

At-A-Glance: Refreshing your health and well-being program

When and why to refresh.

- Participation is declining (e.g., Rally Health Survey completion rate has dropped 15%)
- Health and well-being outcomes are stalled or declining (e.g., percentage of participants with an elevated blood pressure has increased by 10%)
- Low “satisfaction” scores on program evaluation surveys (e.g., percentage of participants that are “very satisfied” with the program has decreased by 20%)

What needs to be refreshed?



How to refresh.

Leadership Commitment



Educate “Leaders” on...

- How the onsite health and well-being program can benefit the organization, departments and their teams
- The role they can play in increasing engagement
- The components of the onsite well-being program so they can confidently talk about it

Incentives



- Make sure incentive is “meaningful” to employees
- Suggest adding a “supportive” incentive (e.g., drawings) to complement the core benefits-based incentive

Employee needs and interests



Conduct an employee survey/focus group to identify:

- Why they are not participating
- What they want to get out of the program
- How they want to be communicated to
- What programs are they interested in
- How can we tweak existing programs
- The type of “meaningful” incentive, etc.

Communication



Program Promotion

- Enhance the communication strategy... new communication channels, logo refresh, etc.
- Revamp Wellness Champion Network

Program Delivery

- Utilize new delivery modes

Environment and culture



Conduct a cultural assessment

- Suggest “environmental enhancements”, such as relaxation rooms, walking meetings, onsite gardens, distribute wearable trackers, and onsite fitness equipment and classes
- Suggest implementation of health-promoting policies, such as requiring healthy food options at company meetings and implementing flex time so employees can get 30 minutes of physical activity each day