

Motivating Employees to Participate In Worksite Wellness Programs

Why Worksite Wellness?

- Health risks are costly to employees and employers
- Modifiable risks can be reduced with worksite wellness programs

Engaging High Risk Employees: What Works

- Remove barriers
 - Accessible
 - At work, on work time
 - Multiple locations
 - Paper and online options
 - Easy, free or low cost
- Increase intrinsic motivation, or “What’s in it for me?”
- Share WHY you are offering it
 - Publish aggregate results
- Leadership support
- Spouse/partner involvement
- Strong communications strategy
- Highly confidential
- Leverage workplace culture
- What do your colleagues like?
 - Fun, food, pride, etc.
- Incentives

Marketing & Communications: What Works

- Congruent look and feel
- One call to action
- Simple, clear, brief
- Indicate what TO do, vs. what NOT to do
- Several modes, several times
 - Verbal
 - Hard copy/paper
 - Electronic

Summary of Key Points

- Employee health risks cost employers more
- Engaging high risk employees in wellness is important
- Make wellness attractive and easy to participate in
- Incentives increase participation but generally not long-term behavior change
- Solid communications are key to engagement
- Highlight confidentiality
- Use your safety & workplace culture knowledge for wellness success

Translate Safety Success to Wellness

- Do a few things well (rather than a lot of things ½ way)
- Make it easy
- Understandable
- Tailor to your culture/population
 - Offer it in an attractive way
- Keep expectations realistic