



WALKING TOWARDS WELLNESS



Employer Tool-Kit Guide

Independence Blue Cross designed the ***Walking Towards Wellness*** employer tool-kit to offer a behavior modification program that can be easily administered by the employer. By tailoring the program to your company's needs, you can accommodate any timing or staffing considerations and utilize the kit's resources at a maximum level.

Spring is an ideal time to launch a walking program. The warmer weather allows employees to go outside for a walk in the morning, during lunch or after work.

Most individuals know that exercise reduces stress and decreases the risk of developing certain health conditions; however, the challenge is getting started. The ***Walking Towards Wellness*** program is designed for anyone—regardless of their current level of exercise or schedule.

To give some guidelines on how to structure the ***Walking Towards Wellness*** program, please refer to the sample timeline below. Please feel free to adapt it to meet the needs of your company.

Begin the implementation process

3 months prior to the program start date

- Review contents of the tool-kit.
- Contact your Preventive Health and Wellness representative with any questions.
- Schedule a planning meeting for appropriate team members who will support the program—i.e. management, health educators, wellness committee, benefits administrator, etc.

2-3 months prior to the program start date

- Hold the planning meeting.
- Determine and schedule the start date for the program.
- Make a decision regarding company incentives and if needed, order materials.
- Determine the date for the orientation program and schedule the room.
- Determine and schedule the date for the Kick-Off Walk.

1 month prior to the program start date

- Announce the program to employees; utilize e-mail or promotional flyer; distribute leadership announcement from senior management.

3 weeks prior to program start date

- Continue advertisement in multimedia campaign—e-mail, Intranet, payroll inserts, posters, newsletter article.
- Start registration process; utilize Registration Form.

2 weeks prior to program start date

- Complete registration process.
- Confirm registration of participants.
- Send Registration Confirmation letter to all participants.
- Send Participant Welcome letter OR enclose in participant packet for orientation program.

2 weeks prior to program start date (cont'd)

- Continue to promote program—i.e. company newsletter, e-mail or Intranet.
- Prepare for orientation—review outline, confirm speakers, complete preparation of participant packet by enclosing all participant materials listed in Tool-Kit Contents.
- Announce the Kick-Off Walk via promotional flyer, payroll inserts, Intranet or e-mail.

1 week prior to the program start date

- Send reminders to the participants of the orientation.
- Continue to advertise the program via promotional flyers.
- Finalize registration—i.e. total # of participants, confirm room, refreshments, incentives, speakers, etc.
- Conduct orientation program.

Kick-Off Day-Program starts!

- Conduct the Kick-Off Walk
 - Member of management team speaks to the employees to kick-off the program.
 - Have balloons and a sign in the lobby promoting the walk.
 - Have fun! Be creative!

Week 1

- Send E-mail #1—Building A Walking Habit.

Week 2

- Send E-mail #2—Goal Setting.

Week 3

- Send E-mail #3—Benefits of Walking.

Week 4

- Have a breakfast or luncheon meeting for a “check-in.”

- Reward participants with a company incentive!
- Send E-mail #4—Positive Mindset.

Week 5

- Send E-mail #5—Walking Buddy System.

Week 6

- Send E-mail # 6—Water—The Essential Nutrient.
- Suggestion—give water bottles as an incentive.

Week 7

- Send E-mail #7—Why Do I Choose to Walk?

Week 8

- Send E-mail #8—Keep on Walking-One Step at a Time.
- Have a contest for the funniest walking story. Send E-mail #8A—Contest
- Have a breakfast or luncheon meeting for a “check-in.”

Week 9

- Send E-mail #9—How to Change Your Walk.

Week 10

- Send E-mail #10—What are My Long-Term Goals?

Week 11

- Send E-mail #11—“How Will I Continue After the Program?”

Week 12

- Send E-mail #12—Program completion and collection of tracking logs.
- Celebrate! Arrange to have company incentives.
- Distribute Certificate of Completion to each participant or at the final celebration.
- Collect Program Evaluation forms from participants.
- Program Coordinator to complete Program Evaluation form and return to IBC Wellness Representative.



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