

A guide to  
developing your  
Worksite Wellness  
Program

**Well** *Workplace*  
W O R K B O O K



FROM THE WELLNESS  
COUNCILS OF AMERICA  
AND YOUR LOCAL  
WELLNESS COUNCIL

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Worksite Wellness  
Program

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NAME

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# INTRODUCTION

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SINCE 1982 THE WELLNESS COUNCILS OF AMERICA (WELCOA) and its network of local Wellness Councils have provided guidance to hundreds of companies implementing health promotion programs. In 1992 WELCOA launched the Well Workplace initiative to help companies answer the questions:

*How do we start a health promotion program?*

[ and ]

*What makes a worksite health promotion program successful?*

Well Workplace provides an organized, systematic, business approach to planning health promotion at the worksite. Each standard within the program becomes an objective for a company to achieve.

The Well Workplace initiative not only provides a framework for health promotion programs, but also rewards companies for their accomplishments. When the standards at either the bronze, silver or gold levels have been met, a company may formally apply to become a Well Workplace – designated company. The application process is not competitive – any company meeting the standards may be designated.

This workbook is designed to assist companies with developing health promotion programs, and to help companies understand the standards and apply for Well Workplace designations. The workbook explains each program component,

provides exercises for you to complete and, in some cases, “real life” examples of successful initiatives. The workbook is written to help your organization move to a higher level of health. We believe companies at all levels will benefit from the workbook – you may wish to complete only those sections needed.

You may use the workbook on your own, in Well Workplace University sessions offered by your local Wellness Council, or in consultation with your Well Workplace Consultant. Each section can be completed in any order; however, we recommend that you start at the beginning and work your way through each section to get the most out of the workbook.

NOTE: For our purposes, the terms *wellness* and *health promotion* are defined as the pursuit by an individual or organization of a higher level of health and well-being. The terms are used interchangeably throughout the workbook.

Whatever your company’s reason for developing a wellness program, you’ll want to be sure you’re taking the right steps to build a program that works. Here’s the plan that will get you there.

**This is not an application for a Well Workplace designation.** For more information on how to apply, contact your local Wellness Council or WELCOA.

# Getting Started

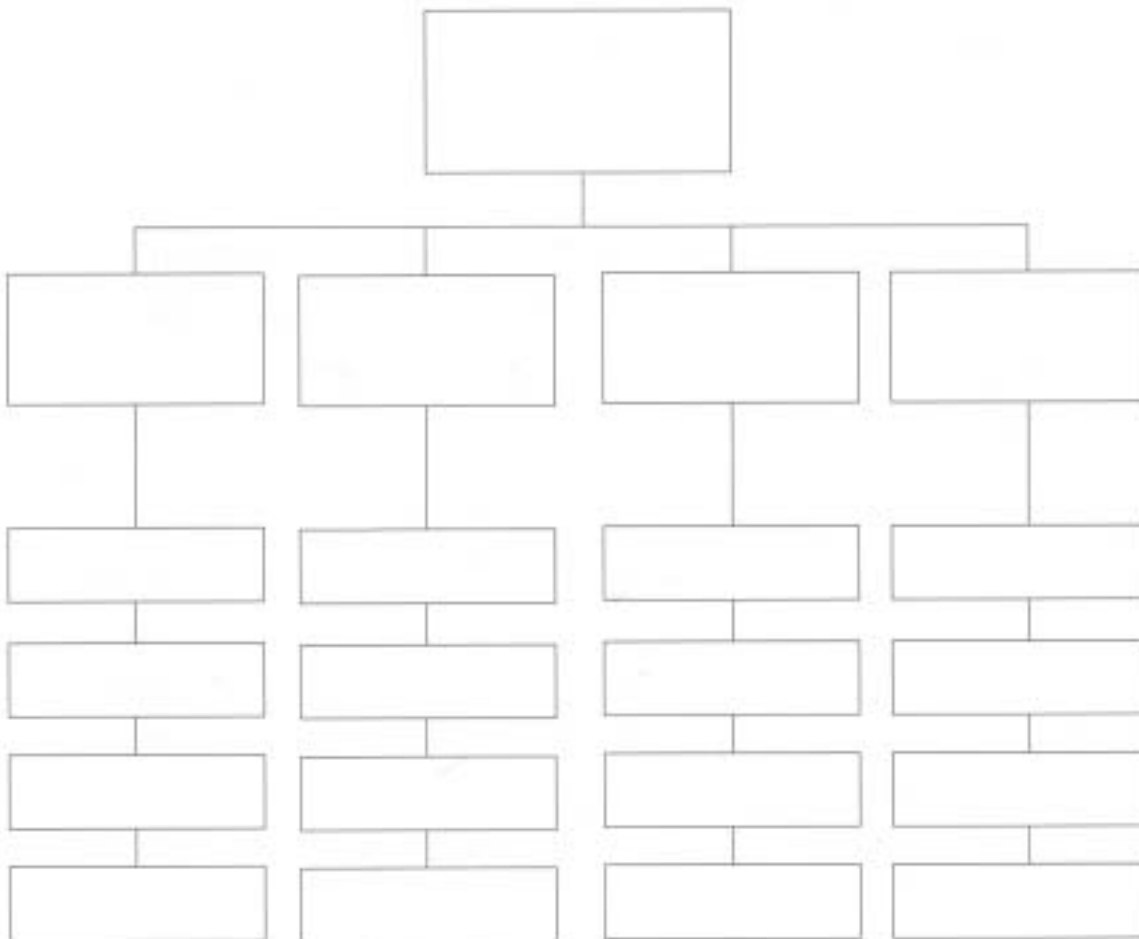
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The first step in developing your health promotion program is to understand your organization and how health promotion will fit into the current structure. The following exercises will help you start the process.

1. When did you first hear about the concept of personal wellness? What was your initial reaction?
2. Do you think a health promotion program will be widely accepted in your company? Why or why not?
3. Have health promotion programs in the past been successful? In your opinion, why or why not?
4. What does your company hope to gain from implementing a health promotion program?

## Organizational Chart

Fill in the organizational chart to illustrate where health promotion will fit within the structure of your organization. Is this the best place for the health promotion program? If not, where do you think would be a better place? How would you go about moving the program within the organizational structure?



# Management Support and Participation

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One of the most important factors in the success of a worksite health promotion program is the extent and nature of the support that is given the program by senior management. It is hard to keep a program alive and well without visible support from the top. Senior management support can come in many different forms. For example, senior managers can participate in planning for the future of the program, approve budgets, communicate support for the program to all employees, and participate as a role model in events.

It is important to assess the perceptions of all levels of management – not just senior managers – toward health promotion, particularly their belief that health promotion constitutes a business solution to costly problems (such as health care, absenteeism and turnover). In a larger company, you may wish to convene focus groups of managers and discuss with them their thoughts and views about health promotion. In smaller companies, try meeting with managers individually to assess their reactions to health promotion. Surveying management will help you define the nature and extent of their support and identify potential barriers to program growth.