

Workplace wellness: A step-by-step approach

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Why tackle workplace wellness?

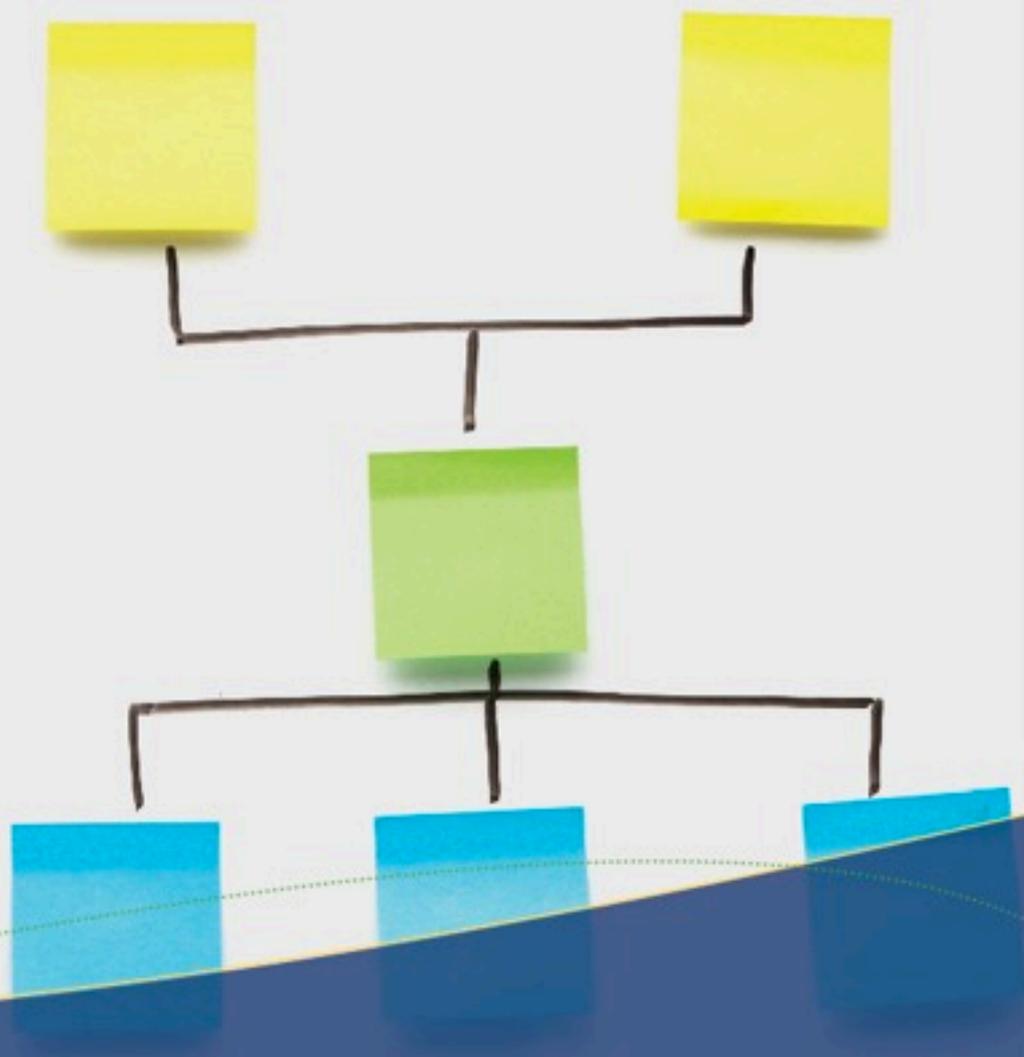
- Costly chronic health issues (diabetes and heart disease) can be prevented.
- Approximately 75 percent of health care costs are related to preventable conditions.
- Workplace wellness programs are proven to help employees improve behaviors that can prevent or better manage these conditions.
- Workplace wellness efforts provide high return on investment from lower absenteeism, greater productivity and reduced health care costs.

7 benchmarks of a successful wellness program

- Benchmarks are the set of standards that make up a successful wellness program.
- This toolkit is an easy-to-use, step-by-step guide to creating your own wellness program based on seven proven benchmarks.
- You can create a successful wellness program regardless of past experience, company size or budget.

BENCHMARK 1

Gain
senior-level
support



BENCHMARK 1

Gain senior-level support

Senior leadership support is vital to the development of a successful wellness program.

In this benchmark, you will learn how to gain this support by:

- Presenting your case for a wellness program and outlining your ideas to senior leadership
- Assessing and addressing leadership concerns
- Asking for leadership support and participation



BENCHMARK 2

Build a wellness team

BENCHMARK 2

Build a wellness team

The wellness team is responsible for all aspects of your wellness program, including planning and executing initiatives and evaluating results.

In this benchmark, you will learn how to develop a strong wellness team by:

- Choosing a wellness coordinator
- Assembling a diverse team
- Creating a strong foundation

BENCHMARK 3

Collect data to assess your worksite

BENCHMARK 3

Collect data to assess your worksite

Taking time to collect data can help you develop wellness campaigns that address employee needs and interests.

In this benchmark, you will learn how to:

- Assess your current worksite environment and policies
- Find out what interests employees
- Collect existing data to help you plan your program



BENCHMARK 4

Craft an operating plan

BENCHMARK 4

Craft an operating plan

An operating plan is the roadmap that guides your wellness efforts. The plan will help your program run smoothly and stay on track.

Your operating plan will include:

- A mission statement, goals and objectives
- A timeline
- Roles and responsibilities
- A budget
- Promotion and marketing strategies
- An evaluation plan



BENCHMARK 5

Identify your campaigns

BENCHMARK 5

Identify your campaigns

Campaigns include the activities and initiatives that will help accomplish your wellness goals.

To develop your campaigns, you will plan:

- Which campaigns you will offer
- Whom they will target
- Goals of the campaigns
- Details such as when campaigns will be offered and what incentives will encourage participation

BENCHMARK 6

Create a supportive environment



BENCHMARK 6

Create a supportive environment

Having a healthy workplace and culture is important to help employees make positive, lasting health changes.

Before launching your wellness program, you will review and modify your worksite and policies regarding:

- Nutrition
- Physical activity
- Health benefits
- Job-related stress
- Workstation ergonomics
- Tobacco, alcohol or drug use

BENCHMARK 6

Create a supportive environment

It's also important to create a healthy workplace culture that makes it easy for employees to participate in your workplace wellness program.

You will learn how to boost participation in your program by ensuring it is:

- Convenient
- Economical
- Personal
- Goal-driven



BENCHMARK 7

Carefully
evaluate
outcomes

BENCHMARK 7

Carefully evaluate outcomes

Evaluating a campaign can help improve wellness initiatives, build credibility and measure success.

The toolkit will help you plan evaluation efforts in these areas:

- Participation and satisfaction
- Improvements in knowledge, attitudes and behaviors
- Changes in risk factors
- Improvements in company environment and culture
- Productivity and return on investment

Let's get started!

In addition to laying the groundwork for a successful wellness program, your toolkit has everything you need to develop and implement each campaign, too.

These campaigns will help improve the health and well-being of not only your employees, but of your organization as well.

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