



Employee Health Marketing Plan: *Brand Your Wellness Committee*

BRAND YOUR WELLNESS COMMITTEE

An Employee Health Marketing Plan is essential through all steps of worksite wellness. Highly effective wellness programs establish a communications and marketing plan that engages employees to think about their health and motivates them to actively participate in their worksite wellness program.

Branding a wellness program by creating a meaningful and recognizable look and feel to all communication efforts can help employees identify and support the program and its goals. Marketing the program with widespread distribution of targeted communication pieces through identified employee communication channels will drive and sustain participation.

According to consumer marketing research, consumers connect with a brand and/or message after seeing or hearing a message between five to seven times. Use a consistent mix of print, electronic and verbal messages to reach individual employees where they live, whether in the board room or the lunch room. Take advantage of your worksite's most popular communication channels — e-mails, newsletters, posters, flyers, company meetings or brown bag luncheons — to deliver well-crafted, authentic health messages that resonate with your unique employee base. Such communication should be regular and positive to create, build and sustain

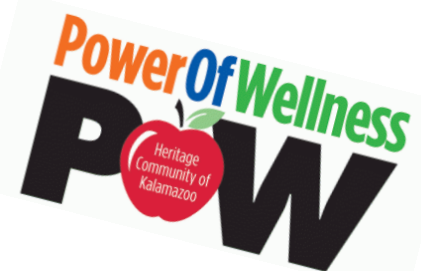
momentum. Target the style and content of your messages to employee interest and education level, using educational messages to increase health awareness, motivational messages to prompt action and individualized encouragement messages to reward progress and maintain participation.

Effective communications from leaders, wellness committee members and worksite opinion leaders can help shape employee health behavior and attitudes. An informed and motivated workforce will make the difference in the success of your wellness program.

Branding a Wellness Program

Effective communication of a branded wellness program leads employees to greater awareness of the health goals of the organization and encourages program support and participation. While wellness program branding does not need to achieve the high level of creative marketing necessary to compete in the marketplace, it should include: a name, logo and mission that employees find meaningful and recognizable. The wellness program brand should reflect the personality of the workforce and align with the organization's overall mission and vision.

EXAMPLE BRANDING



HOW TO BEGIN YOUR WELLNESS BRAND

In the same way that your employer's name and brand image provide visibility for your business, your strategies toward creating a worksite wellness program will benefit from being easily recognizable to employees.

Do what you can to engage employees in creating the identity (brand) for your employer's Worksite Wellness Program. Not only are they more likely to accept the name, it's also a great way to announce to employees the employer's wellness commitment. Here are two possible approaches to involving employees:

OPTION 1: HAVE A WORKSITE WELLNESS CONTEST

1. Announce the Worksite Wellness Program contest guidelines and deadline.
2. Have the Wellness Committee review the ideas submitted, and choose a name.
3. Select a Worksite Wellness Program logo to go with the name.
 - Review any ideas submitted for Program logos.
 - If you're lucky enough to have a graphic design professional at your organization, enlist her or his help with developing the logo!
 - As an alternative, choose a piece of clip-art that fits with the worksite's wellness name you've selected. For example, a State-wide company might combine the state with health verbiage such as "shaping" or "building."



OPTION 2: WORKSITE WELLNESS COMMITTEE DETERMINE NAME AND BRAND

1. Have your Wellness Committee brainstorm Worksite Wellness Program names.
 - To get ideas flowing, ask members to write down all health-related words and words associated with your employer or industry.
 - Try clustering words together as in the State example to the left
2. Once your Wellness Committee has narrowed down the possibilities to about three ideas, have committee members vote to select a name for your culture of wellness.
3. Select a logo to go with the winning name.
4. Announce the employer's Wellness Program and the corresponding logo and name. Explain that employees on the Wellness Committee chose the name.



EXAMPLE BRANDING

