

A Guide for Developing Your Workplace Wellness Program

- Develop Your Team:**
 - Enlist the support and participation of management from the beginning to model participation and increase success.
 - Identify a key employee(s) to help coordinate the program. Tasks include:
 - Onboarding/enrolling employees
 - Promoting the program components and key events
 - Coordinate with local resources for screenings, materials and programs.
- Set Your Goals:** Each of you will have your own specific goals for your wellness plan. Identify the key outcomes you wish to see after the implementation of your program. Some common examples include:
 - Reduce healthcare costs
 - Increase employee morale
 - Decrease absenteeism
 - Provide an employee benefit for retention
- Create Your Timeline:** Develop a timeline that works for your employees. Each company is unique in its needs and budget, therefore your wellness plan should run for as long as you need in order to increase participation, but without causing undue stress or stalling participation.
- Assess Your Needs** by one of the following methods:
 - Employee Surveys—Anonymously ask employees about what type of programs they are interested in, a critical component of your program.
 - Health Risk Assessments (HRAs)—Conduct assessments to provide employees with an in-depth summary of their risk for disease and help highlight unhealthy habits that can be addressed by your wellness program.
 - Biometric Screenings—Provide screening opportunities to create awareness of unknown health issues, which could help shape your program.
- Prepare Your Environment:** Implement key components of your wellness program to create a healthy workplace environment. Some common examples include the following:
 - Create or enhance tobacco-free policies.
 - Provide healthy snack and drink options.
 - Provide places to exercise or relax.
- Develop Your Program:** Identify the options you would like to offer your employees. The more options you are able to provide, the more participation you will see! Common examples include:
 - Fitness center memberships
 - Smoking cessation programs
 - Onsite classes or seminars
 - Online tracking programs such as Wellable
- Promote Family Fitness:** Try to provide ways employees can include their families in some of the activities.
- Develop Your Communication Strategy:** In order to maximize your company participation, develop a communication strategy that utilizes multiple components and continues throughout your program.
 - Hang educational materials in high traffic areas, such as break areas and kitchens. Free resources are often available on the CDC website and in your state and local health departments.
 - Create a forum for sharing stories and feedback.
 - Hang sign-up sheets in high traffic areas.
 - Utilize multiple communication methods such as social media, email, posters, company newsletters, etc.
- Provide Incentives:** Who doesn't love a reward for changing their behavior! Offer incentives throughout your program to encourage participation.
- Celebrate Your Success:** Celebrate group efforts, announce totals on a regular basis and host celebration activities throughout the program.