

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.



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- Workplace wellness fundamentals
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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
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Defining Workplace Wellness
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MODULE 3

Successful Implementation Strategies

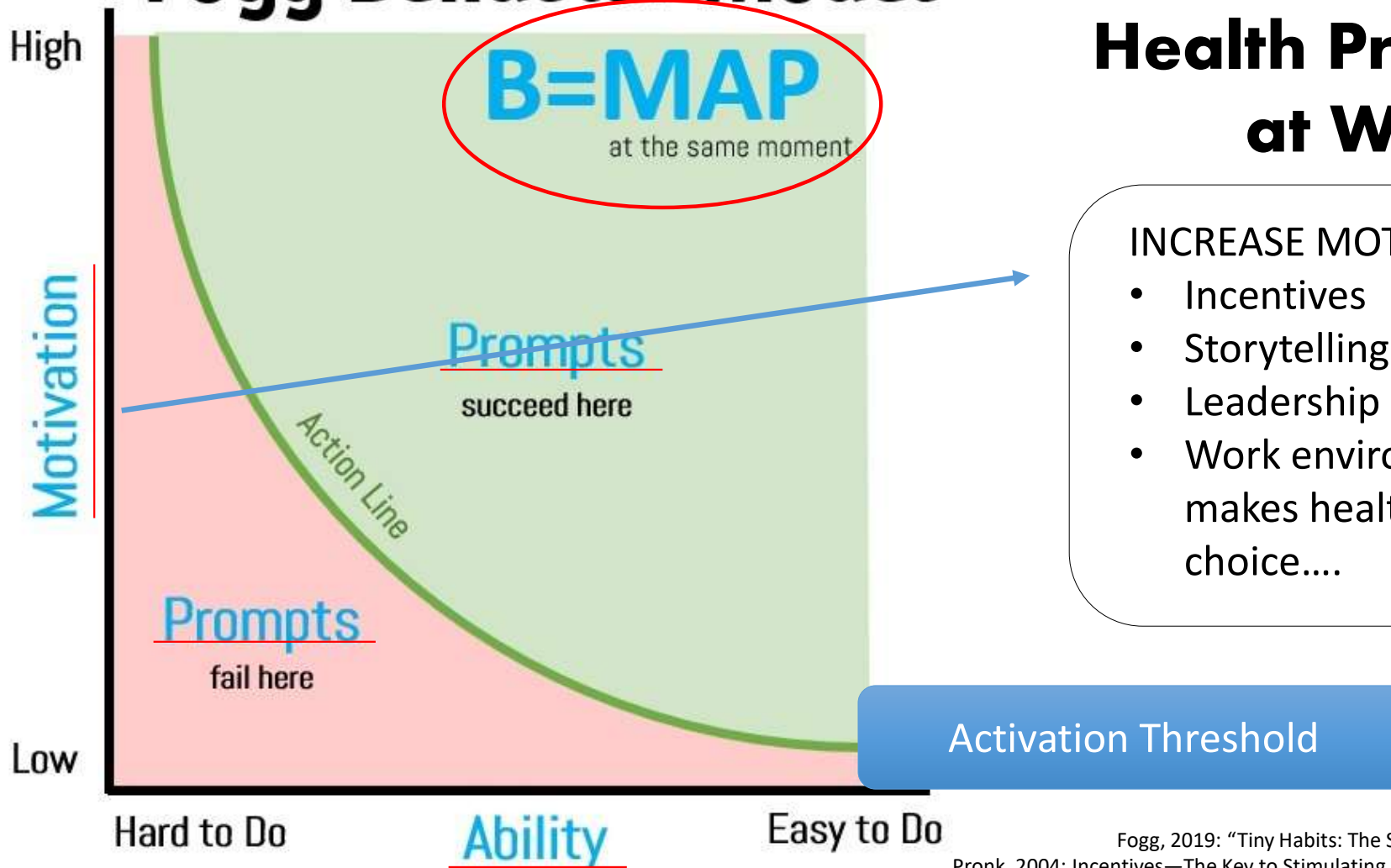
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Fogg Behavior Model

