



**Independence
Blue Cross**

WALKING TOWARDS WELLNESS



Dear Program Coordinator,

Thank you for your interest and participation in Independence Blue Cross' *Walking Towards Wellness* program. This employer tool-kit is designed for implementation at the worksite. Listed below is a general overview of the program. The specifics are explained in the Tool-Kit Guide and Tool-Kit Contents. Please refer to these attached resources. You will find the information, tools and resources that you need to get started!

Your Responsibilities

Step 1

Review the entire *Walking Towards Wellness* program.

Step 2

Establish time guidelines for your program.

Step 3

Schedule a planning meeting.

Step 4

Send the leadership announcement from senior management.

Step 5

Communicate information to employees regarding *Walking Towards Wellness* program with promotional flyers—i.e. Intranet, paper flyers, payroll inserts, etc.

Step 6

Manage the registration process.

Step 7

Decide if the company will offer incentives for your employees and establish the criteria.

Step 8

Coordinate, schedule and conduct the orientation meeting.

Step 9

Coordinate, schedule and hold the Kick-Off Walk.

Step 10

Implement the program.

Step 11

Distribute weekly e-mails, flyers, etc.

Step 12

Program Wrap-up

- Collect Tracking Log and Participant Evaluation form from participants.
- Coordinate and hold celebration event for participants.
- Complete and submit Program Coordinator Evaluation form to your Preventive Health and Wellness Representative.

Please feel free to contact Preventive Health and Wellness with any additional questions at **(610) 225-9561**. Good luck and thank you for your participation!