



CHOOSING INITIATIVES THAT SUPPORT THE WHOLE EMPLOYEE

BENCHMARK #5: This benchmark measures the extent to which interventions are aligned with organization specific wellness goals and employee needs as identified in the third benchmark. It broadens the approach that makes up current practices that emphasize focus areas of physical activity, stress management, tobacco cessation, nutrition and self-care to support health and wellbeing concepts considered important to employees.



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Guiding Principles

- » The strategy is to support employee health and wellness and is grounded in the core vision and purpose of the organization.
- » Employees are motivated to improve their health and wellness so that they can succeed at what they want to achieve toward a thriving life.
- » Resources help employees across the health continuum live healthy and thriving lives.
- » Our approaches are designed to build connections, strengthen relationships and reinforce collaboration to support basic human needs of autonomy, relatedness and competency.

Why to Choose an Intervention:

For example: The purpose of our approach is grounded in caring

FOR EMPLOYEES: Initiatives are **a)** designed to help employees achieve the personal health and wellness goals; **b)** designed to help employees understand their purpose and find meaning in their work and lives; and **c)** designed to help employees understand the relationship between living a healthy lifestyle and their ability to fulfill their passion and purpose.

FOR EMPLOYERS: Taking care of employees is good for employees and good for business. Everything that we do to support health and wellness and is grounded in genuine caring for employees and their family.

How to Choose an Intervention:

For example: Employees are encouraged to choose their own path to health and wellness

- » Programs, resources and initiatives are available for all employees, spouses, families and retirees.
- » Participation is allowed during work time and encouraged.
- » Programs and initiatives are integrated across divisions (such as EAP, safety, quality, occupational health, etc.)
- » Initiative provide choice over whether and how to engage.
- » Enabling technologies help employees connect and take action together.

What to Choose for an Intervention:

For example: Our approaches support the full spectrum of health and wellness

Physical; Mental/Emotional; Social; Spiritual; Work/Career; Community; Financial



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Considerations When Choosing the Right Interventions: The Basics

WELCOA and Habits at Work have combined ideas to create a comprehensive checklist to help formulate your plan for choosing appropriate worksite wellness interventions.

- 1. What specific objectives or habits does this intervention address?**
 - a.** Consider: What does the employee want? What does your data tell you to do?
 - b.** Articulate your measurable vision – what does an intervention look like?
- 2. How many employees are targeted to participate?**
 - a.** Proactively target a participation goal, habit or outcome desired.
- 3. Brainstorm the habits (mindsets + behaviors) that will help you achieve your vision.**
 - a.** Pick a habit to design into your culture.
 - b.** Assess existing gaps, obstacles or barriers for creating the habit across the Four Contexts:
 - i.** Systems, spaces, social and self
[GUIDE TO CONTEXT DESIGN](#) »
- 4. How much promotion is required?**
 - a.** Your communication strategy will have a direct impact on the number of people who will take part in your intervention.
 - b.** It is advisable to promote early and often, through multiple channels.
- 5. How long will the intervention take to complete?**
 - a.** Double check the complexity of the program as this will attract determine participation.
 - b.** Consider multiple opportunities, levels of participation, burden of time and energy for the participant.
 - c.** Be transparent in the requirements.
- 6. Will the intervention be offered at multiple locations?**
 - a.** This may be important as your business may be regional/national, have multiple shifts or be seasonal.
 - b.** Consider how to leverage tools to help you reach all employees.
- 7. At what level will the intervention be offered?**
 - a.** Is the goal awareness, education or behavior change?
 - b.** Create a strategy of sustainability that is manageable.
- 8. What will the costs be?**
 - a.** Be sure to do budgeting in advance.
- 9. What legal issues need to be considered?**
[VIEW LEGAL RESOURCES](#) »
 - a.** What laws and personal risk need to be managed?
 - b.** Consider the legal impact of any incentive structure.
 - i.** Health contingent vs. participation-based
- 10. How will the intervention be evaluated?**
 - a.** Consider the type of data to substantiate the intervention:
 - i.** Participation, satisfaction, change in knowledge/behavior/biometrics, financial impact
 - ii.** Evaluate progress and evolve your approach
- 11. Who is the key accountability person in case there are issues or feedback?**
 - a.** Emergency contact and way to intervene for negative or unintended consequences of participation.



