



WELLNESS
COUNCIL
OF INDIANA™



YOUR JOURNEY BEGINS HERE
PARTNER ACTIVATION



OUR MISSION

The Wellness Council of Indiana (WCI) works collaboratively to positively impact the economic vitality of the state of Indiana by evaluating and guiding workplaces and communities through the development of their own comprehensive health and wellness strategy. WCI members and staff inspire active living, community engagement and corporate social responsibility.

Check us out at www.wellnessindiana.org



twitter.com/wellnessindiana



www.facebook.com/indianawellness



Wellness Council of Indiana



WHY SUPPORT WELLNESS IN INDIANA?

Indiana is consistently recognized as one of the best places in the nation to do business. We lead the country in manufacturing job growth and have been ranked second in the nation for long-term fiscal stability. However, employers are quick to point out that they are seeing a smaller and smaller pool of individuals to recruit and retain talent from due to many health and environmental factors, with some of the largest being the social environment and lack of infrastructure to encourage healthy living.

According to the 2018 America's Health Rankings report conducted by the United Health Foundation, Indiana ranks 41 out of 50 states for health (we were 38th in 2017). Gallup's 2017 Wellbeing Index has Indiana 42nd out of 50 states for overall well being. Indiana also ranks towards the bottom for many outcomes that are directly tied to our workforce health:

33rd worst in drug deaths
39th worst in obesity
44st worst in percentage of smokers
49th in public health funding

We know that these statistics affect not only Indiana communities but also the individuals that make up our workforce, and that is why we continue to work towards healthier Indiana communities and businesses.

Partner with the Wellness Council of Indiana today to improve the health and well-being of Indiana.



www.wellnessindiana.org | (317) 264-2168 | jennifer@wellnessindiana.org

In cooperation with the Indiana Chamber of Commerce



YOUR PARTNER IN WELL-BEING

WHY PARTNER WITH THE WELLNESS COUNCIL OF INDIANA?

The Wellness Council of Indiana (WCI) is a 501(c)(3) organization specifically dedicated to improving workplace and community well-being in Indiana. As a subsidiary of the Indiana Chamber of Commerce, the WCI is dedicated to guiding Hoosier employers through the development, implementation and evaluation of their own comprehensive and sustainable workplace well-being efforts. We serve as the convener of people and resources for health promotion in Indiana. WCI members receive strategic guidance and evaluation, workplace recognition, best practice sharing and quality programs and wellness tools.

Change Hoosier health metrics.

We have a lot of work to do in Indiana to improve our health and well-being metrics. Partner with the organization dedicated to improving the health and quality of life of Hoosiers not only in our workplaces, but in our communities as well. We are able to impact over employers in areas such as physical activity, tobacco cessation, mental health, etc.

Connect and convene with 200+ member organizations invested in the employee and community well-being conversation.

Wellness Council of Indiana members are committed to improving the health and well-being of their employees and their community. Whether it is a workshop, webinar, IdeaShare or our annual Indiana Wellness Summit, we ensure our members have access to a network of like-minded businesses and a wide variety of programs, services and tools to help reach goals for their workplaces. We also convene employers of similar sizes and industries to share and learn from one another with our special interest group meetings. Our partners have a unique opportunity to lead or host these employer events and provide meaningful information to our members.

Provide thought leadership and expertise to change the health dialogue in Indiana.

Serve as a subject matter expert to Indiana businesses by providing resources, hosting round-table discussions, and sharing knowledge on our online platforms and through in-person events with Wellness Council members. Take part in helping businesses create a better culture of health and well being in the workplace.

Statewide exposure to Indiana workplaces.

With convenings and communications reaching all corners of the state, a partnership with the Wellness Council of Indiana provides your organization to be present to workplaces throughout Indiana. We have members in over 35 counties and over 50 cities and towns, so we can truly say that we are impacting the lives of Hoosiers in every corner of the state.

The Wellness Council is a proud partner of the Indiana Chamber of Commerce

As a subsidiary of the Indiana Chamber of Commerce, we know how much our state has to offer. We are proud to call Indiana our home and that is why we have made it our goal to improve the health and well-being of Indiana businesses and the economic vitality of our communities.



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ACTIVATION OPPORTUNITIES

The Wellness Council of Indiana offers a variety of engagement opportunities to our partners. We can work with you to build a dynamic sponsorship program designed to meet your goals and budget. Contact Jennifer Pferrer at (317) 264-2168 or Jennifer@wellnessindiana.org to learn more about opportunities for your organization.

EVENTS

- Facilitate IdeaShare roundtable discussion
- Lead webinar for Wellness Council of Indiana members and/or general wellness audience
- Lead training for Wellness Council of Indiana members and/or general wellness audience
- Complimentary registrations to the Indiana Wellness Summit (up to 4)
- Host Indiana Healthy Community convening
- Host Indiana Workforce Recovery event
- Host AchieveWELL convening

MARKETING & COMMUNICATIONS

- New Partner Social Media Highlight (3,000+ followers)
- Logo and/or name included on all WCI membership and promotional materials
- Logo included in monthly WCI e-newsletter and membership briefs (over 15,000 recipients)
- Logo included on WCI website with direct link to your company's website
- Write an annual blog post to be displayed on our blog feed
- Company name and logo listed on event promotion materials

PRODUCTS

- Standard Wellness Services Directory listing – Company name, logo, website, contact information, and 350 character service description
- Partner listing in our *Annual Report*
- Be featured on the Indiana Chamber's EchoChamber podcast
- One full page ad in BizVoice Magazine (four color, guaranteed in first 20 pages)
- Link to resource on our member-only online portal
- Company-branded resources included in all on-site consultation materials

OTHER

- Ad-hoc seat on the Wellness Council of Indiana Board of Advisors
- Standard Wellness Council of Indiana membership
- Serve as WCI "Subject Matter Expert" for mutually agreed upon topic



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MEMBER CONNECTIONS

RECOGNITION

AchieveWELL is the Wellness Council's assessment, evaluation and recognition program that recognizes excellence in the field of workplace well-being.

Indiana Healthy Communities provides Hoosier communities with the data, evaluation and strategy to become a healthier place to live, work, learn and play.

EMPLOYER SOLUTIONS

Indiana Workforce Recovery provides the education, best practices and advocacy to help employers navigate the opioid epidemic.

Member-only access to templates for wellness programs and challenges, compliant smoking cessation programming, research, workbooks and inventories.

New Wellness Council partnership with **On Target Health** provides member-exclusive discounts to targeted obesity intervention program.

BEST PRACTICE SHARING

IdeaShares are informal roundtable discussions on workplace well-being topics held throughout the state.

Special Interest Groups convene organizations of similar industries and size to discuss best practices, challenges and successes.

Monthly webinars and training provide educational and networking opportunities for members.

ANNUAL WELLNESS SUMMIT

The **Indiana Health and Wellness Summit** is the largest gathering of wellness professionals in the state. Learn and connect with professionals to share challenges, successes and best practices.