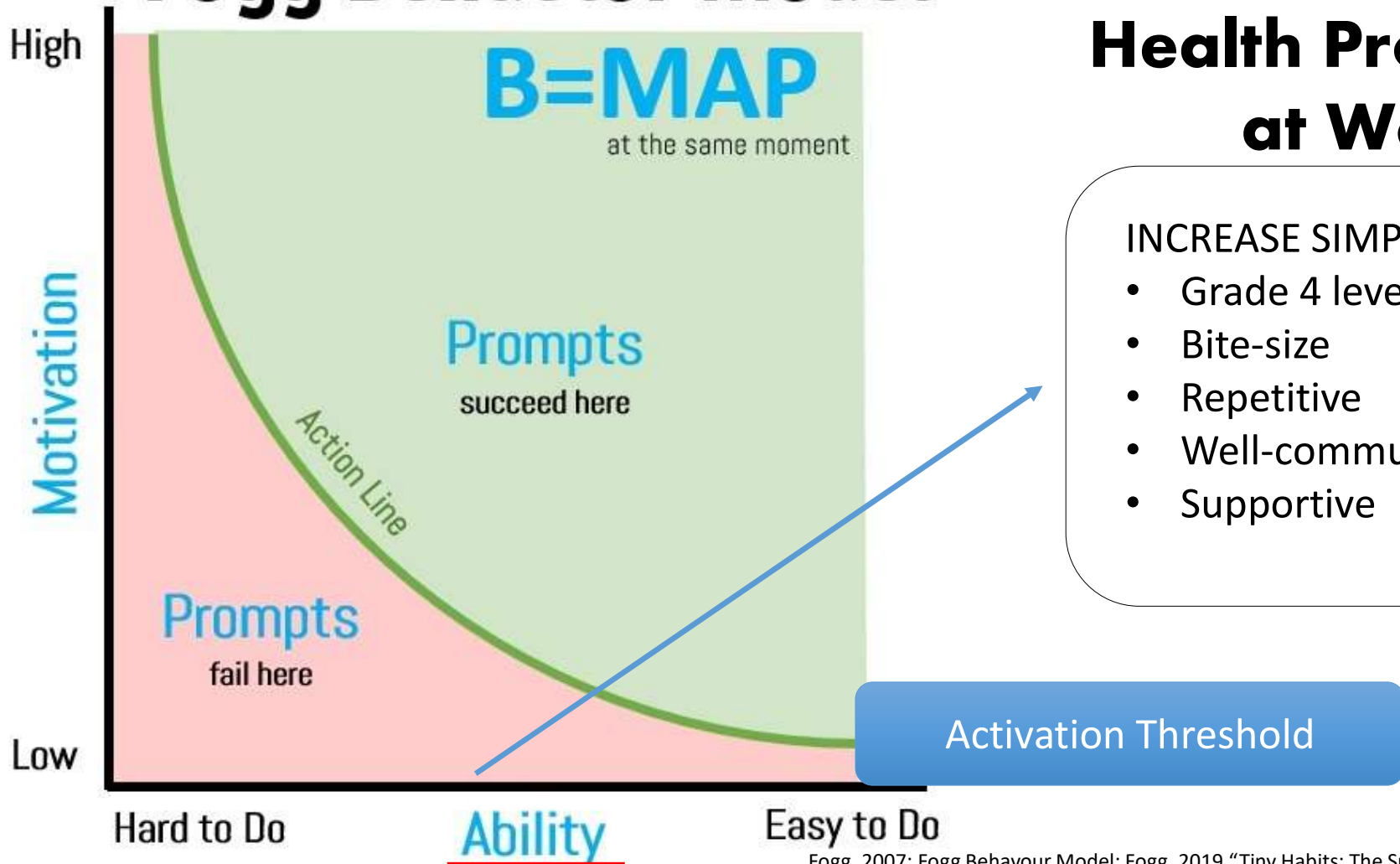


Health Promotion at Work

INCREASE MOTIVATION

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

Fogg Behavior Model

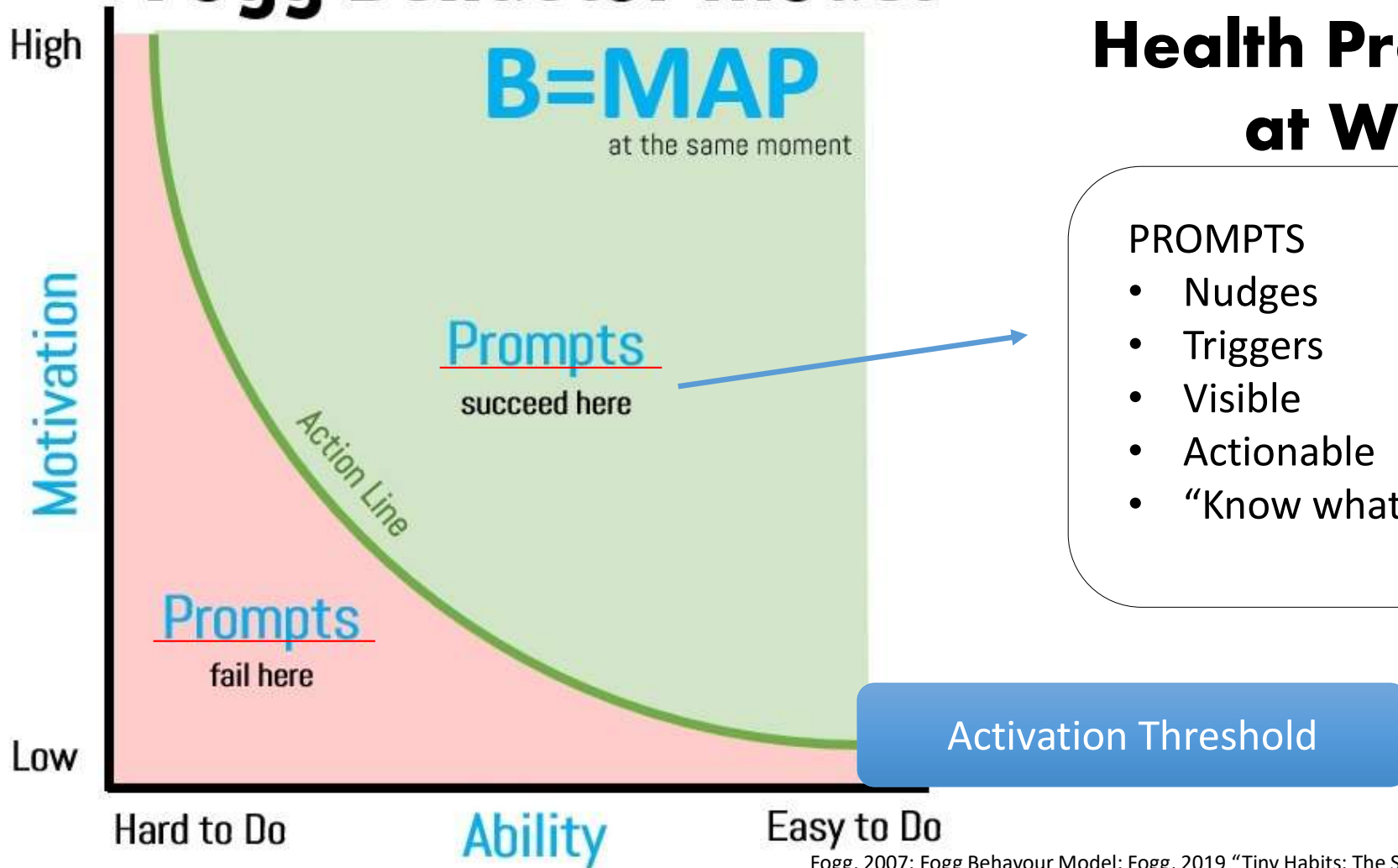


Health Promotion at Work

