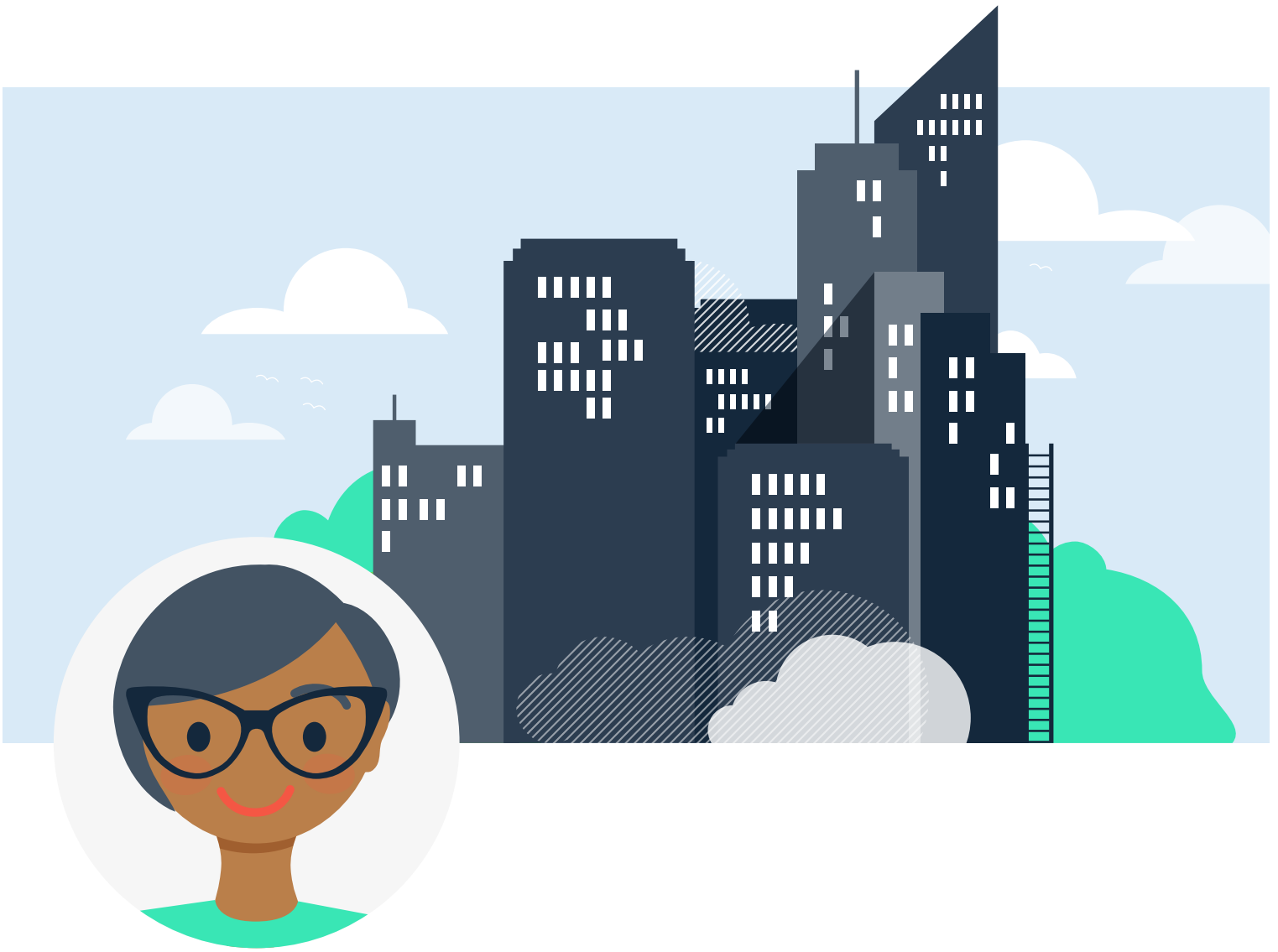




Build your team of champions.

WELLNESS CHAMPION GUIDE

bravo[®]



Ready for a culture shift? Meet the influencer who can make it happen.

Wellness Champion

Research has shown that people are influenced by the health status and behaviors of their friends, family and coworkers¹. As a result, many organizations are seeking out wellness champions: employees who are passionate about good health, demonstrate an ability to lead or influence others, and have good relationships with their co-workers. Wellness champions throughout the organization lead by example and encourage individuals to practice healthy behaviors.

