

Develop Exemplary Management Support

Goal: A worksite wellness program established into the organization's culture.

Focus: Create support and excitement for the program from all levels of the corporation: upper-level management, mid-level management, and grass-roots employees.

Obtaining upper management's buy-in is essential to launching an effective program. The employees must understand that management is supportive of the wellness initiative.

Actions:

Develop an Upper Management Executive Team to determine high-level decisions – positions that should be included are the Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, Communications Officer, and other appropriate division-level managers and program experts, as necessary.

The Upper Management Executive Team will:



- Communicate to all levels of management about the program and drive the integration of the worksite wellness program as a part of the company culture.
- Ensure that organizational resources are available for program planning and implementation.
- Encourage employees to participate and to assist in “recruiting” other employees, get the momentum going, and keep it growing.
- Share success stories within the company, and continue to increase the perceived value of participation.

Organize a Wellness Advisory Team

Goal: Create a working committee that consists of employees and essential functional parts of the organization.

Focus: To assist in reshaping the organizational culture to support employee-wellness activities by serving as messengers and supporters for the program.

Wellness Advisory Committees serve as an essential part of the infrastructure of your worksite wellness program. The team members are the eyes, ears, arms, and legs of the program. They represent their co-workers by sharing ideas and concerns about the wellness program.

Actions:

The Wellness Advisory Committee will:

- Work with upper management and the Wellness Program coordinator in the design, implementation, and evaluation of the program.
- Create methods to enhance the acceptance and success of the activities of your worksite wellness program by encouraging employee ownership of the program.
- Hold periodic meetings to keep the committee informed of upcoming plans and events and to provide feedback to the program coordinator about their thoughts, ideas, and suggestions, and those of their co-workers.
- Recommend policy and environmental changes that are aimed at improving the health and safety of employees.

Corporate Wellness – Employer Expectations

