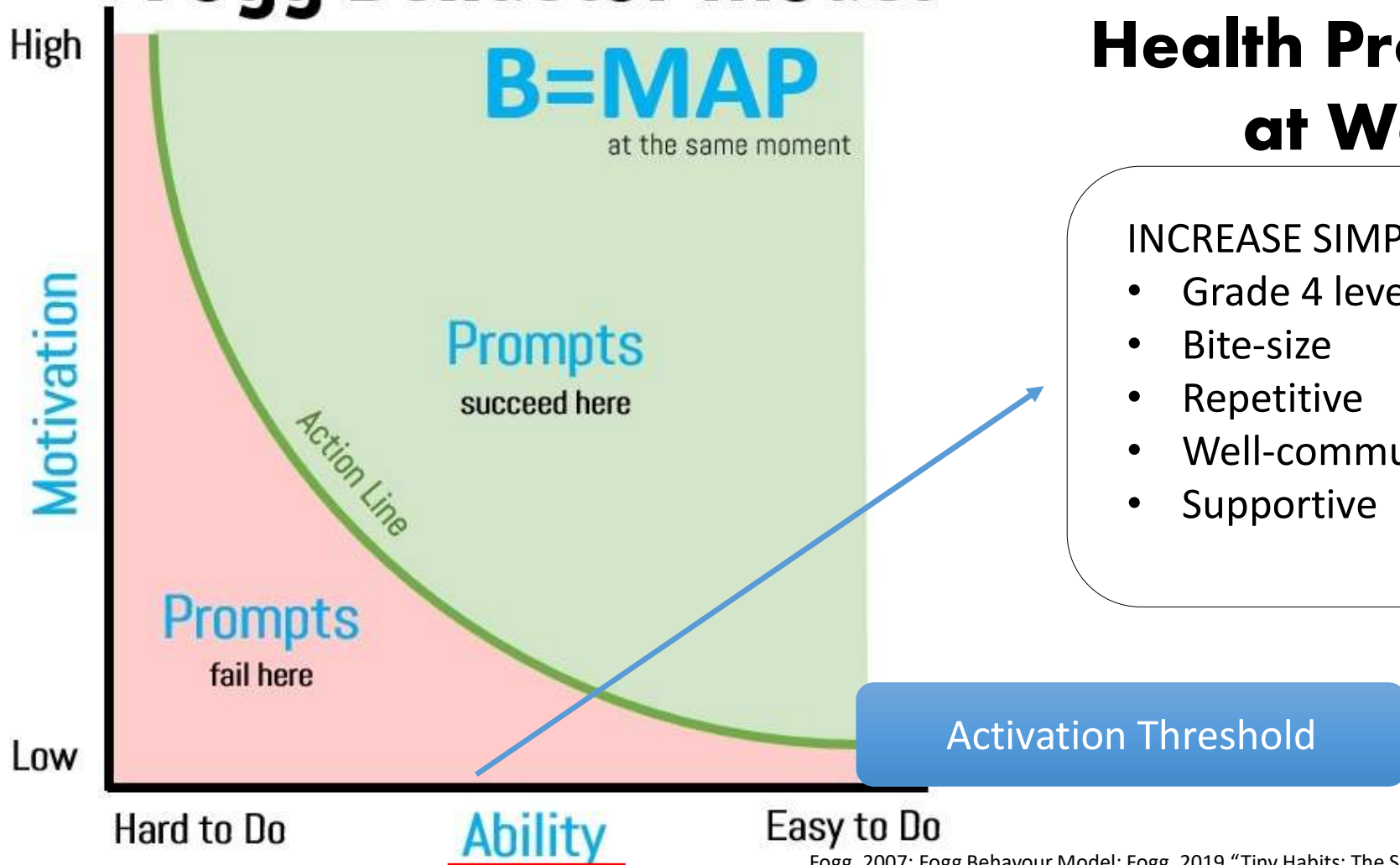
## Health Promotion at Work

### INCREASE MOTIVATION

- Incentives
- Storytelling
- Leadership support
- Work environment that makes health the easy choice....