INCREASE SIMPLICITY

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

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

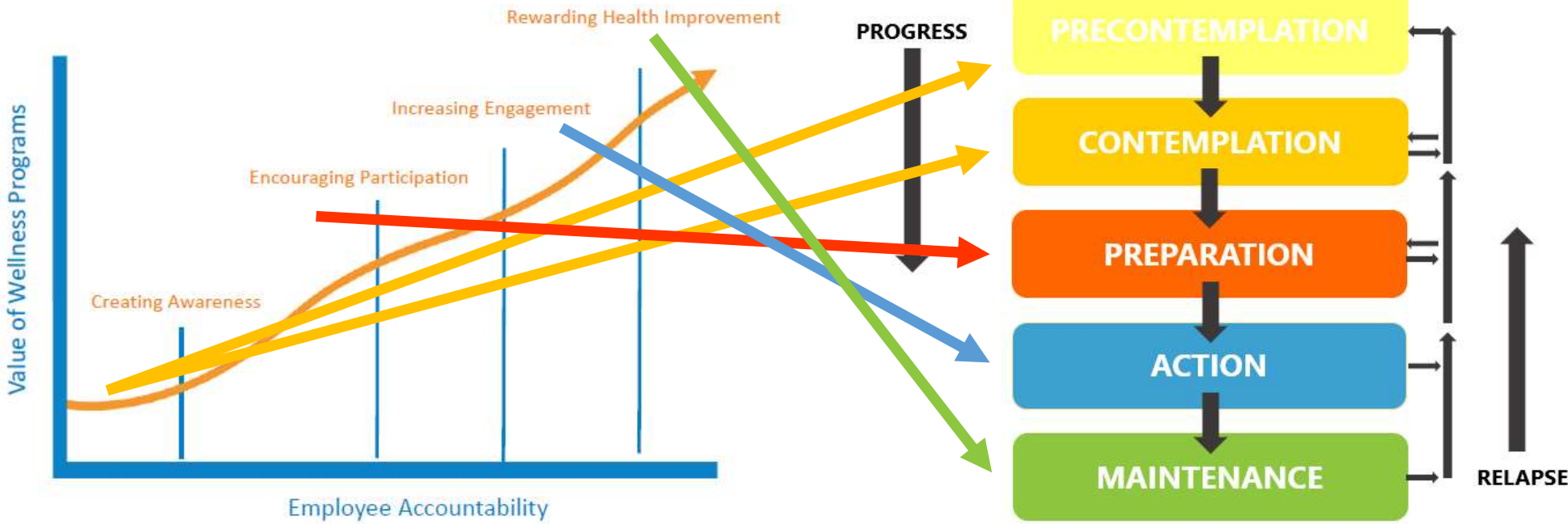
Take a walk with the family or play in the backyard.



