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#### Employee Wellness Communications Plan

# MESSAGES THAT DEMONSTRATE LEADERSHIP SUPPORT

The most successful employee wellness programs are strongly endorsed and supported by company leadership, especially as the program launches. Ask your company leader to promote the employee wellness program—and any new policies you enact—in communications to all employees.

Sample messages are provided below. You are welcome and encouraged to copy and paste text from the examples below to provide to your leader for his/her use. These messages can be placed in one or more of the following:

* Emails sent from company leader to all staff
* Company newsletters (electronic and/or printed)
* Letters accompanying benefits packages or similar human resources materials

## Sample CEO Message #1: Introducing wellness education

There is nothing more important than the health and well-being of our employees and their families. We know that many of you are looking for easy, attainable ways to enjoy a healthy lifestyle, and we are committed to helping you reach your personal goals.

Health information may be widely available, but also sometimes contradictory, and you don’t have time to sort through it all. To help, we have compiled a set of 5-2-1-0 resources to help you remember—and implement—four simple guidelines for you and your family:

* Eat **5 or more servings of fruits and vegetables** per day
* Limit **recreational screen time to 2 hours or less** per day
* Get **at least 1 hour of physical activity** per day
* Drink **0 sugary beverages** per day, more water

These research-proven recommendations come from experts at the American Academy of Pediatrics, U.S. Department of Health and Human Services, and Centers for Disease Control and Prevention.

Beginning this week, you will see a series of educational materials appearing on a regular basis throughout our building and communications tools. Watch for useful facts, tips, and strategies in the following locations:

* Email inbox – look for weekly messages from the co-chairs of our wellness team
* Intranet home page
* Signage in breakrooms and other high traffic common areas
* Monthly newsletter

Your ongoing feedback is important. Let a wellness team member know what tips you find most valuable and why. Your input will help us tailor messages to fit ouremployees and their families.

I look forward to embarking upon this journey to better health with you.

## Sample CEO Message #2: Encouraging healthy eating

As you may recall, one of the research-proven health recommendations we are striving towards is to eat 5 or more servings of fruits and vegetables per day. If you are like me, you may wonder how much, exactly, is a serving. How close are you to that goal already?

Maybe there are obstacles you have to overcome—objections from you or other family members:

* We don’t like many vegetables.
* I like vegetables, but my partner/children don’t, so it is too much hassle.
* We buy produce, but it always goes bad before we eat it. It wastes money.
* We don’t cook at home very often, so we eat whatever restaurants serve.
* We don’t know how to prepare foods that are new to us.

In the coming weeks, you’ll see tips and information that will help you address these concerns and more.

Will you join me in trying to hit the “daily 5” goal each day this month? I’ve promised our wellness team that I’ll even post a photo of my plate on my personal Twitter account at least once a week. Follow my progress: #CEO5adaychallenge.

## Sample CEO Message #3: Encouraging reduced screen time

In our high tech world, it is often a challenge to unplug and put down our devices. Yet experts recommend no more than 2 hours of “recreational screen time” for children and adults alike (even less for children under 2 years).

What are some other ways to relax and decompress after a hard day? How do you convince others in your home to put technology aside? What can you do to instill healthy screen habits in children at an early age?

Those are the kinds of questions we’ll tackle this month in our wellness series. Look for tips and information in the usual places—intranet, newsletter, breakroom, and your inbox.

## Sample CEO Message #4: Encouraging physical activity

This month we are turning our attention to the “1” in our 5210 goals: get at least 1 hour of physical activity every day. This recommendation applies to *everyone,* children and adults alike.

I know what most of you are thinking. *How am I going to find another hour every day when I’m already struggling to get everything done?*

Here’s some good news: you don’t need to set aside a whole uninterrupted hour for physical activity. You simply need to accumulate 60 minutes of activity throughout the day. So here are a few ideas to help:

* Park at the back of our lot when you arrive at work. You can clock 5 minutes by walking from the car to your work area.
* If you work on an upper floor, skip the elevator and take the stairs.
* Re-energize yourself with a short mid-morning walk. Lap the building, climb the stairs, or walk outside. Repeat this at lunch, mid-afternoon, and/or before you leave for the day.

You’ll be seeing more ideas from our wellness team throughout the month, including strategies to help family members reach the goal. Please join me in striving for 1 hour of physical activity each day.

## Sample CEO Message #5: Encouraging water consumption

Did you know that even a small drop in hydration affects our ability to concentrate? Sugary beverages like soda, sweetened tea, juice, and lemonade actually deplete the body of water. Please join me in striving this month to drink more water. We are taking steps at the office to support you:

* We have placed a water cooler in the breakroom to provide you with free filtered water throughout the work day.
* Each employee will receive a free stainless steel water bottle with our company logo printed on it. We encourage you to use it at the office, at home, and on the go. Keep it filled and with you as much as possible.
* Beginning this month, only water, coffee, and unsweetened tea will be served at company-sponsored meetings and events.

Our wellness team will support you with tips to help you drink more water, including strategies to help you and your family make the transition from other favorite beverages. They will also be hosting an “infused water bar” with fruits, herbs, and recipe ideas to add healthy flavor. Look for more information in your inbox and on the intranet.

## Sample CEO Message #6: Keep working on those wellness goals

We’ve dedicated time this year to each of the four goals in the 5210 pledge:

* Eat 5 or more servings of fruits and vegetables per day
* Limit recreational screen time to 2 hours or less per day
* Get at least 1 hour of physical activity per day
* Drink 0 sugary beverages, more water

I hope that our focus on each of these recommendations has helped you and your family discover some healthy habits and strategies to make these goals more attainable.

But our work isn’t finished. As you know, it takes time to build new habits, and working to improve and maintain our wellness is an ongoing process.

For the remainder of the year, you’ll continue to receive health tips in your inbox, see articles in our company newsletter and intranet site, and hear about cooking workshops, fitness challenges, and other opportunities that our wellness team has put together for you.

You will also continue to see changes in policies and procedures in our office that will help increase healthy eating and encourage physical activity during the work day.

I encourage you to continue to provide feedback to the wellness team, telling them about the activities that are most helpful to you and about the challenges you face in adopting healthy habits. The wellness team uses your comments and suggestions to refine our program and activities.