

<Company Name>

<YEAR> Well-being Program Plan

<Insert your logo here>

I. Introduction

- a. Provide a high-level overview of what you expect your plan to accomplish in support of your specific well-being program goals for the year.

II. Strategy

- a. What key elements of your strategy will the communication plan need to be aligned?
- b. Does your well-being program have a specific brand?
- c. Do you have a mission, vision, values for your organization's well-being program?
- d. Are there specific considerations that need to be addressed in the integrated communications plan?

III. Integrated Communications Plan

- a. Targeted audiences/stakeholders
 - i. Who are you trying to reach?
 - ii. What is the audience profile/the demographics of your organization?
 - iii. Where are the various audiences located? (i.e., one facility, multiple facilities)
- b. Communication Vehicles
 - i. How do you communicate with your various stakeholders?
 - ii. Typical communication vehicles may include:
 1. Emails
 2. Regular mail
 3. Intranet
 4. Newsletter articles (paper/online)
 5. Digital signage
 6. Computer page savers
 7. Town hall meetings, small group meetings, manager-to-employee meetings
 8. Bulletin boards
 9. Onsite seminars/online learning modules
 10. Static tables/kiosks
- c. Miscellaneous: Stairway bulletin boards, bathroom stalls, lunch room communication boards, wallet cards, payroll statement stuffers, specialized trinkets (i.e., mouse pads), etc.
- d. Program focus
 - i. What will your well-being program focus on throughout the year?

- ii. Based on the chronic conditions of your employees, what are your key areas of focus?
 - iii. What programs have your employees requested?
 - iv. Do you have a monthly or quarterly planning approach?
- e. Who is going to be responsible for developing the various deliverables?
- f. What is your creative/review process?
 - i. Adequate lead time will need to be figured into the plan as both the creative and review process take time. The internal review process will vary from company to company.
- g. Key messages
 - i. What key overarching messages would you like to include in your materials throughout the year? These will support specific program communications.
 - ii. What are the monthly/quarterly specific program messages to each audience?

IV. <YEAR> Well-being Program Overview Calendar

January	February	March	April	May	June
July	August	September	October	November	December

V. <YEAR> Well-being Program Communication Element

Month	Communications and Tasks	Responsible Party	Status
	Communications		
	•		
	•		
	Tasks		
	•		
	•		
	Communications		
	•		
	•		
	Tasks		
	•		
	•		