

At-a-glance: The 5 C's to help drive engagement

Strategies to attract employees to your well-being program

1 Leadership **Commitment** at all levels

A successful well-being program begins with a commitment from top leadership and its continued success depends on ongoing support at all levels of the organization.

| Create | Communicate | Participate |
|---|---|---|
| Make the healthy choice the easy choice by creating a supportive, health-promoting environment. | Communicate frequently through different channels... in other words, "multiple times, multiple ways." | The single most important thing a leader can do is to actively participate. |

2 What do they **Crave**?

Be sure to solicit employee input. Questions to ask for employee input:

- Areas of interest?
- Readiness to change?
- Preferred communication channels?
- Types and frequency of communication?
- Preferred day/time for activities/events?
- Participation barriers?

3 Find the right "**Cash**"... select a meaningful incentive for your employees

- Casual dress day
- HSA deposit
- Healthy food celebrations
- Gift cards
- Company logoed apparel
- Premium reduction
- PTO
- Reserved parking spaces

4 Consistent **Communication** is key

- Create a program brand
- Identify communication channels
- Determine frequency of messages
- Determine areas to target
- Develop communication calendar

5 **Culture**: Create a health-promoting, supportive environment

| Move | Eat | Feel | Care |
|--------------------------|-------------------------|-------------------------|------------------------------|
| Walk-and-talk meetings | Healthier cooking demos | Mindfulness sessions | On-site biometric screenings |
| Take the stairs campaign | Fruit sampling day | 5-Minute stretch breaks | Flex work schedules |