# Fogg Behavior Model



## Health Promotion at Work

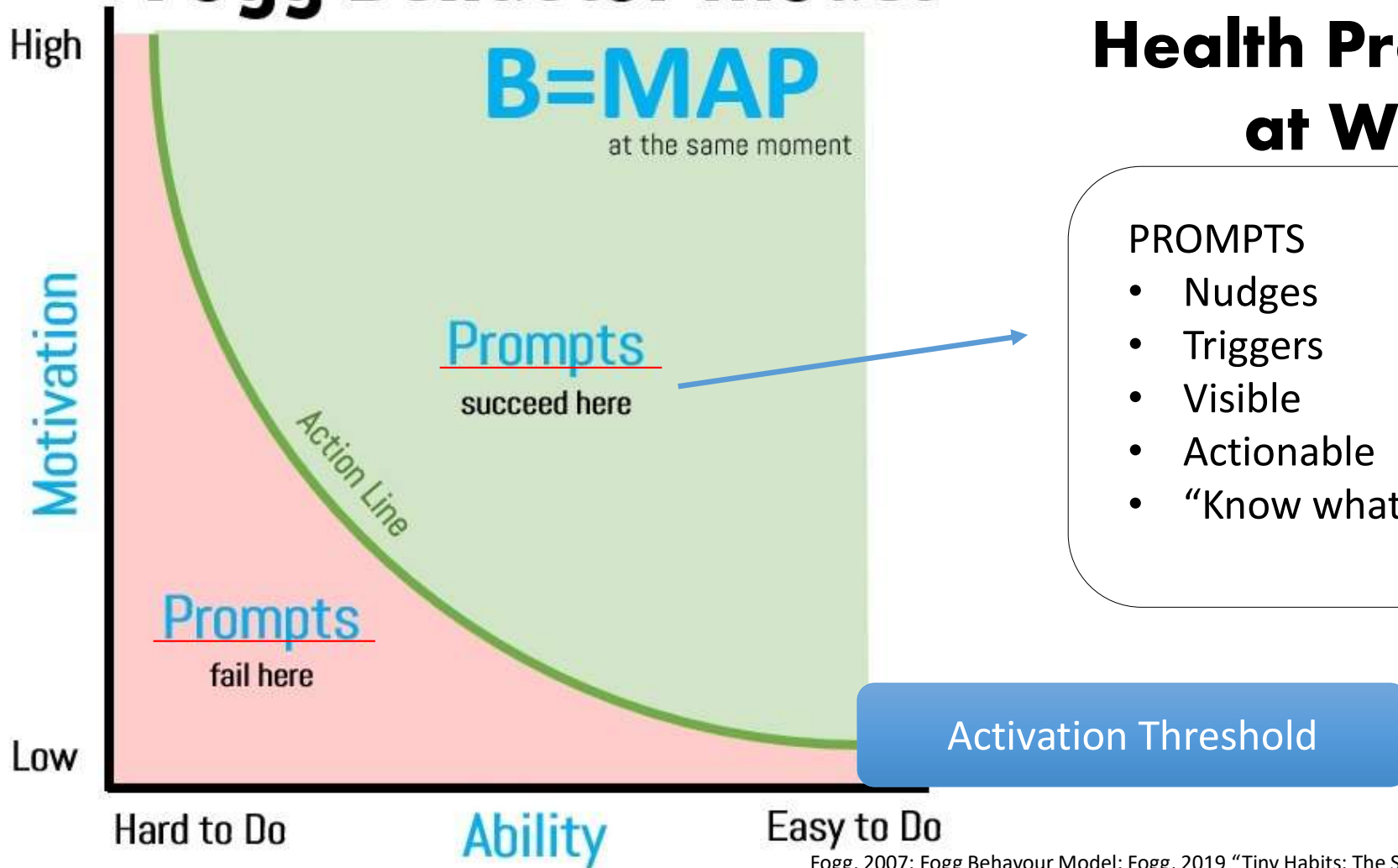
### INCREASE SIMPLICITY

- Grade 4 level
- Bite-size
- Repetitive
- Well-communicated
- Supportive

Activation Threshold



# Fogg Behavior Model



## Health Promotion at Work

### PROMPTS

- Nudges
- Triggers
- Visible
- Actionable
- "Know what to do" ...

# CHOICE ARCHITECTURE





# HABIT STACKING



## Morning Coffee

Take some deep breaths and stretch between sips.



## Morning Routine

Work in some body-conditioning with squats, lunges, and heel raises as you brush.

## Commute to Work

Take the scenic route if you bike or walk, get off a bus stop sooner, or park farther away.



## Social Media Check

March on the spot as you catch up on posts.



## Afternoon Slump

Re-energize your body with a 10-minute microburst.



## Dinner Prep

Make dinner prep fun by dancing as you cook.

