



A best practices guide to health and well-being communications

Communications Introduction

At the core of engagement is successful communications. To achieve the best results in building a culture of health, it's important to communicate regularly with employees in ways that are meaningful to them. To support these communications efforts, we've developed best practice guidelines. Our goal is to work together to create an excellent well-being experience by increasing awareness, peaking interest and driving participation in the health and well-being program.

As we develop communications, you'll notice a distinct pattern in the tone to our messaging. This is intentional. We believe there is a clear difference between health plan participation materials and health and well-being program materials. It's almost a guarantee that all employees pick a health plan, but participation in a health and well-being program is optional.

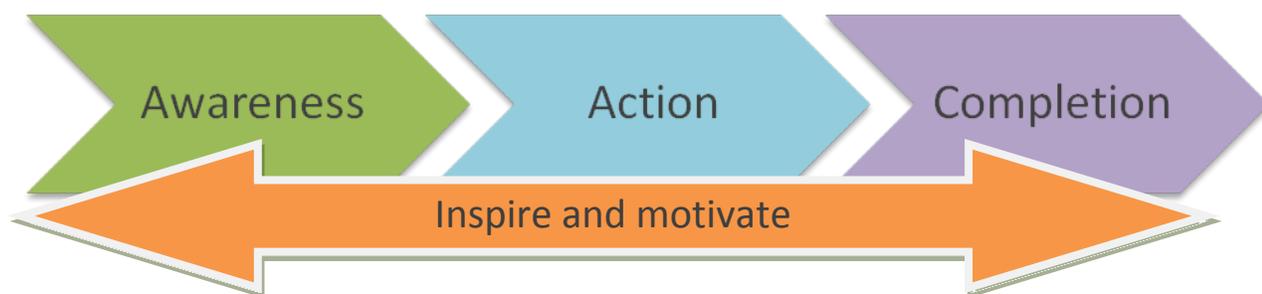
In light of that, we want this program to feel different to employees. It's about them— at work, but even more so at home and from a lifestyle perspective. By keeping the tone fun, motivational, inspirational and light-hearted, we believe it will be more inviting and drive engagement.

Our approach to effective communications

We use the most effective communications strategies, best practices and tactics to drive engagement based on in-depth research. Our guiding principles are based on what we know works, for example, we:

- Provide a call-to-action (CTA) and how-to information
- Create an emotional attachment for the reader so they're more likely to engage
- Make the materials relevant, actionable and easy-to-understand (7th grade reading level)
- Use a tone that's fun, light-hearted, conversational and engaging
- Support employees on their personal path to health and well-being
- Provide designs that are appealing, eye-catching and easy to read and understand

We will build our participant communications around:



Planning and strategy

A good marketing and communications plan is critical to the success of any health and well-being program. To develop a cohesive plan with you, we'll follow these steps:

1. Conduct a communications discovery meeting
2. Prepare a communication overview using program and communications discovery information
3. Create a tactical communications calendar
4. Execute on plan

Best practices for health and well-being communications

Before we get started, let's talk a little bit about best practices for a successful health and well-being program.

1. **Involve leaders to create a culture change**

Programs championed by organization leaders inspire unity and are more effective. People like to see and hear how their executives and managers are inspired or challenged. Ask them to share their successes (and obstacles) at team meetings or company events. Have leaders conduct a site visit tour to talk about your health and well-being initiatives. Consider holding a manager competition – get managers on board by rewarding the managers whose teams have the most well-being participation.

2. **Establish a well-being committee or well-being champions**

Never underestimate the power of an internal grassroots effort. Well-being committees and champions can serve as the foundation of any culture shift. Likewise, they can be the best ambassadors for engaging employees in well-being. Your ambassadors become vital to spreading awareness about your programs.

3. **Establish a central resource for program information**

Your company's intranet is the ideal spot to host information about your program. By establishing a central resource for information, you can direct your employees there for questions. It's a great way to ensure consistent messaging and to alleviate a lot of questions to HR. Plus, you can keep your communications short and sweet by directing them to the intranet for more details.

4. **Use a variety of communication channels to increase engagement**

At the core of engagement is successful communications. To achieve the best results, it's important to communicate regularly with your employees in ways that are meaningful to them. Consider asking them what their preferences are – what you learn may surprise you. Consider meetings, emails, posters, leader visits, etc.

5. **Make it fun!**

People value entertainment and having fun. Adding these elements to existing company events and communications regarding health and well-being will help resonate with participants and reinforce your messages. Throw a well-being launch party with healthy snacks, prizes and program details. Enter activity events as a company such as charity walks, running events or biking events.

6. **Keep it simple**

With just a few simple steps, you can reinforce the importance of health and well-being at your workplace. Encourage people to take the stairs. Hold a walking meeting or a "walk day" at your worksite. Ditch the donuts and provide healthy snacks at meetings. Start small and grow, grow, grow.

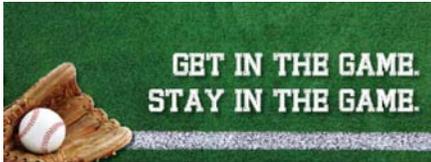
7. **Be consistent**

Employers with multiple locations may wonder how to deploy consistent messages across all of them. Our recommendation is to think of it like retail: take a picture of how you want the poster or display to appear. Then ask your staff at the alternate locations to replicate that look. All-employee email and newsletters are other ways to be sure all employees receive consistent communication.

Choosing your campaign

We want to make it simple and convenient for you to communicate to and motivate your employees. Use our effective, easy-to-use communications campaigns to engage your employees in well-being. Choose the look and feel that your employees will best identify with. There are five annual campaigns to choose from. Once you make your selection, be sure to use it for the entire year. If you have a health and well-being brand in place, add your logo to your program communications for consistency.

Campaign look



Campaign description

Get in the game

Appeal to your employees' sense of competition with our game campaign. Whether they're fans, serious athletes or just enjoy a little friendly competition, they'll appreciate this sports-themed campaign. Includes images of baseball/softball, basketball, football and soccer. Appropriate for male or female populations, but skews slightly male.

Destination healthy

Appeal to the outdoor enthusiast with the Destination healthy campaign. Images focus on people in motion – biking, running, skiing and kayaking – getting active in their health and well-being. Images represent both men and women; but skews slightly younger.

What are you healthy for?

People are motivated to get healthy for a variety of reasons. This campaign captures those moments and inspires people to get healthy for loved ones like spouses, children, grandchildren, friends and pets. We've included special events, too, like weddings, graduation, retirement and more. Appropriate for male or female populations, but skews slightly female.

Discover healthy

Move employees to action by focusing on quality of life messaging built on the four pillars of: discover, explore, live and choose. Encourage your employees to live the life they want by getting and staying healthy. Bright, engaging, light-hearted and fun.

Get healthy

Inspire your employees to action with images of people in motion. This simple, straight-forward campaign focuses on being healthy and getting healthy. Images represent both men and women being active.



