

# Support Health and Well-Being through a Culture of Health



The road to health is paved with good intentions. Many employers have taken steps to promote better health in the workplace. Some offer gym memberships. Others make changes within the workplace. They add smoke-free zones and have healthy food options in corporate cafeterias.

Creating a culture of health – that addresses all the dimensions of well-being – demonstrates that the organization values its employees and is willing to invest in their overall well-being. That can help them feel connected at work and promote engagement. Employees who are engaged report better health outcomes.\*

## 1. Lead by example

Leadership buy-in and organizational support are essential to long-term sustainability. Companies need to lead by example. Senior leaders can help by being actively involved and demonstrating their commitment to the program.

## 2. Offer program choices

Effective programs reflect the interests of employees. Evaluate your employee population to understand their unique health needs. Then offer a mix of options, like health coaching, stress management and physical activity programs.

## 3. Focus on strategic communications

Clear communication is critical. Your employees should be aware of your organization's wellness goals and what programs support them. Implement a strong initial message. Then follow up with targeted, segmented outreach. Delivering messages to employees when— and how—it matters most fosters greater engagement.

## 4. Use digital tools

Employees have easy access to a wide variety of technology. Distribute health and wellness content using multiple communication channels—text messages, emails or social media. Reaching employees in the ways they prefer promotes better awareness and engagement.

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**53%** of American workers are disengaged at work. They're doing the minimum and aren't emotionally or cognitively connected to the workplace. They aren't participating in activities in the workplace, including wellness programs.\*

\* Harter, Jim. Employee Engagement on the Rise in the U.S. Gallup. August 26, 2018. Available at: <https://news.gallup.com/poll/241649/employee-engagement-rise.aspx> Accessed August 28, 2019.

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## 5. Reward healthier behaviors

Incentives can play a powerful role in your wellness strategy. Offering rewards and recognizing success can help drive healthy behaviors and keep employees motivated. You can tailor your incentive strategy to appeal to your specific employee population.

## 6. Measure success

Evaluation is key to ensuring the success of your wellness programs. You can start assessing with simple tools like surveys and tracking program attendance. Then, you can add more advanced analytics that look at biometric changes, productivity, absenteeism and health claims.

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*“Our greatest successes with employee wellness programs occur when health, in its most holistic sense, is made integral to the work experience. Employer commitment to employee health and well-being that is demonstrated at the highest levels, along with purposeful incorporation of a healthy culture and supports for that culture throughout all parts of the organization, are the foundations of that success.”*

**Jonathan Rubens, MD**  
**Chief Medical Officer**

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