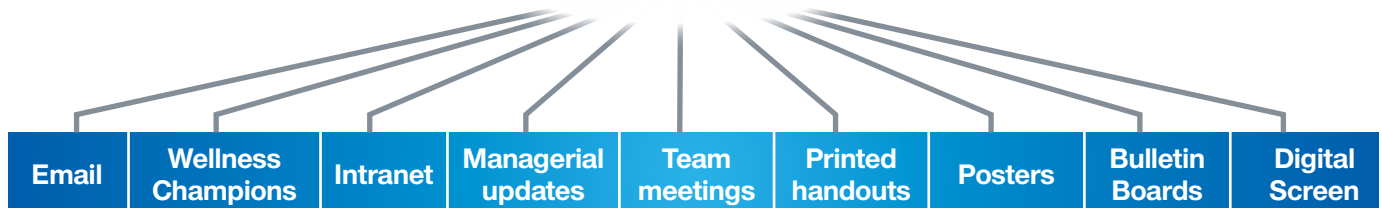


At-A-Glance

Wellness Program Communication Tips

Use a **BLEND OF DIGITAL & TRADITIONAL** channels!



Identify and use

“OVERARCHING MESSAGES”

that resonate with your employees throughout the year

“The Wellness Program is for everyone!”

“Small steps have big impact!”



“You choose your path and which programs you want to enroll in.”

Ensure that Wellness Program messaging is

INTEGRATED WITHIN ALL LEVELS

of your organization



Leverage

“PEER-LEVEL” COMMUNICATIONS

throughout the year to inspire your employees



SUCCESS STORIES



“HEALTHY SELFIES”



WELLNESS CHAMPIONS

When communicating behavior components, focus on the

SHORT-TERM EMOTIONAL BENEFITS

of the program...



More Energy

Better Sleep

Lifted Mood

Fun!

Feeling Better

Better Focus

Connection with Others

Increased Creativity



Consider branding your wellness program with its own logo, tagline, and accompanying mission/vision statement.