

THE 10 FOUNDATIONAL STEPS OF ACHIEVEWELL

AchieveWELL is a blueprint to support you in laying the foundation for a comprehensive and consistent wellness initiative in your workplace.

It is not a contest or judgment. It is a strategic process intended to provide a roadmap to the destination of a well workplace. AchieveWELL meets organizations where they are and guides them to the next level of wellness. Whether you are working in an unhealthy workplace or have achieved high-level wellness, AchieveWELL provides the resources, expertise and recognition you want, need and deserve.

1. LEADERSHIP THROUGHOUT THE ORGANIZATION

- More than a letter from company leader endorsing the wellness initiative
- Employees are motivated to participate if they understand the leadership values wellness
- Necessary for financial resources and sustainability
- Crucial in implementing corporate policy and positive wellness culture
- Key to linking program goals to business goals
- Wellness becomes strategic with all management's involvement

Best practice: All levels of management are engaged, participating and encouraging of employees to get involved in wellness initiative.

2. WELLNESS TEAM

- Wellness is best driven internally from a team approach
- Wellness team should be composed of diverse levels of staffing, wellness interests and physical fitness levels
- Essential for long term success and sustainability
- Ensures employee ownership of initiative and innovative ideas
- Wellness team operations must mirror other business processes within organization

Best practice: Team is made up of a diverse cross section of employees with skills to help deliver the message and a procedure for rotating committee members. Think marketing, IT and accounting/finance, as well as associates with interests in various aspects of wellness.

3. MEASURE WHAT MATTERS

- Measure success of wellness initiative to demonstrate positive outcomes
- Base evaluation on desires of upper management and wellness program goals
- Gather baseline information to show movement of the dial as initiative progresses
- Key to meeting senior management expectations
- Key to future planning
- Essential for program justification

Best practice: An evaluation strategy that measures diverse outcomes of wellness initiative, including employee engagement and satisfaction, and the results of which are clearly communicated to upper management and staff.

4. DATA DRIVEN DECISION MAKING

- Evaluate to understand what works with wellness and what does not
- Information gathered is based on desires of top management, interests of employees and health-specific needs of organization
- Wellness is one-size-fits-one philosophy and must be tailored to needs and interests of each organization
- Increases opportunities to engage employees if wellness initiative addresses needs and interests
- Must determine how to move the dial for a healthier workplace

Best practice: Combine the interests of management, employees and organizational health needs into a robust wellness initiative. Develop a plan to deliver information and messaging to both your leaders and employees.

5. INTEGRATE WITH YOUR ORGANIZATION'S MISSION/VISION

- Wellness initiative should be ingrained with overall business strategy
- Mission statement of wellness initiative should demonstrate clear link to mission and goals of organization
- Successful workplace wellness is viewed as a strategic business practice and not an employee benefit

Best practice: Wellness initiative is clearly linked to business goals and well-being of employees is highly prioritized in organization. Wellness champion and team can point directly to a wellness program or goal and explain how this helps meet a corporate goal.

6. OPERATING PLAN

- Coordination of all activities in a 12-24 month rolling plan that coincides with budget
- Demonstrates organized and strategic approach
- Connects data to program goals and evaluation strategy
- Provides continuity and allows time for preparation
- Ensures appropriate interventions
- Includes components including timeline, scope of activities, tasks assigned to team members, evaluation plan and process, budgetary information and reporting of results and trends

Best practice: A 12-24 month rolling plan is in place that addresses wellness interests and health needs of organization and accommodates for differing elements of employee well-being. Well-being encompasses aspects of physical wellness (nutrition and physical activity), social wellness, financial wellness, community wellness and career wellness.

7. COMMUNICATION STRATEGY

- Employees (at all levels) MUST know that the program exists and is designed to meet their needs, that their involvement is essential and that company success depends upon it
- Diverse communication strategy reaching outside of an email campaign
- Communications are identified as coming from the wellness committee
- Promotions and communications are regular and consistent and should reach all staff members

Best practice: The wellness initiative is branded and communications are sent out regularly through a diverse and creative strategy. Formal or informal surveys are conducted to help identify the interests of staff.

8. REWARD OPTIMIZATION

- Explore full range of options to encourage/reward participation and behavior change
- Must fit within the culture and interests of employees
- Should focus on meeting individual and group goals
- Connect to medical plan if applicable
- Should be used with the goal of encouraging sustainable behavior change rather than simply participation
- Should be used only if necessary

Best practice: Rewards and/or incentives are utilized to encourage peer to peer recognition for healthy behaviors in a spontaneous way.

9. ALIGN WITH SAFETY AND INJURY PREVENTION

- Safety issues in workplace are identified and integrated with wellness initiative
- Focus on prevention and improved productivity
- Addresses total population and specific safety needs
- Every workplace has safety issues to address, even in an office setting (ergonomics, fire drills, etc.)

Best practice: Ergonomic examination of employees' workspaces to ensure they have the tools needed to work in an effective, safe and comfortable environment.

10. RESPONSIBLE, ACCOUNTABLE AND SUPPORTIVE

- Workplace environment makes the healthier choice the easier choice
- Healthy behaviors are positively reinforced at work
- Policies at work promote healthy options
- Corporate culture prioritizes well-being amongst employees and greater community

Best practice: Top management actively participates in wellness initiative and promotes a work environment that encourages opportunities to improve health and well-being for all staff.

