



The Wellness Council of America



SYSTEMATICALLY INCREASING PARTICIPATION

What we need to do differently to generate enthusiasm and increase participation.

CHECKLIST 

Dr. David Hunnicutt

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If there is anything we've learned over the last 20 years, it's this: there is definitely an art to creating enthusiasm and generating participation in your company's worksite wellness initiative.

In the following paragraphs, you will find a blueprint using "good, better, best" thinking. By following the suggestions set forth by WELCOA staff and researchers, we have no question that you'll move the needles in terms of increasing participation and generating enthusiasm.

From our perspective—based upon the best practices of America's Healthiest Companies—we suggest organizing your participation efforts with the following ideas in mind. First, if you are just getting started in developing and delivering your wellness initiative, we suggest that you be sure to incorporate as many of the suggestions in the "Good" category as you can. Next, if you have been "doing" wellness for a while, we suggest not only mastering the items in the "Good" category but embracing the items in the "Better" category as well. Finally, if you have been at it for some time, we suggest striving to achieve all of the items outlined in each of the "Good" "Better" and "Best" categories.

GOOD

- Go on record with your participation targets
- Communicate every program at least four weeks in advance
- Make sure every employee gets at least four communications for each program
- Make sure every communication piece has a deadline
- Offer a basic level of incentives (trinkets and t-shirts or gift card)
- Make sure your programs have at least some element of fun
- Be a great role model for your program

BETTER

- At least one communication for every program is from your CEO
- Share the purpose and goals of the wellness program company-wide at least four times each year
- Incorporate cash incentives
- Share individual success stories from people in your company
- Initiate a Wellness Ambassadors program
- Be the organization's greatest cheerleader

BEST

- Get your CEO enrolled in an executive health program
- Involve your employees in determining and selecting which programs should be offered
- Each year, conduct an annual HRA and share the results company-wide
- Make sure that your program is completely transparent by sharing all details
- Link your wellness program to benefit/plan insurance discounts
- Offer all wellness programs on work time
- Be a great coach for your wellness program



ABOUT **David Hunnicutt** PhD

Dr. David Hunnicutt is the President of the Wellness Council of America. As a leader in the field of health promotion, his vision has led to the creation of numerous publications designed to link health promotion objectives to business outcomes.



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