

At-a-glance: Well-being program communication tips



Use a blend of digital & traditional channels

- Email
- Well-being champions
- Intranet
- Managerial updates
- Team meetings
- Printed handouts
- Posters
- Bulletin boards
- Digital monitors
- Social media



Identify and use “overarching messages” that resonate with your employees throughout the year

- “Small steps have big impact!”
- “The well-being program is for everyone!”
- “You choose your path and which programs you want to enroll in.”



Ensure that well-being program messaging is integrated within all levels of your organization

- Executive leadership
- Human Resources/Benefits
- Middle management
- Well-being champions
- Employees



Leverage “peer-level” communications throughout the year to inspire your employees

- Success stories
- “Healthy selfies”
- Well-being champions
- Social media



When communicating behavior components, focus on the potential short-term benefits of the program

- More energy
- Lifted mood
- Feeling better
- Connection with others
- Better sleep
- Socialization
- Better focus
- Increased creativity
- Team building
- Improved productivity



Consider branding your well-being program with its own logo, tagline, and accompanying mission/vision statement.

Communicating and promoting the well-being program is crucial to the success of the program. UnitedHealthcare offers solutions, tools and resources to help support your well-being program. For additional resources, please work with your UnitedHealthcare team.