



HEALTHY ARIZONA WORKSITES PROGRAM

(HAWP) PRESENTS:

DEVELOPING A MULTIFACETED COMMUNICATIONS STRATEGY TO HELP YOUR WELLNESS PROGRAM THRIVE



Presented by:

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WEBINAR HOUSEKEEPING

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Developing a Multifaceted Communications Strategy to Help your Wellness Program Thrive

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SR. WELL-BEING MANAGER

BANNER HEALTH

Key Objectives



Barriers to Employee Engagement



Value of proper marketing



Wellness Champion Network

The 4 P's of Social Marketing

Components are key to program design and creating behavior change

- **Product:** The benefit from a desired behavior, goods/services promoted and product elements assisting behavior change
- **Price:** Cost associated with adopting desired behavior
- **Place:** Where and when the desired behavior will be performed and goods/services acquired
- **Promotion:** Persuasive communications designed and delivered to initiate action in desired behavior

Reference:

Lee, N. R., & Kotler, P. (2016). *Social marketing: Changing behaviors for good*. Los Angeles, CA: Sage.

The 4 P's in Workplace Wellness: Product

- **Desired benefit:** Improved health, outlook, well-being, productivity
- **Desired behavior:** Increased physical activity, consumption of more fruits/vegetables, mindfulness, reduced stress, smoking, substance misuse
- **Actual goods/services:** Classes, coaching, screenings, programs
- **Associated Elements:** On-site offering; Participate during work time; Guide on how to participate



Reference:

Lee, N. R., & Kotler, P. (2016). *Social marketing: Changing behaviors for good*. Los Angeles, CA: Sage

The 4 P's in Workplace Wellness: Price

- **Monetary incentives**

- Free, financial incentives, gift cards, subsidized gym fees, discounts on fitness devices, raffle prizes

- **Non-monetary incentives**

- Recognition, pledge/commitment, appreciation, supporting information on safety, evidence-based basis of programs, etc.

- **Monetary disincentives**

- Increased insurance costs, increase costs on vending machine or unhealthy food options

- **Non-monetary disincentives**

- No smoking on premises, employees have to walk across street to use tobacco; no shower facility on-site

Reference:

Lee, N. R., & Kotler, P. (2016). *Social marketing: Changing behaviors for good*. Los Angeles, CA: Sage

The 4 P's in Workplace Wellness: Place

- Convenience is key
 - Determine the barriers
 - Consider physical locations, mobility of good/service, phones and mobile phone apps, mail, internet, wellness platforms, kiosks, vending machines
 - Not the same as a *communication channel*
- **Key strategies to use:**
 - Make location closer
 - Extend hours of availability and opportunity (web-based, mobile app, 24/7)
 - Be at the point of decision making
 - Make a location more appealing (e.g. stairwells)
 - Be more accessible than the competition
 - Be where your audience is

Reference:

Lee, N. R., & Kotler, P. (2016). *Social marketing: Changing behaviors for good*. Los Angeles, CA: Sage

The 4 P's in Workplace Wellness: Promotion

Highlights your program's benefits, the monetary and non monetary incentives, and where and when audience can access the program/services

- Messages
- Messengers
- Creative Strategy
 - Keep it simple
 - Focus on benefits
 - Vivid, concrete and personal
 - Have fun!
 - Tell real stories about real people



Reference:

Lee, N. R., & Kotler, P. (2016). *Social marketing: Changing behaviors for good*. Los Angeles, CA: Sage

Launch of a new initiative: Mindfulness Program

ABC Company

- 600 employees, 3 core sites

6-week program

- 30 minute class/week
- Offered at lunch time
- Offered on-site at one location

Earn wellness credit for participation



Launch of a new initiative: Mindfulness Program

Product

- What's the core benefit of participation?
- What is the desired behavior we are seeking from the population?
- What are associated benefits with participation in program?

Price

- Monetary incentives?
- Non-monetary incentives?
- Any disincentives?

