



SIMPLE CHANGES THAT MAKE A BIG IMPACT: WELLNESS NEWSLETTERS

Newsletters can be a fun and creative way to inform employees about health and wellness information, upcoming wellness activity events and to highlight healthy lifestyle success stories. Newsletters can be printed and posted throughout the office, emailed directly to employees or posted on the company's internal web site. Take a look at these ideas to see if they're right for your company!

Things to consider when making a newsletter

Mission: What is the purpose of your newsletter? Do you want to inform or educate employees about how to improve their health? Will it inspire them and their families to lead healthier lives?

Content: Look for timely, practical and useful information. Avoid cramming the page with information. Instead, leave white space between content blocks to avoid visual overload. It's always a good idea to leave people wanting more.

Frequency: How often do you want to distribute your newsletter? Newsletters should come out on schedule so people can anticipate receiving them. Start slowly – perhaps start with a quarterly newsletter, then move to monthly.

Metrics: With email, you are able to see how many people received, opened, and forwarded the email. If a newsletter cannot be read within five minutes, it's destined for the trash folder. Always include an "unsubscribe" option from email newsletters. Paper newsletters can help prevent "email overload".

Audience: Know your employee base and don't take them for granted. Find out what employees want to learn more about and publish materials related to those topics. The newsletter should have a "personality" so it's easy and enjoyable to read.

Using this information in the workplace

Low cost or no cost

- Feature "employee spotlights" interviews that highlight one employee's healthy lifestyle change. Include a photo of them (with their permission)
- Include positive quotes or sayings to help motivate employees
- Have the CEO, president or director of the organization write a short segment about health and wellness
- Include a quick, healthy and inexpensive recipe for employees
- Add nutrition trivia questions in each issue
- Highlight health and wellness events going on in the company, including flu shot clinic dates, lunch and learns, club meetings, etc.
- Always use credible sources when publishing anything about health, nutrition, physical activity, etc.
- Pay attention to seasons and holidays: include safe trick-or-treating tips at Halloween, healthy eating advice during holiday meals and firework safety tips in July
- If your newsletter is being sent via email, include links to videos, pictures, whitepapers, blogs or web sites. Make sure the link functions properly and won't lead to computer viruses



Planning your process:

Step 1 – Identify champion – Which employee(s) is/are in charge of planning, creating, printing and distributing/sending the newsletter?

Step 2 – Determine communication strategy – Which communication method works best for your company? Printed newsletters may be most effective in some companies, while e-newsletters may be more beneficial in other organizations.

Step 3 – Develop implementation methodology – Think of the logistics for this program. Does your organization have the time, talent and resources to dedicate this initiative? Think back to the “Things to Consider” section above.

Step 4 – Execute plan – Create newsletters either by formatting your own or by using an online template. Distribute materials monthly, bi-monthly or quarterly.

Step 5 – Evaluate – Get feedback from employees about their thoughts and comments toward the newsletters. Is it fulfilling the established mission? What changes can you make to make the initiative more effective and efficient in the future?

Step 6 – Celebrate success – Take time to acknowledge the individuals responsible for putting out each newsletter.

For more information on this topic, contact the Wellness Council of Indiana Helpline at (317) 264-2168. Stay tuned for more ***Simple Changes that Make a Big Impact***.

ⁱ Leavy, John D. "How to Make Your Email Newsletter a Must-Read for Your Customers." Entrepreneur, 24 July 2011. Web.