¹Framingham Heart Study <http://www.framinghamheartstudy.org>

1. Do the prep work.



Build a business case.

A strong business case connects the business problem or opportunity to organizational goals and describes the current state and a vision for the future state. Make sure to cover benefit-risk assessment, costs, time frame, impact on resources, and capability to deliver on the projected outcomes.

STEP 1



Achieve a buy-in from leadership.

Cast a vision and connect the dots to leadership's goals and objectives. Communicate in the way that is easiest for them, and remember that the simple action of asking for their support might be all it takes.

STEP 2



Establish a formal structure for the network in writing.

- Define the network and how it will support the organization's mission and values.
- Determine the objectives and how they align with corporate goals.
- Document the leadership structure and roles and responsibilities of the champions.
- Establish a definition for "wellness." It could be broad or narrow, depending on what works for your organization.
- Include the approved budget.
- Create branding guidelines for the network.
- Define what success looks like for the network.

2. Build your team.



Wellness champions should be people who...

- ✓ Model healthy behaviors and encourage others, without judgment, wherever they are on their wellness journey.
- ✓ Can listen to their coworkers, synthesize information, and confidently and thoughtfully communicate to decision-makers.
- ✓ Follow through consistently on assignments.
- ✓ Take ownership of their workplace and the health of those around them.
- ✓ Thrive as part of a team.
- ✓ Are fun, positive people who others gravitate toward and are resilient in the face of setbacks.



Attract and retain great people.

1

Launch a campaign to create excitement throughout your organization, involving leadership and meaningful communications.

2

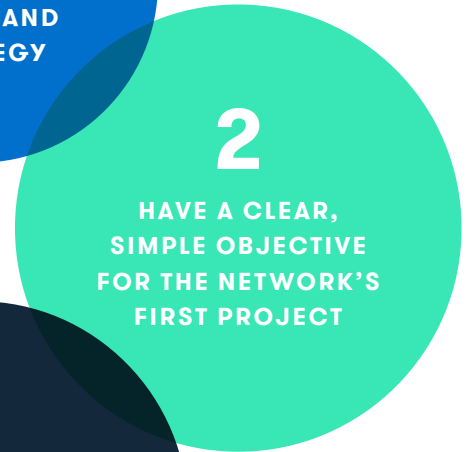
Consider an application process to make sure champions are dedicated and to help create even representation across departments.

3

Celebrate the champions publicly and communicate with their supervisors about acknowledging the champions' time commitment.

3. Launch the network.

Once your champions are selected, invite them to a kick-off event. Give them time to get to know each other and get everyone on the same page on the vision, strategy, calendar of events, roles and responsibilities, and next steps. Make sure the champions leave knowing the clear, simple objective for the network's first project.



Activity

Encourage a healthy salad potluck with your team or department.

- Organize a time that works for the majority of the group.
- Give parameters to the ingredients or amount of calories the salad can contain.
- Communicate with your team members about when the potluck will be and what to bring.
- Allow participants to taste and vote on the various salads to determine a winner.

Bonus idea: Pass out a grocery store gift card or a free month of HelloFresh to the best tasting salad!

4. Keep it going strong.



The keys to maintaining a strong wellness champion network are measuring its success and keeping its goals current.

Measure metrics like program participation, event attendance, health risk reduction, employee satisfaction and productivity, and qualitative measures like participant stories. Give the champions ownership of these metrics by involving them in the process and the discussions. Keep the data fresh by collecting it at least twice a year.

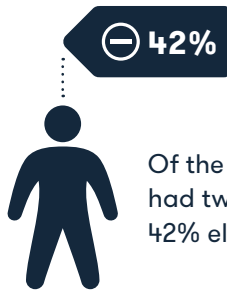
Share your results with the leadership team to maintain engagement and support, hone in on areas of improvement, and inform discussions of budget and resources.

Take time to celebrate success in your organization.

Be sure to measure program success in a variety of ways and note areas of improvement to focus on next year.

0 6 5 8

individuals participated in the wellness program.



Of the 658 participants who had two or more risk factors, 42% eliminated one.

1,307

individuals screened the past two years.



421

participants filed an appeal or reasonable alternative.

of those



328

participants passed their goals by improving since the prior year.