Place

- Where and how will an individual access program?

Promotion

- What communication channels will you use?



Wellness Champion Network

Why are Champions so important?

- Connectors
- Engagement
- Culture builders
- Component of a program's communication strategy

Wellness Champions or Wellness Committee?



Who are Wellness Champions?

Define their role

- Communicate program and offerings
- Participate in regular meetings
- Provide feedback
- An extension of wellness program

Identify desired skills and qualities

- Enjoy helping others
- Passionate about health or wellness
- Looking for a development opportunity
- Communicates well



Recruitment

Leadership Support

- How to engage and influence support
- Justification of Wellness Champion Role
 - Increases engagement
 - Builds and enhances program long term

Ask for leadership input on who to have be the unit's Wellness Champion

Identify a representative from all departments

Marketing of the Wellness Champion

Product: Highlight the benefits of being a Wellness Champion

- First to know of new offerings, opportunity to help others, qualities that are needed

Price: Time commitment associated with role; incentives

- Quarterly meetings, 30 minutes/month
- Recognition, wellness swag, additional training and development

Place: When and how will individual engage in Wellness Champion role

- Expectations of in-person/web-based meetings, engage/volunteer for events

Marketing: Promotion

Flyers

Intranet / Social Media / Wellness portal

Wellness Committee

Department Leaders

Email

Newsletters

Department Meetings

Engagement

Demonstrate value of role in first meeting

- Provide a Wellness Champion Orientation
 - Group, 1:1
 - Overview of program
 - Explain how they will contribute
 - Perks of role: Insider info, program idea generation, lead initiatives, invite to a Wellness Committee Meeting
- Welcome Packet
 - Program brochure, information, overview
 - Gift: Desktop supplies, lanyards, etc.





Engagement

Give Wellness Champions something to do!

- Department Wellness Audit
- Introduction to Department on new role and how they will help (introductory email and in person meeting)
- Lead a team in a challenge

Sustainability of Champions



How do you maintain interest and energy of champions?



How frequently to engage?

Quarterly, potentially more often if
Champions are leading a new initiative



Term limits?

1-2 year assignments
Transition of old to new champions

Sustainability: Champion Meetings

Meeting Content

- Program updates
- New initiatives
- Progress and outcomes on recent initiatives (Examples: enrollment, incentive completion, challenge engagement)
- Where to find information about the program
- Feedback and open discussion on program
- Assign homework, if beneficial
- Bring materials to assist in marketing program

Sustainability: Recognition

Recognize and reward success

Annually recognize Champions for their efforts and commitment

- Last or first meeting of the year
- Sent message to Department Leaders about their Champion's contribution to the Wellness Program
- Provide a breakfast/lunch, if budget allows
- Small gift: A T-shirt or polo shirt



How To Create a Network—Quick List



**Identify and
define what you
need**



**Leadership
support for the
effort**



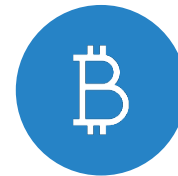
**Recruit &
Promote**



**Provide an
Orientation**



Keep informed



**Recognize
contributions (at
least annually)**



**Refresh –Seek out
new voices to
represent
population**

Example: Municipality

Launch of new program required support of Champions

Steps Taken:

- Presented to City Management the business case for Wellness Champions and the success of the Wellness Program
- Presented 30+ Roadshows to City departments on Wellness program and need for Champions
- Followed up with Department Leaders, who identified Champions (120+)
- Hosted multiple orientations
- Launched program to all employees
- Provided monthly emails
- Hosted quarterly meetings
- Recognized Champions at year end to celebrate achievements and kickoff following year!

Impact

Communication strategies directly impact your program's success

Take

Take the time to understand your population and your offerings

Develop

Develop a Wellness Champion Network for program sustainability and use as a vehicle of your communication strategy

Key Takeaways

**PLEASE ENTER YOUR
QUESTIONS IN THE CHAT.**



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**THANK YOU
FOR WATCHING!**

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