

# The Wellness Blueprint

*An A TO Z guide for implementing  
Wellness into your business.*



ALLONE  
Wellness

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# 10 STEPS TO SUCCESS

To help small employers successfully implement wellness activities, we have put together this is easy-to-understand blueprint below. Our goal is to help small business leaders implement and sustain a solid wellness program that will keep their employees healthy, happy & productive!

## 10 STEP OVERVIEW:



### 01 ISSUE A LETTER OF SUPPORT FROM THE CEO

### 04 OFFER AN ANNUAL ACTIVITY CHALLENGE

Activity challenges should be considered an essential part of any small business wellness program.

### 05 HOLD CONSISTENT WEBINARS

Webinars are a fun and informative way to keep wellness front of mind. Check out our "Year of Wellness" calendar!

### 06 CREATE AN ONLINE COMMUNITY WELLNESS GROUP

Explore our affordable options for creating your own wellness app.

### 07 KEY STEP!

## ESTABLISH AN IN-HOUSE WELLNESS LIBRARY!

### 08 CREATE A QUARTERLY WELLNESS NEWSLETTER

Regular health information can greatly assist employees in their quest to become healthier.

### 09 IMPLEMENT WELLNESS POLICIES

By incorporating healthy policies and procedures into your business operations, your company further demonstrates its commitment to the concept of providing a safe and healthy workplace for all.

### 10 PROMOTE COMMUNITY HEALTH EFFORTS

Partner with others in your local community to cross-promote other community events.



### 02

### DESIGNATE A COMPANY WELLNESS LEADER

This new role could be a great new opportunity for your most passionate employee.



### 03

### CONDUCT AN EMPLOYEE INTEREST SURVEY

A well executed survey can virtually guarantee the wellness program will be embraced by all.



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# IMPLEMENTATION

## STEP 01:

### ISSUE A LETTER OF SUPPORT FROM THE CEO

It seems like such an obvious thing to do but many organizations fail to let their employees know that wellness is a priority to the CEO. By issuing a letter or communiqué, employees better understand that there is support from the very top—and that helps to set the tone for the entire initiative.

## STEP 04:

### CREATE AN ONLINE COMMUNITY WELLNESS GROUP

This could be as simple as setting up a private Facebook group to help people feel connected outside of work. Some populations may do better with an online wellness app such as Calm, Pelaton or Team Beachbody. Most apps allow you to set up a private group, run virtual wellness challenges, sync your wearables, and access resources like exercise videos, recipes, and health coaches. Check out our new wellness app through AllOne Health to see how affordable it can be to create your very own wellness app for employees to join!



## STEP 02:

### DESIGNATE A COMPANY WELLNESS LEADER

Once wellness has been communicated as an important priority for the organization, it's essential that a company-wide wellness leader be appointed. To be sure, the wellness leader can be identified from within your already-existing group of employees. Many times, it's appropriate for your Human Resource coordinator to take on these responsibilities—but that's not necessarily a hard and fast rule. Many times, the wellness leader is an administrative assistant or just a passionate employee!



## STEP 03:

### CONDUCT AN EMPLOYEE INTEREST SURVEY

Once the owners and managers have bought into the concept, and a company wellness leader has been designated, the next undertaking is to conduct an employee health interest survey. In addition to garnering buy-in, the health interest survey will provide your company's wellness leader

with important insight as to what specific programs employees are most interested in. By conducting an employee health interest survey, small businesses can learn a lot from their own people—and virtually guarantee that the wellness program will be embraced by all.



# ENGAGEMENT

## STEP 05:

### OFFER AN ANNUAL ACTIVITY CHALLENGE!

If you want employees to be healthy, you have to get them up and moving. The best way to do this is by administering an annual physical activity campaign. This could be a team-based step challenge every summer or a minute challenge to collectively get to a specific destination. Make it fun with raffle incentives, weekly leader boards and friendly bantering around the office! Wellness challenges are fun and easy to coordinate! They should be considered an essential part of any small business wellness program.



## STEP 07:

### ESTABLISH AN IN-HOUSE WELLNESS LIBRARY!

Because good health is predicated on sound information, small businesses can take a significant step toward promoting better health by providing their employees with opportunities to learn more about prevention right at the workplace. A good library will include things like medical self-care books, health magazines, instructional DVD's, audio books, and a variety of newsletters, pamphlets, and behavior change guides. To ensure that the information gets read, it's a good idea to put the lending library in a commonly traveled spot. Comfortable chairs and good lighting are also highly recommended. Remember, the key is to get people comfortable and reading and/or watching and listening.



## WEBINAR

## STEP 06:

### HOLD CONSISTENT WEBINARS

We believe that small businesses would benefit greatly by offering their employees a variety of monthly webinars. Not only are these webinars informative, they can also be a lot of fun as well. For example, imagine how your employees will respond when you bring in a healthy cooking chef that prepares a special meal right before their very eyes. Using healthy—but common—ingredients, the chef can educate your employees on how to prepare the dish, how to make it taste good, and how to make it nutritionally sound.

# COMMUNICATION

## STEP 08:

### CREATE A QUARTERLY WELLNESS NEWSLETTER

**R**egular health information can greatly assist employees in their quest to become healthier. A good health newsletter will cover a variety of topics like physical activity, weight management, stress reduction, tobacco cessation, and medical self-care. To make sure that the newsletter gets absorbed, you may want to consider offering a brief quiz that asks a variety of questions about the information contained in the actual newsletter itself. The participant can put their name on the quiz and submit it to be registered as part of a drawing for something special. For example, if you have 45 employees, you could very well get an 80% response rate to your health quiz and the winner could walk away with something like dinner for two at a healthy eatery.



## STEP 09:

### IMPLEMENT WELLNESS POLICIES

**B**ecause company policies can have an enormous impact on employee health status, we would recommend implementing healthy policies and procedures into the actual policy manual. By incorporating healthy policies and procedures into your business operations, your company further demonstrates its commitment to the concept of providing a safe and healthy workplace for all. Consider policies such as flexibility around work schedules, access to healthy foods, sunlight or walking trails, dedicated time to exercise each day, walking meetings or co-op nutrition programs at the workplace.



## STEP 10:

### PROMOTE COMMUNITY HEALTH EFFORTS

**A** final way that small businesses can promote healthier behaviors is by supporting community events. Needless to say, there are numerous events like fun-runs, health fairs, and educational seminars (just to mention a few) that can be promoted and communicated to your employees. By establishing a listing of wellness events each month, small businesses can take important steps toward helping employees feel connected to each other and to their local communities.

