

How to Maximize Employee Wellness Participation

THE PROBLEM:

Worksite wellness programs will have little impact unless employees are willing to participate. How can you convince employees and significant others to engage in effective wellness programs?

EFFECTIVE WELLNESS PROGRAMS HAVE 2 PARTS¹



How employees typically respond to wellness programs:



3 STEPS TO GETTING MAXIMUM PARTICIPATION

1 YOUR WELLNESS PROGRAM COMMUNICATION MATERIALS SHOULD OFFER TO HELP SOLVE EMPLOYEE PROBLEMS.

What are common employee problems?

- I need help improving my health.
- I don't feel good, I'd like to feel better.
- I want to have a high quality life.
- I need to lose weight.



Employees will participate when they can see how your program will help them have better lives.

What to do: All wellness program communication materials should offer solutions to common employee problems.

Wellness is not about what you want. It's about what your employees want.

2 OFFER SOMETHING OF VALUE

Here are some examples of value programs can offer:

- Benefits-based incentives (*premium discounts, paid day off*)
- Quick incentives for each program (*gift cards, etc*)
- Better health
- Higher quality of life
- Better sleep
- Improved self-esteem

What can your program offer that employees will value?

What to do: Identify the incentives and benefits your employees can receive when they participate.

The average benefits based incentive is valued at about \$55 per month or \$660 per year.

3 INCLUDE A CALL TO ACTION

Once you have their attention, tell them exactly what you want them to do. This is the "call to action." **Make it easy for them to participate:**

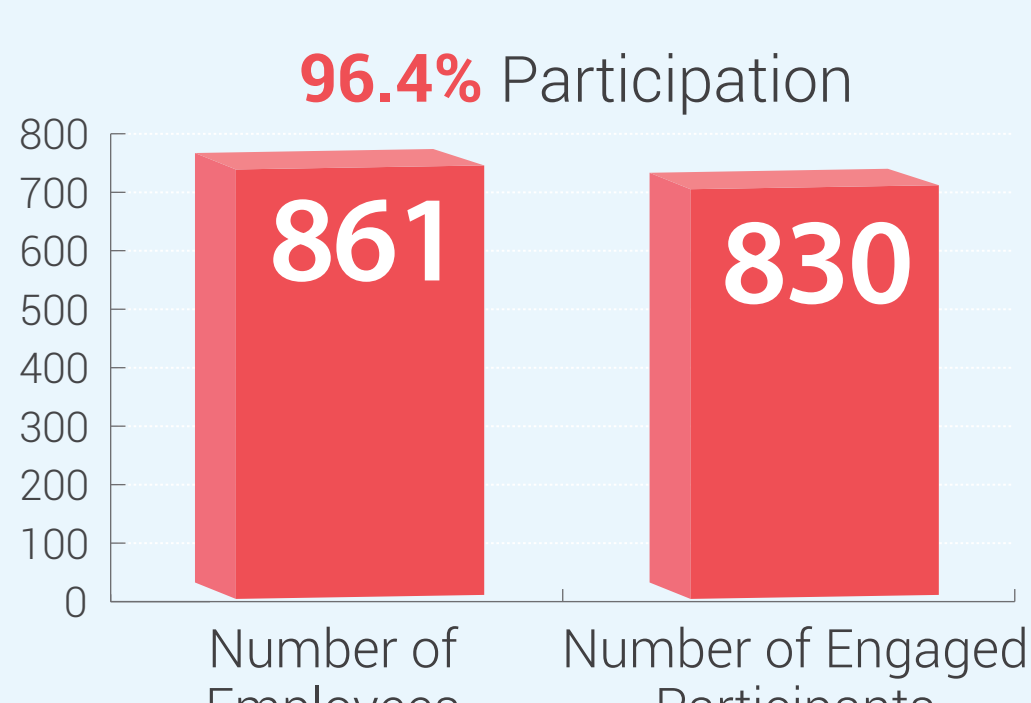
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What to do: Include a specific call to action with every email and program communication you create.

PUTTING IT ALL TOGETHER

Here are the employee participation numbers from a regional hospital that uses all three steps in every wellness program they offer:



This infographic follows these same 3 steps. Can you identify where this infographic offers to

- 1** Solve a problem **2** Offers something of value **3** Ends with a call to action



See WellSteps programs in action at www.WellSteps.com

SOURCES:

1. Reach and Impact are the key constructs of the RE-AIM behavior change framework. Learn more at www.re-aim.org