

Develop
Action Plan
and Execute

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Action Plan Checklist

-  Based on goals and objectives, identify interventions for each objective
-  Identify all the delivery elements required to implement the intervention
-  Identify the recruitment activities to engage employees
-  Identify the marketing and communication tactics to promote the intervention

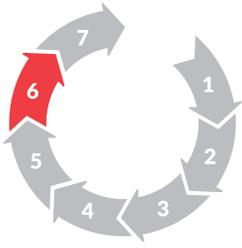
Implementation Consideration

Putting your worksite wellness program into action may require a phased approach such as conducting a pilot with a small portion of the population before initiating a full program launch. This option should be considered based on the available budget and resources and level of investment required by the proposed interventions.

Project Management

A system and process should be established to manage financial, human, and technical resources needed to carry out the plan. Identify the many detailed tasks that are required to execute the program, who is responsible, and timelines. Consider using tools such as Microsoft Excel worksheets and charts to facilitate decision making and manage the details.

continued



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Communication and Promotion

Effective marketing and promotion will help ensure high levels of participation.

- ▶ Create a “brand” or program identity including logo and standardized promotion guidelines to build awareness and appeal for the program.
- ▶ Use a variety of media, such as posters, e-mail, letters, and web information.
- ▶ Create attractive and professional materials to capture attention.
- ▶ Promote the overall wellness program as well as individual interventions.
- ▶ Plan a kick-off event to introduce your initiative and create a positive image for the program.
- ▶ Marketing and promoting the wellness program needs to be ongoing throughout the life of the project.

Strategies for Enhancing Participation

Participation in the wellness program is critical to the program’s success. Without it, the expected outcomes for health status improvement and economic return will not be realized. Consider the following strategies to encourage participation:

- ▶ Alignment between participants and areas of interest
- ▶ Easy access to programs
- ▶ Ongoing promotional activities
- ▶ Increased level of policy and environmental reinforcement
- ▶ Strong leadership and management support and visibility
- ▶ Use of meaningful incentives