

Your communication plan is intended to share:

The Why. To share wellness goals of your organization and your employees. There are many factors that benefit both groups.

The How. Your employees might know a lot about their own health and wellbeing goals, but there will be details and strategies you will want to share to be sure your employees have the best information.

The Excitement. Details about your initiatives, programs and opportunities. Good communication serves to motivate your people to get involved.

The Where and the When. So your activities and information don't get overlooked or lost.

What to work on:

Messaging. Be positive, detailed, but clear, and focus on the benefits.

Timing. Make your messages easy to access, frequent and timely. Be sure you have thought about how all employees will hear about your program, including new employees when hired.

Method. Use every communication method available including some you haven't tried yet (e.g. private page or closed group on social media for employees, short videos, infographics).

Visibility. Develop a brand so your messages are visible and stand out.

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Consider these questions when making your plans:

- 1 Who is responsible for communications?
This can be a team effort; just be sure everyone knows their role.
- 2 Develop a program title, logo and tagline.
Use in all communications.
- 3 Develop a program announcement flyer so employees know why they should get involved, what they get for participation and how to get questions answered.
- 4 Plan a schedule for regular communications; early and often. Monthly email, posters in high traffic areas, revolving channel on employee webpage or intranet, just to name a few.

Be sure to:

- 1 Ask your company leaders to discuss the program during meetings and send out communications that show their support to all employees.
- 2 Incorporate discussions about wellness board and company meetings.
- 3 Consider providing training about wellness, especially for managers.
- 4 Incorporate program information in orientation for all new hires.