

At-A-Glance

The 5 C's to Help Drive Engagement

Strategies to attract employees to your well-being program.



Leadership **COMMITMENT** at all levels

A successful well-being program **begins** with a commitment from top leadership and its **continued success** depends on ongoing support at **all** levels of the organization.

Create	Communicate	Participate
Make the healthy choice the easy choice by creating a supportive, health-promoting environment.	Communicate frequently through different channels... in other words, "multiple times, multiple ways."	The single most important thing a leader can do is to actively participate.

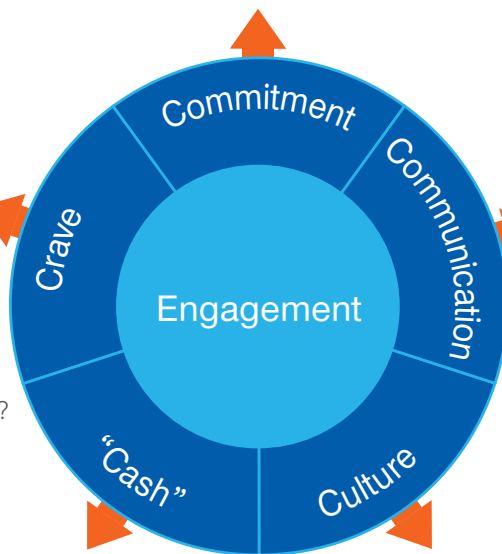


What do they **CRAVE**?

Be sure to solicit employee input.

Questions to ask for employee input:

- Areas of interest?
- Readiness to change?
- Preferred communication channels?
- Types and frequency of communication?
- Preferred day/time for activities/events?
- Participation barriers?



Consistent **COMMUNICATION** is key.

- Create a program brand.
- Identify communication channels.
- Determine frequency of messages.
- Determine areas to target.
- Develop communication calendar.



Find the right "**CASH**"... select a meaningful incentive for your employees.

Casual Dress Day	Company Logoed Apparel
HSA Deposit	Premium Reduction
Healthy Food Celebrations	PTO
Gift Cards	Reserved Parking Spaces



CULTURE: Create a health-promoting, supportive environment.

Move	Eat	Feel	Care
Walk-and-Talk Meetings	Better for You Options in Cafeteria	Mindfulness Sessions	On-site Biometric Screenings
Take the Stairs Campaign	Fruit Sampling Day	On-site Massage	Flex Work Schedules