62

participants lost more than 10 pounds.

1,937

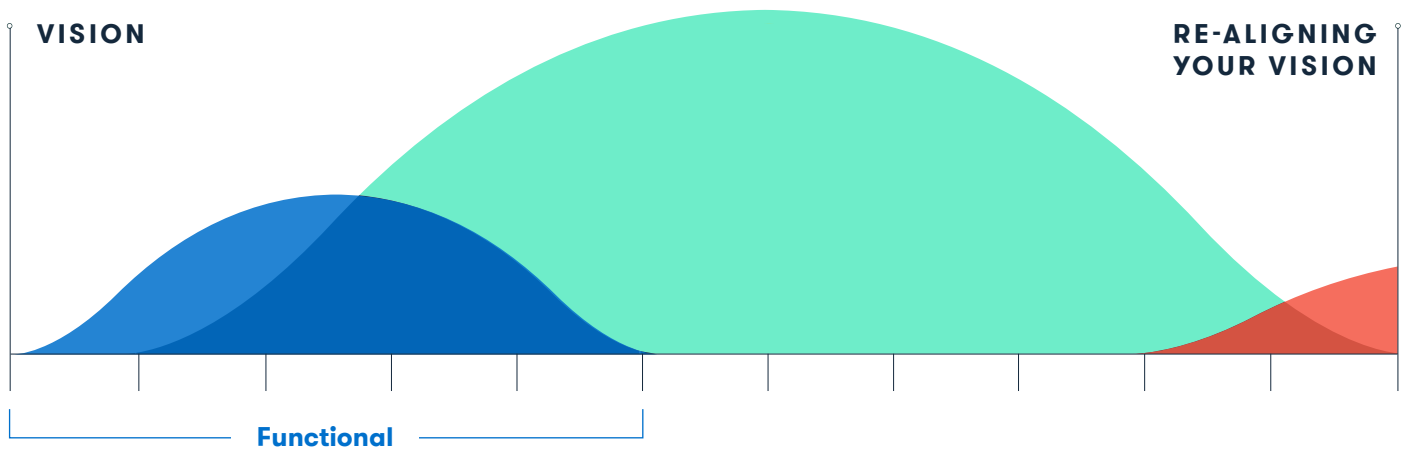
total pounds lost



5. Harness the passion of your team.

What does a wellness champion network do? That is up to you, your champions, and the needs of your organization. In general, your network should support the goals of your wellness program—both the functional goals of participation and health improvements as well as inspirational goals such as health education, community engagement, and increasing positive associations with health and wellness.

Take a look at one year of wellness.



Communication resources for:

- Introduction
- Registration
- Screenings
- Appeals
- Portal

Inspirational

Wellness engagement guide:

- Recipes
- Articles
- Posters
- Activities

Educational resources for:

- Sleep
- Finances
- Stress
- Nutrition
- Physical
- Exercise

Functional

Gear up for next year with:

- New plan design
- Year-in-review

Formats available:

- Posters
- Window clings
- Wall clings
- Flyers
- Rack cards
- Table tents
- Doorhangers
- Stickers
- Email headers

Custom solutions available upon request.

Activities for Functional Goals

Answer employees' questions about registration, screenings, appeals/alternatives, the Bravo portal, etc.

- ▶ Champions can pass out slips of paper to collect employee questions.
- ▶ Questions can be answered in a Q&A lunch panel and/or a company newsletter/email.

Encourage screening participation.

- ▶ Use the champion budget to fund prizes or a raffle for screening participants.
- ▶ Have champions gather near the on-site screening location to create a positive atmosphere.

Activities for Inspirational Goals

- Reserve a room where champions can play short exercise videos during lunch.
- Champions can host healthy potlucks.
- Champions can deliver healthy treats during breaks or lunch.
- Provide champions with tips for talking about wellness topics and encourage them to start conversations with their coworkers.
- Champions can lead guided or silent meditations in a reserved room.
- Invite employees to join champions on daily outdoor walks.

Thank you to our contributors!

Bravo would like to express sincere gratitude to the experts who contributed to this guide. Your knowledge and experience is greatly appreciated. You should be proud of your impact on future wellness champions.



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Let's talk.



**Contact us to learn more about how Bravo can partner
with you to build a healthier workforce and culture.**

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