## After Dinner

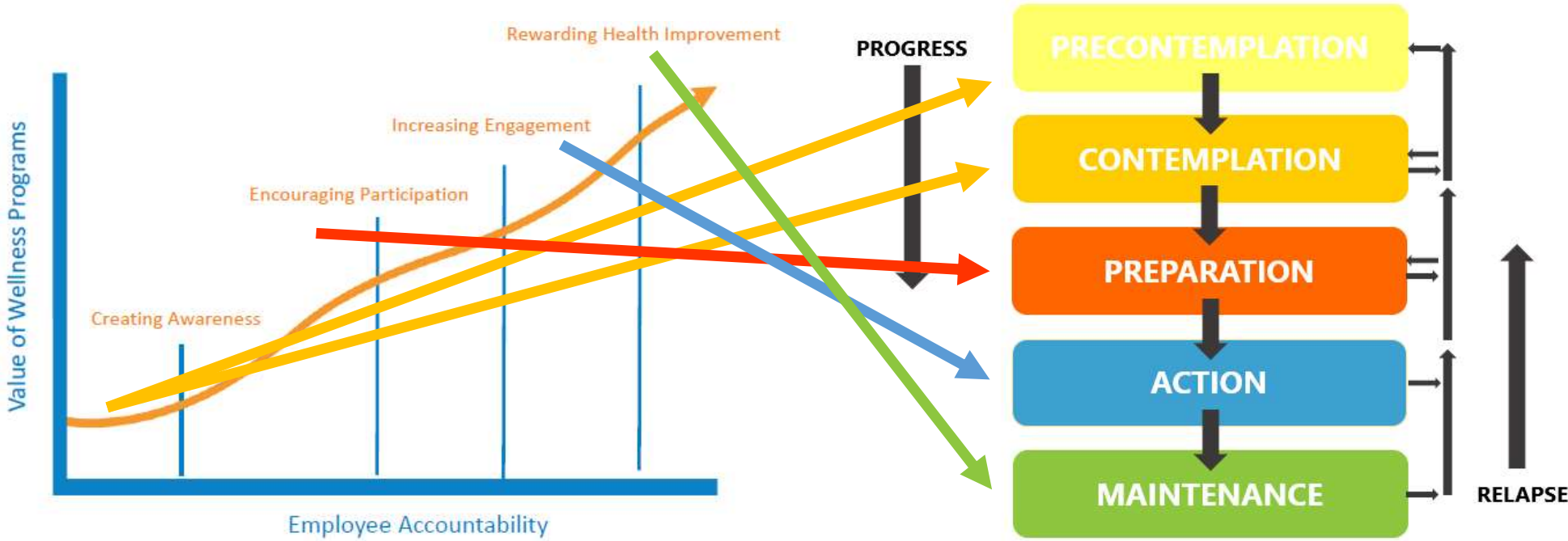
Take a walk with the family or play in the backyard.



## Before Bed

Wrap up the day with 10 minutes of yoga.









# Encouraging Participation

## Preparation

- Virtual Health Fair
- Virtual Exercise Classes
- Healthy Cooking Demos
- Virtual Workshops, Lunch n' Learns
- Virtual Staff Development Day
- Virtual Challenges

Warm  
Their  
Soles



# Increasing Engagement Action



- Task-based Challenges
- Virtual Health Coaching (one-on-one)
- Virtual Health Assessments
- Health Risk Assessments with Feedback



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




# Health Improvement Maintenance



**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



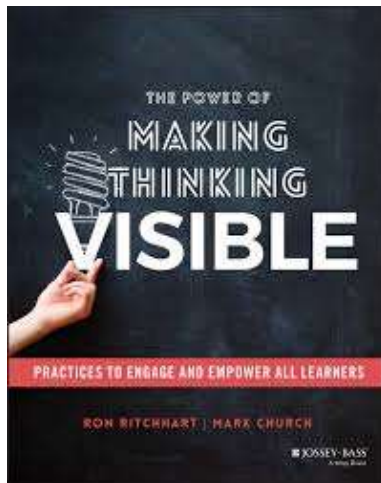
## OPTIMAL COMMUNICATION

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





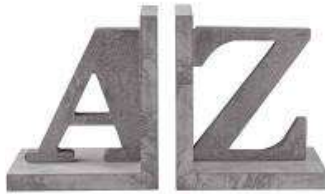
## OPTIMAL VISIBILITY



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

- Visible wellness promotions and events
- Wellness Champion touchpoints
- Linking wellness to other staff events/meetings
- Incentives

\*\*\*\* At least 4 weeks to lead to main initiative



## OPTIMAL INTEGRATION



### What else can you leverage?

- 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





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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](http://www.ewsnetwork.com/staysafestayhealthy)



## MODULE 3: RECAP

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

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## 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

