

Communication to Employees

Goal: Increase awareness of and participation in the worksite wellness program.

Focus: Promote the worksite wellness program to employees to encourage participation in activities and benefits.

A well-designed communications strategy is paramount to successful program awareness and participation. Even a “world class” program design will not succeed if nobody knows that it is available or how to get involved. Employees who do not get involved in the program should be doing so because they choose not to participate, not because they did not know about how, when, or where to participate.

Actions:

- Conduct a Resources and Communications Audit to identify internal and external resources available to support your worksite wellness program, as well as knowing how information will be disseminated.
- Keep the program simple and concise: easy to read about, understand, and act upon.
- Build the brand; make sure it’s something that employees can identify with. Add the brand to T-shirts, water bottles, mouse pads, stress balls, etc.
- Use a variety of media:
 - Print – brochures, fliers, posters, banners, paycheck inserts, newsletter articles, bulletin boards, literature racks, post cards.
 - Electronic – Web, intranet, e-mail, closed-circuit televisions, sign lines, audiovideo productions.
- Staff meetings and organization events; word of mouth.



- Use existing channels of communication – what works best in your company – and be sure to know about all points of contact and systems of distribution.
- Timing for communications:
 - Prior to activity to create awareness and to educate.
 - During activity to stimulate participation.
 - After an activity to report results.
 - Between activities to maintain momentum and interest.
- Consistency of communications:
 - Use branding; maintain a consistent look, feel, and tone of messages.
 - Maintain this consistency throughout the program.
- Surveys and forms:
 - Collect information.
 - Disseminate information.