Before Bed

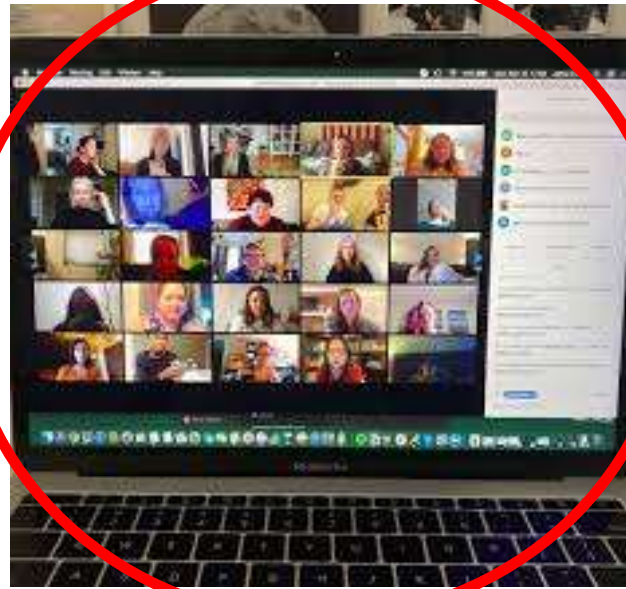
Wrap up the day with 10 minutes of yoga.





Creating Awareness

Pre-contemplation, Contemplation



- 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



Guiding Light Eating Initiative!

GREEN - GO!				YELLOW - WOAH!					RED - SLOW!			
	Calories	Saturated Fat	Sodium	Empty	Added Sugars	Trans	Alcohol	Empty	Added Sugars	Trans	Alcohol	
Calories	<200	<10g	<150	<25g	<10g	<2g	<15g	<25g	<10g	<2g	<15g	
Saturated Fat	<10g	<5g	<100	<5g	<5g	<1g	<5g	<10g	<5g	<1g	<5g	
Sodium	<100	<50	<100	<100	<50	<100	<50	<100	<50	<100	<50	
Added Sugar	<5	<5	<5	<5	<5	<5	<5	<5	<5	<5	<5	

*We require items to be fat-free and contain no trans fats or added sugars.



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



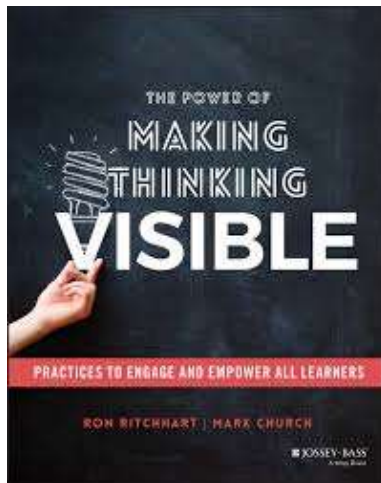
OPTIMAL COMMUNICATION

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





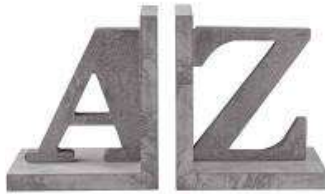
OPTIMAL VISIBILITY



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



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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



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:

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