

Wellness Strategy Calendar – The Big League Sample Template

Goals: Promote the health and well-being of all associates and their families.

MONTH	THEME	COMMUNICATION AND MESSAGING	ONSITE ACTIVITIES
JANUARY	New Year, New You!	<ul style="list-style-type: none"> Announcement letter from senior leadership regarding wellness program initiatives. Promote Independence Healthy LifestylesSM benefits including fitness reimbursement, weight management, and tobacco cessation Provide education and awareness on cervical, prostate, and breast cancer screenings 	<ul style="list-style-type: none"> Implement a New Year, New You Challenge by promoting physical activity, healthy eating, and tobacco cessation Member wellness perks Preventive Services IBX Quarterly Wellness Committee Meeting
FEBRUARY	Heart Health	<ul style="list-style-type: none"> Provide education and awareness on heart health (hypertension, heart disease, and heart failure, etc.) High Blood Pressure Stroke-Warning-Signs-and-Symptoms 	<ul style="list-style-type: none"> Offer blood pressure screenings Set up a heart health display in high traffic area Communicate online heart health module
MARCH	Colorectal Cancer	<ul style="list-style-type: none"> Provide education and awareness materials related to colorectal cancer Establish policy on healthy meetings Healthy Cooking 	<ul style="list-style-type: none"> Promote onsite Registered Dietitian Promote Colorectal Cancer Video Healthy Meeting Toolkit Communicate online reading food labels
APRIL	Engagement/ Physical Activity	<ul style="list-style-type: none"> Promote benefits of walking Provide educational information for back and joint health Promote Losers R Winners challenge Seasonal Eating Tips 	<ul style="list-style-type: none"> National Walk at Lunch Day Create a daily walking club Communicate online exercise module Implement Losers R Winners challenge Quarterly Wellness Committee Meeting

MAY	Asthma	<ul style="list-style-type: none"> • Provide education and awareness on asthma • Promote awareness for Asthma Action Plan • asthma-action-plan 	<ul style="list-style-type: none"> • Connect with American Lung Association for resources and toolkits • Asthma Video-An Intro
JUNE	Men's Health	<ul style="list-style-type: none"> • Provide education and awareness on men's health issues and prevention guidelines • mens health month 	<ul style="list-style-type: none"> • Offer a "Wear Blue" event • Distribute Employee Interest Survey
JULY	Sun Safety	<ul style="list-style-type: none"> • Provide education and awareness on skin cancer, water safety, and sunscreen, etc. • Mid-Year check in with wellness team to review goals and objectives, survey results 	<ul style="list-style-type: none"> • Set up a Sun Safety display in high traffic area • Connect with American Cancer Society for resources and toolkits • EWG Sunscreen Info • Quarterly Wellness Committee Meeting
AUGUST	Wellness Program Foundation	<ul style="list-style-type: none"> • Re-establish & communicate goals and objectives for wellness initiatives • Promote Know Your Numbers campaign 	<ul style="list-style-type: none"> • Promote onsite biometric screenings event
SEPTEMBER	Know Your Numbers Campaign	<ul style="list-style-type: none"> • Promote campaign to complete the Wellness Profile (HRA) 	<ul style="list-style-type: none"> • Offer onsite biometric screenings • Communicate online know your numbers module
OCTOBER	Preventive Health	<ul style="list-style-type: none"> • Provide education and awareness on breast health • Provide education on flu vaccinations • Everyday Flu Prevention Flyer • Review data from screenings and survey during committee team meeting 	<ul style="list-style-type: none"> • Set up a "Think Pink" display in a high traffic area • Promote mammography screenings • Offer onsite flu shots • Quarterly Wellness Committee Meeting

NOVEMBER	Weight Management	<ul style="list-style-type: none"> • Promote Maintain, Don't Gain Campaign • Great American Smokeout (always 3rd Thurs in Nov) • Create a written policy banning tobacco use at your worksite, and communicate the policy through various channels • Provide handouts on healthy holiday tips • Holiday Eating Guide 	<ul style="list-style-type: none"> • Implement Maintain, Don't Gain campaign • Communicate tobacco cessation module • Refer tobacco users to cessation telephone lines such as 1-800-QUITNOW • Tobacco Free Workplace Sample Policy
DECEMBER	Stress	<ul style="list-style-type: none"> • Provide education and awareness on stress • Provide a dedicated space for employees to relax, such as a quiet area for deep breathing exercises or a place employees can “walk away” when they are upset • Allow employees time for physical activity during the day. Even brief bouts of physical activity, such as 30 minutes of brisk walking a day, have excellent stress reduction benefits 	<ul style="list-style-type: none"> • Offer holiday stress seminar • Communicate online stress module • Resilience Video • Physical Activity Basics

The Importance of Leadership Commitment and Support

A successful health promotion program starts with a commitment from leadership, and its continued success depends on leadership support. In particular, leaders at companies with successful health programs express a commitment to promoting healthy lifestyles and establishing a healthy work environment, thereby integrating health into organizational strategy.^{1, 2}

Additional ideas:

Use recognition to propel your program forward and maintain momentum and engagement. Start a wellness champion monthly announcement to recognize individuals who either contribute to your wellness program or maximize their own health & wellbeing. Several variations can be created by using some form of acknowledgement to express appreciation and respect for those individuals. As part of your well-being plan, strive to encourage progress and social actions (buddy-system, volunteerism, community outreach).

References

1. Centers for Disease Control and Prevention. Workplace Health - Planning/Workplace Governance - Leadership Support. (2013). at
2. Milner, K. et al. The relationship between leadership support, workplace health promotion and employee wellbeing in South Africa. Health Promot. Int. 30, 514- 522 (2013).