

Put Wellness to Work in Kansas

Creating a communication plan

HealthyOptionsSM

Your communication plan is intended to share:

The Why. This is your opportunity to share the value your organization puts on wellness.

The How. Your employees might know a lot about their own health and well-being goals, but there will be details and strategies you will want to share to be sure your employees have the best information.

The Excitement. Details about your initiatives, programs and opportunities. Good communication serves to motivate your people to get involved.

The Where and the When. So your activities and information don't get overlooked or lost.

What to work on:

Visibility. Develop a brand so your messages are visible and stand out.

Messaging. Develop positive and concise messages that focus on the benefits of healthier living.

Timing. Make your messages easy to access, frequent and timely. Be sure you have thought about methods to reach all employees about your program, including new employees when hired.

Method. Use every communication method available including some you haven't tried yet (e.g. private page or closed group on social media for employees, short videos, infographics and posters in traffic areas like stairwells).

Consider these items when making your plans:

- 1 Who is responsible for communications?
This can be a team effort; just be sure everyone knows their role.
- 2 Develop a brand, a program title, logo and tagline. Use in all communications.
- 3 Develop a program announcement flyer so employees know why they should get involved, what they get for participation and how to get questions answered.
- 4 Plan a schedule for regular communications, early and often. Consider a monthly email from the wellness program or posting regularly scheduled wellness content on your employee webpage or intranet.

Be sure to:

- 1 Ask your company leaders to discuss the program during meetings and send out communications that show their support to all employees.
- 2 Incorporate discussions about wellness at board and company meetings.
- 3 Consider providing training about wellness as a leadership skill, especially for managers.
- 4 Incorporate program information in orientation for all new hires.

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