**ABC Company**

**Health and Well-being Program Communications Calendar**

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|  | You’ve selected the “Community Employer Solution” toolkit. You can find the complete toolkit on **healthpartners.com/communityhwb**.  |

## Best Practices

These tools are just for you. Putting together an employee communications campaign can be challenging. So we’ve taken care of the legwork for you. Use these communications tools to organize and promote a healthier community through your well-being program. Here are a few tips to help you get started:

* Be sure to personalize your communications with your company’s specific program details including program name, deadlines, reward and spouse requirements.
* Emphasize healthy employees make a positive impact on the community they work in.
* Use the schedule below to plan your incentive communications. Fill in the dates and work through your plan as your program progresses.
* Give leaders and management team a heads up on key dates and milestones. Let them know what’s coming and enlist them to be your program ambassadors.
* Use a company meetings, town halls, department meetings, etc. for a big kickoff.
* Build awareness, encourage participation by posting flyers in high traffic areas like break rooms, rest rooms, time clocks, etc.
* Send emails mid-week for best open rate.

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| Tactic summary by milestone | Key Message/Call-to-action | Deliverydate | Status |
| Program launch* Program overview internal communications
* Program overview postcard
* Program overview FAQs
* Program overview leader welcome
 | Help your leadership team and your employees understand what to expect. Use the program introduction to outline requirements, build awareness and encourage participation. Consider starting communication 30 days prior to your program launch. Use these distribution channels: * Newsletters
* Intranet
* Email
 | x/x/xx | pending |
| Health assessment promotion* Health assessment internal communications
* Health assessment talking points for managers
* Health assessment intranet copy
* Health assessment social media copy
* Health assessment invitation flyer
* Health assessment invitation email
 | We’re all motivated differently, right? Some people are focused on better health, while others participate for the reward. To help promote a focus on better health, introduce your employees to the benefits of the health assessment, their personal health potential report, and the impact healthy individuals have on a community. On the day your program opens, push consistent messages to your employees through all available communication channels including: * Flyer (poster)
* Newsletters
* Intranet
* Email
* Social media
* Meetings
 | x/x/xx | pending |

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| Tactic summary by milestone | Key Message/Call-to-action | Deliverydate | Status |
| Well-being activities promo & HA reminder* Well-being activities launch flyer
* Well-being activities launch email
* Well-being activities internal communications
* Well-being activities talking points for managers
* Well-being activities intranet copy
* Well-being activities social media copy
 | Two weeks after the health assessment closes, it’s time to talk about activities. Depending on your program design, your employees can talk to a health coach, try an online program or interact with a virtual coach. Promote activities and a reminder to take their health assessment through: * Newsletters
* Intranet
* Flyers (posters)
* Email
* Social media
* Meetings
 | x/x/xx | pending |

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| Tactic summary by milestone | Key Message/Call-to-action | Deliverydate | Status |
| Well-being activities & HA – reminder* Well-being activities reminder flyer
* Well-being activities reminder email
 | Since many activities take up to 16 weeks to complete, send your activity reminder 14-16 weeks prior to the program deadline through: * Flyer (poster)
* Email
 | x/x/xx | pending |

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| Tactic summary by milestone | Key Message/Call-to-action | Deliverydate | Status |
| Well-being activities – program last chance* Well-being activities last chance flyer
* Well-being activities last chance email
* Well-being activities last chance internal communications
* Well-being activities last chance intranet copy
 | Sometimes we all need one last push to make it to the finish line. Give employees one last chance to improve their health and earn a reward via:* Intranet
* Newsletter
* Flyer (poster)
* Email
 | x/x/xx | pending |