

# At-a-glance: The 5 C's to help drive engagement

Strategies to increase employee engagement in well-being programs.

**1** Leadership **Commitment** at all levels

A successful well-being program begins with a commitment from top leadership and its continued success depends on ongoing support at all levels of the organization.

Create	Communicate	Participate
Make the healthy choice the easy choice by creating a supportive, health-promoting environment.	Communicate frequently and often through different channels... in other words, "multiple times, multiple ways."	The single most important thing a leader can do is to actively participate.

**2** What do they **Crave**?

Be sure to solicit employee input. Questions to ask for employee input:

- Areas of interest?
- Readiness to change?
- Preferred communication channels?
- Types and frequency of communication?
- Preferred incentive?
- Preferred day/time for activities/events?
- Participation barriers?
- Participation motivators?

**3** Find the right **"Cash"**... select a meaningful incentive for your employees

- Casual dress day
- Charitable contributions
- HSA/FSA deposits
- Healthy food celebrations
- Gift cards
- Company branded apparel
- Premium reduction
- PTO
- Reserved parking spaces
- Wearable devices

**4** Consistent **Communication** is key

- Create a program brand
- Identify communication channels
- Determine frequency of messages
- Determine areas to target
- Develop communication calendar
- Establish a well-being champion network

**5** **Culture:** Create a health-promoting, supportive environment

Move	Eat	Feel	Care
Walk-and-talk meetings	Healthier cooking demos	Mindfulness sessions	On-site biometric screenings
Take the stairs campaign	Fruit sampling day	5-Minute stretch breaks	Flex work schedules

