

DEVELOPING A PROGRAM CHARTER

We've created this document to help you to organize the creation of a worksite walking program. You can use it as a template or use the process your company follows for your own initiatives and projects.

Keys to success include identifying a program leader and making sure that you have considered all the necessary steps required to set up the program.

This should be a working document and it will change as you move forward in planning and implementation, based on any feedback, successes, or barriers.

<COMPANY NAME> EMPLOYEE WALKING PROGRAM

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SUMMARY

Describe the project, including scope, mission, goals, deliverables and timeline.

<Company Name> is committed to enhancing the fitness culture of the company by creating a walking route around the building for employees. We will map out a route of 3 miles, incorporating stairs and offering incentives for employees to complete the route at various intervals. The plan is a 6-month timeline to measure the route, create and post signage, and deploy the program.

ORGANIZATION

Identify who is organizing the initiative and any other committee members, if applicable. Approval process and any delegated tasks should also be included here.

<Person> will chair a committee that consists of representatives from each of the 4 divisions. Members should include one manager and one non-management employee from each division. Betty will report on the progress the committee is making at the Senior Leadership meeting. This committee is charged with coming up with a budget, working team, promotion plan, and incentive program.

PROGRAM DEFINITION

MISSION

A simple declaration of what the company will achieve at the end of this project.

<Company Name> wants to create a culture of fitness and wellness, and this walking program is the first step in a series of company initiatives. It is open to all employees and has no cost or equipment requirements. We hope that a community project encouraging fitness will inspire employees to engage in more robust exercise and fitness habits.

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OBJECTIVES

Define the goals of the program. They should be SMART: specific, measurable, attainable, realistic and timely.

1. Create a working committee.
2. Map a 3 mile route around the building, incorporating stairs.
3. Deploy the program and create an initial contest for participation.
4. Survey employees after the first promotion to determine interest in the program and get feedback.
5. Make any recommended changes to the program.
6. Meet yearly to reevaluate and update the program.

SCOPE

Define the size and reach of the program.

The program is open to all employees, and will begin with an incentive program. Once the walking route is set up, the committee will meet at least yearly to assess its use, update the program, and possibly expand the program based on employee feedback.

SCHEDULE

Include planning time, launch dates and evaluation time frames.

Initial planning meeting is May 1. All divisions must have their committee members chosen and available for that meeting.

CONSTRAINTS

Identify and List any expected barriers or limitations that the program may encounter

Possible constraints include difficulty designing and measuring the route, and maintaining the budget.

EXPECTED COSTS AND BENEFITS