

At-a-glance: Wellness program communication tips



Use a blend of digital & traditional channels

- Email
- Wellness champions
- Intranet
- Managerial updates
- Team meetings
- Printed handouts
- Posters
- Bulletin boards
- Digital monitors
- Social media



Identify and use “Overarching Messages” that resonate with your employees throughout the year

“Small steps have big impact!”

“The Wellness Program is for everyone!”

“You choose your path and which programs you want to enroll in.”



Ensure that Wellness Program messaging is integrated within all levels of your organization

- Executive leadership
- Human Resources/ Benefits
- Middle management
- Wellness champions
- Employees



Leverage “Peer-Level” communications throughout the year to inspire your employees

- Success stories
- “Healthy selfies”
- Wellness champions
- Social media



When communicating behavior components, focus on the short-term benefits of the program...

- More energy
- Lifted mood
- Feeling better
- Connection with others
- Better sleep
- Socialization
- Better focus
- Increased creativity
- Team building
- Improved productivity



Consider branding your wellness program with its own logo, tagline, and accompanying mission/vision statement.