

HOW TO DRIVE ENGAGEMENT

6 TIPS FOR A SUCCESSFUL WELLNESS PROGRAM.



When wellness programs work, everyone benefits — with a ripple effect across productivity, retention rates and employee morale. But cultivating a successful program with robust participation rates can easily rank as one of your most daunting challenges. Check out these simple yet powerful strategies to keep your wellness program fun, simple and something employees can get excited about!

MAINTAIN A CONSISTANT PROGRAM STRUCTURE

Each employee has different wellness needs, but the need for consistency is universal. Your employee wellness program should be consistent year after year. Program specifics, such as the actual challenges or webinars may change, but both wellness administrators and employees should always know exactly where to sign up and how to receive updates, how to earn rewards, and when programs begin and end. This consistency encourages the formation of habits, making it easier for employees to keep wellness a regular part of their day.



OFFER ENOUGH CHOICES, BUT NOT TOO MANY

Too many choices prohibit people from making any choice at all. This concept also rings true within your employee wellness program. Companies with over 80% engagement limit the number of choices available to their employees. The type of challenges may change every year, every six months, or every quarter, but the total number of options per time period remains consistent. So, what is the right number?

It depends on the unique needs of your employee base. We recommend no fewer than two and no more than five in a given timeframe. For example, if you reward employees quarterly on program participation, you could give them 2-5 options to earn their full incentive. If the choices have flexibility built in, employees can customize challenges and programming to their needs without being completely overwhelmed!

The right choices over time greatly improve your odds of a long and healthy life.

- Tom Rath





ENGAGE EMPLOYEES WITH AN ANNUAL CHALLENGE THEY LOOK FORWARD TO

One of the best ways to promote employee engagement is to create one shared activity that takes place at the same time for the same duration every year. This “anchor” challenge is highly visible, with special branding on flyers, posters, and emails that inform everyone what to expect and how to participate. It may seem redundant to you, as the administrator, but everyone likes to have something to look forward to, especially in a world of constant change around them.

Always have something to look forward to.

- Tony Robbins



GIVE THEM A REAL INCENTIVE!

The days of the \$40 cash prize are over - at least if you want more than 20 percent participation. More tangible items such as a FitBit (a pedometer) or a PTO day are much more enticing. Or, depending on your level of executive buy-in, offer something big, like a weekend getaway or a charitable contribution to the community. The point is if you ask your employees to commit to 9, 12, or 16 weeks of getting healthier then you need to be sure the incentive is worth their time.

According to the American Journal of Health Promotion, the average return from wellness programs is \$5.81 for every \$1 invested.

DESIGNATE AN EXECUTIVE SPOKESPERSON

Just like with any other company initiative, executive support is the key to a successful corporate wellness program. We've found that high-engagement wellness programs all have a long-tenured executive involved in program oversight.

Longevity means something to employees when it comes to workplace wellness, and tenured executives can serve as respected program influencers. They can serve on the wellness committee; help distribute monthly communication or verbally share wellness updates at all-employee meetings.



IDENTIFY THE RIGHT PEOPLE TO REPRESENT ALL AREAS OF THE ORGANIZATION

Your wellness committee should be a representation of your entire employee base, not just your HR team. Survey different departments to find volunteers who reflect the diversity of your workforce, including variations in tenure, generation, race, gender, and health status. The operative word for this team is “volunteer.” All committee members should have the time, commitment, and eagerness to improve your company’s culture of wellness.

Be sure to set clear expectations. Establish roles,

responsibilities, goals and timelines. But remember, your wellness champions are still volunteers. You still need full-time staff to directly manage and execute your program. And this is where AllOne Health and our wellness partnership can be helpful if you are limited on staffing. You can use your annual hours for our team to help assess data, present best practices, create custom marketing material and do all the "behind the scenes" work for you! Our job is to make yours easier!

