

# 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.

