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.

<table>
<thead>
<tr>
<th>Create</th>
<th>Communicate</th>
<th>Participate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make the healthy choice the easy choice by creating a supportive, health-promoting environment.</td>
<td>Communicate frequently through different channels... in other words, “multiple times, multiple ways.”</td>
<td>The single most important thing a leader can do is to actively participate.</td>
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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.

<table>
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<th>Move</th>
<th>Eat</th>
<th>Feel</th>
<th>Care</th>
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<tr>
<td>Casual Dress Day</td>
<td>Company Logoed Apparel</td>
<td>Better for You Options in Cafeteria</td>
<td>On-site Biometric Screenings</td>
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<tr>
<td>HSA Deposit</td>
<td>Premium Reduction</td>
<td>Mindfulness Sessions</td>
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<td>Healthy Food Celebrations</td>
<td>PTO</td>
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<td>Gift Cards</td>
<td>Reserved Parking Spaces</td>
<td>Fruit Sampling Day</td>
<td>Flex Work Schedules</td>
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CULTURE: Create a health-promoting, supportive environment.