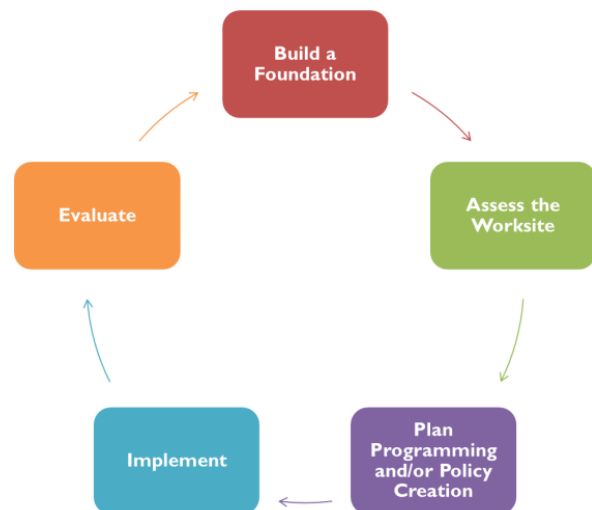


FRAMEWORK FOR DEVELOPING YOUR WORKSITE WELLNESS PROGRAM

The framework that forms the foundation for this toolkit recommends five steps to develop a successful worksite wellness program: **Build, Assess, Plan/ Create Policy, Implement and Evaluate**. While health communications and marketing is not listed as a step, it is important to include throughout the process. Remember to “brand” your program and to promote it to staff.

Although each step involves distinct activities, all steps are meant to be integrated and sustainable, with overlap between steps and the opportunity to repeat steps as needed. Continuing to build, plan programming/ create policy, assess, implement and evaluate results as your program matures will help sustain an effective, integrated and comprehensive worksite wellness program.



Step 1-Build a strong worksite foundation to sustain the success of your wellness program. This section helps you gather information and insight to help you understand the worksite, prepare the business case, obtain senior level management support, form a wellness team and brand the program.

Step 2-Assess your worksite to create a data-driven program. Conducting a needs assessment can help employers understand the health and wellbeing of employees and the organization’s work environment in order to design a program that responds to employee concerns and aligns with the organization’s mission, goals and objectives. There are various strategies in this step to gather information, including employee interest surveys, health risk assessments, and environmental and cultural audits. In addition, pulling data from internal sources on health-care claims, workers’ compensation expenses and other corporate cost measures will help guide development of a comprehensive plan that addresses specific individual and organizational needs.

Step 3-Plan your goals, objectives and activities. Worksites determine the long — and short-term goals for the program and develop concrete steps to accomplish them. The outcome of the planning process is a strategic plan that includes annual objectives, program interventions, a timeline, a budget and evaluation strategies. Planning includes developing policies and educational programming.

Step 4-Implement engaging health programs. This is where most employers want to begin, but successful programs build a strong foundation first, with well thought out goals and objectives based on the needs of the workforce. Once you have a solid foundation, you can begin using this implementation section to get your workforce moving with a broad range of quality programs, documented strategies and evidence-based best practices.

Step 5-Evaluate your program effectiveness and identify needed improvements. This section presents information on why evaluation is important, what evaluation methods are appropriate for your worksite, how to collect data, and how to assemble and present results to senior management and other stakeholders. Even though this is the last step in the model, the evaluation strategy takes place in the beginning to collect data relevant to measure success throughout the process. Evaluation is not a one-time activity; it takes place throughout your program cycle.