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Expert Interviews:

- » Designing Organizations that Thrive *with* **Andrew Sykes** [GET THE INTERVIEW »](#)
- » Going Stealth: How to Meaningfully Engage Employees in Worksite Wellness *with* **Laura Putnam** [GET THE INTERVIEW »](#)
- » Getting Managers on the Move *with* **Laura Putnam** [GET THE INTERVIEW »](#)
- » The Exciting World of Well Building *with* **Paul Scialla** [GET THE INTERVIEW »](#)
- » Human Health and Wellness in the Built Environment *with* **Dr. Brent Bauer** [GET THE INTERVIEW »](#)

Institute for Wellness Studies Resources



WELCOA's Seven Benchmarks: Beginner

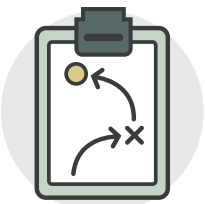
There is both an art and science to designing and delivering a results-oriented workplace wellness initiative. In this flagship certification, you will be immersed in WELCOA's Seven Benchmark approach to building great wellness programs. As a result of finishing this certification, you will have the knowledge, confidence and the materials necessary to be successful. This training is perfect for entry-level practitioners and for those who are just getting started in the field.



P4: People, Place, Purpose & Performance

Traditional wellness programs have focused primarily on improving biometric markers among participants. While it is undeniable that our industry has done great work to improve health, this approach has yielded low program participation, questionable long-term gains and can be costly to implement. Fortunately, health promotion programs have begun to evolve and adapt a more holistic approach. Learn a new model for conceptualizing the wellness programs of tomorrow. The P4 model of

People, Place, Purpose and Performance provides a framework for building strong organizational cultures that improve health, create conditions for employees to succeed and ultimately choose wellness for themselves.



Workplace Wellness That Works Lab

Over 75% of employees now have access to some type of wellness offering through their employer. But, do these programs actually work? Evidence suggests not. Over 80% of eligible employees are opting out, and meanwhile, rates of obesity, chronic disease and stress continue to soar. We can do better! Join Laura Putnam and Valerie Tookes with Motion Infusion as they give you tangible takeaways that are immediately actionable and teach you the knowledge, skills and inspiration you need to spark a movement

of well-being within your organization! This course is an extensive guide to starting a movement using the Workplace Wellness that Works approach. It's time to roll up our sleeves and unpack these 10 steps to building a workplace wellness initiative that actually works.



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Institute for Wellness Studies Resources *cont'd*



Workplace Wellness that Works

Reshape your organization's approach to wellness and Start a Movement! In this lively and informative course, Laura Putnam, author of *Workplace Wellness That Works*, guides you on transforming the health and well-being of your employees, based on the steps she has developed to infuse well-being and vitality into an organization... Appeal to positive emotions instead of enforcing compliance, shift the focus from improved health to improved quality of life, trade in incentives for generating intrinsic motivation, use nudges and cues to make the healthy choice the easy choice, go stealth and sneak wellness into non-wellness initiatives and integrate well-being into the fabric of business as usual.



Designing Compassionate Cultures

Imagine thriving individuals who arrive at work every day refreshed, with a positive attitude and purpose, engage in productive and meaningful work, and leave work energized to engage with their family and friends and contribute to the good of their communities. Imagine the impact this would have on our businesses and the world. There is such an urgency for strong, productive and thriving employees in our organizations, and Wellness as an industry is positioned to make a huge impact on organizational performance. This course by Dee Edington and Jennifer Pitts will explore the critical role that the Employee Wellness industry plays in designing compassionate organizations and shed new light on an emerging value story for employee wellness.



Designing & Building Organizations that Thrive

Access this brand new training course from Andrew Sykes of Habits at Work and BRATLAB (Behavioral Research Applied Technology Laboratory). After moving to the US from South Africa to learn about our approach to employee wellness, Andrew found the wellness industry in the midst of a crisis of purpose and struggling to deliver on its promise. Take this course to learn more about Andrew's vision for employee wellness and how he has dedicated his work since to helping employers design their businesses to help employees thrive. You'll hear about exciting new research from BRATLAB that reveals why "Context Design" is essential to build high performance companies where people are healthy, happy, financially secure and thriving in life and their careers.