



# Sharing your organizational commitment

Leadership plays an essential role in the success of a worksite wellness program and creating a culture of health. Visibility of that support is extremely critical. Programs that aren't successful often attribute that failure to lack of support from the top. Showing support from leaders can be done in several ways and the more methods used, the better the visibility and the more likely to capture attention company-wide.

## Leaders can demonstrate their support through various approaches, such as:

- Dedicating staffing to manage the program (e.g. Wellness coordinator and/or committee)
- Dedicating resources to enrich the program (i.e. wellness rider\* or budget for needs)
- Promoting a workplace environment that encourages wellness at all times (i.e. healthy catering guidelines, robust tobacco policy, etc.)
- Getting involved in initiatives as a role model or health champion
- Setting the example by actively attending and participating in wellness (i.e. committee meetings, events, etc.)
- Communication through written and electronic formats, to all levels of the organization, on a consistent basis

\*Note: Ask your sales representative for details and if your group qualifies.

A good place to start is announcing the organization's commitment through a letter of support from a member of the senior management team, ideally the owner or CEO. This letter should introduce the wellness program or current initiative, highlight the importance of and dedication to employees' health and serve as an opportunity for participation and feedback from all staff.



## Creating a letter of support

**Purpose:** To actively involve management, through vocalization of support at the start of a program or initiative, in assisting with environmental supports and the modeling of healthy behaviors to all employees.

**Message sent from:** CEO, owner, senior management and/or middle management

### What to include:

- Communication in support of health and wellness initiatives and rationale
- Alignment of program or initiative with the company's goals, mission or vision
- Update of company vision/mission statement to include health and wellness goals
- If applicable, integration into the company's strategic plan and add specific roles and responsibilities of key positions

**Ideas for distribution:** Letter mailed to employees' homes, post on employee intranet portal and office bulletin boards, send out in interoffice mail or via email. Include in orientation and open enrollment materials.

## Other ideas

### Video or digital media:

Does not have to be scripted or edited; can be a quick, impromptu video message. For example, the video can be done via smart phone or computer webcam, then sent to employees through text message, posted on employee webpage/intranet or embedded in an email blast.

### All-employee announcement:

Create a verbal announcement to be shared at a monthly or regular all-employee meeting, delivered by top management. Should include mention of wellness committee, survey tool and/or additional 'details to come'.

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