

Module 0.2 Transcript

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Welcome to Module 2 in our Introduction and Overview step.

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In this module, we will talk about the program infrastructure that will support your Worksite Wellness program.

Before we launch into each of the steps of the Working on Wellness Development Cycle, this module will focus on the center of the circle first.

To improve the health of your workforce, it is beneficial to bring together three essential partners: individual employees, the organization or worksite, and the broader community.

In order to build a strong internal infrastructure for your Working on Wellness initiative, it's useful to thoughtfully engage employees and key worksite decision-makers. Employees alone cannot drive worksite wellness initiatives, nor can worksites promote wellness initiatives without employee buy-in. The involvement of both will ensure that the planning and implementation of your initiative will be successful; and it will set your initiative up for long-term sustainability.

Engaging the community is also essential to developing a strong external infrastructure for your worksite wellness initiative. Later in this module, we will talk about how to define community, and how tapping into resources and partnerships at the community level can lead to a healthier workforce and community overall.

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The goal for this module is to learn about the internal and external infrastructure necessary to develop, implement, and sustain an effective Working on Wellness initiative.

By the end of this module, you should be able to:

- Articulate the roles and attributes of the Wellness Sponsor, Wellness Champion, and Wellness Committee
- Identify project management best practices to Wellness Committee protocols
- Articulate how partnering with the community on wellness initiatives can boost economic development
- Define the worksite's community

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Let's go over the core components of the Wellness Program Infrastructure that will be internal to your worksite.

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There are many facets to developing and implementing a wellness initiative. Having the appropriate internal infrastructure in place is a first step in getting started. Let's first talk about the people that you will engage. These roles include the Wellness Sponsor, the Wellness Champion and the Wellness Committee Members.

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What is a Wellness Sponsor?

The Wellness Sponsor is the executive leader responsible for developing the vision for your organization's wellness initiative. The Wellness Sponsor is the visible figurehead for the initiative and the voice that communicates the initiative to your organization. Additionally, the Wellness Sponsor promotes and models the vision and mission within your organization.

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What does the Wellness Sponsor do?

The Wellness Sponsor appoints the people who will be responsible for your wellness program development and assures that the resources are available for them.

The Wellness Sponsor:

- Appoints the Wellness Champion
- Helps the champion select the Wellness Committee
- Ensures that the Wellness Champion and Wellness Committee can dedicate the time to plan and implement the Wellness Initiative
- Ensures that office and financial resources are available to plan and implement the program
- Acts as a role model by participating and promoting the Wellness Initiative
- Serves as the executive voice of the Wellness Initiative through communication to employees and leadership

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Think about the roles and responsibilities of the Wellness Sponsor and choose the leader who is ready to embrace them.

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So what is a wellness champion? The wellness champion is the designated leader of the Wellness Committee. The wellness champion also oversees and manages the processes of the wellness committee. And finally, the Champion assists the Sponsor in identifying candidates for the Wellness Committee

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The wellness champion should be someone who:

- Has a thorough understanding of the organization's vision
- They should be a role model to others by living a healthy lifestyle. This doesn't mean they have to eat right and exercise 24/7. It does mean they

- have to visibly participate in the wellness activities and do their best to live a healthy lifestyle.
- They should demonstrate leadership and delegation skills
- They should have strong interpersonal, communication, and management skills
- And, they should be politically savvy

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The overall role of the Wellness Champion is pretty clear-cut – they are the designated leader of the Wellness Committee. Their job is to accomplish the goals of the wellness program by leading the Wellness Committee to consensus on the wellness tasks at hand.

The Champion does this by:

- Helping the team focus on content by taking full responsibility for managing the process
- Acting as a sounding board for information, thoughts, and ideas
- Helping the team avoid making mistakes in the development and/or implementation of the initiative
- Keeping the team on schedule and moving meetings along
- Ensuring a realistic understanding of resource requirements and availability

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We recognize that you may have already selected your Wellness Champion. If you have not selected the Champion, the next step is to identify candidates. Selecting the Wellness Champion is an important decision. The wellness champion will oversee and lead the wellness committee to achieve the goals and objectives of the program.

To begin the process of selection, discuss the wellness champion role and potential candidates with others within the organization such as Human Resources and other management team members. Then draft a list of possible candidates based on your discussions. Before making your final selection, be sure to discuss with your candidate's manager.

You will then review the final list with trusted colleagues and HR representative, and finally, make your candidate selection.

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Now, let's talk about the roles and responsibilities of the Wellness Committee.

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The role of the Wellness Committee is to plan, implement and evaluate the program. This will include communicating with employees, participating in the program, and motivating others to participate. The wellness program is not

something one person owns or creates - it takes a collaborative team with diverse skill sets to produce a successful program. The Wellness Committee is an essential part of the Worksite Wellness Program infrastructure.

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The committee members will need to possess certain characteristics to successfully plan, implement and evaluate the wellness program. Perhaps the most important characteristic is that they need to be willing to actively participate. This is not just in the work of the committee, but in the programs as well. They need to be able to follow through on the commitments they make as a member of the committee. Getting the work done is the main part of the committee's responsibilities. They should demonstrate personal leadership skills in their work – these may include qualities like integrity, being highly productive and results oriented, and willing to encourage others to follow the vision. The individuals who are seen as leaders, even informal leaders, within their work group are ideal candidates.

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The Wellness Committee's responsibilities include the following:

- Gathering information on the workplace and the employees' needs and interests;
- Developing the program goals and objectives;
- Evaluating the program, services, and policies that are available in your workplace; and
- Assisting in implementing, monitoring, and evaluating the program activities.

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The composition of the wellness committee should represent all stakeholder groups in your organization who will ultimately participate in the programs. Think of the stakeholders as your customers for the wellness program. These are the different customer segments you will serve.

Therefore, your first step is to identify all the stakeholder groups. The key part of this step is to identify the diversity represented in your organization. Consider the many different groups, based on gender, ethnicity, work location and shift. All elements need to be considered when thinking about the stakeholders your program will serve. Also, remember to include people on the committee who have varying health status. If you select only young females who exercise regularly to be on the committee, they will not have the viewpoint of the overweight middle-age male smoker.

Also, consider including people who are part of the approval process or who are influencers of the approval process. This might include key departments such as facilities, human resources or marketing.

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The selection of the committee members is based on the stakeholder group representation previously identified, plus the personal characteristics of the individuals. The Sponsor and the Champion will most likely work together to create this list. We encourage you to review your list with the Human Resources department. HR typically has access to confidential information that may not be generally available but could influence their selection. Once you have identified candidates for the Committee, we encourage you to communicate with each of their managers. We also encourage you to add the wellness committee responsibilities to the job description for these individuals. This formally makes this a part of their job, and not just a 'spare time' activity. This gives them permission to do the work of the wellness committee during their work day.

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Let's take a moment and download the Wellness Committee Composition Worksheet. This worksheet will guide you in your next step of identifying and recruiting potential Wellness Committee members. At the end of this module, the Wellness Champion and Sponsor will complete this worksheet together.

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The purpose of this action step is to identify each of the stakeholder groups in the organization that should be considered for representation on the Wellness Committee. You will identify groups that represent significant portions of the employee population and various demographic/diversity.

Examples of groups are:

- Individual departments
- Union/Non-Union employees
- Salaried/Hourly employees
- Females/Males
- Office workers/remote staff
- Professional/Administrative
- As well as work groups

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Now, let's see how XYZ Inc. completed their Wellness Committee Composition Worksheet. The Wellness Sponsor, John Zee, CEO of XYZ Inc. appointed Donna Yee as the Wellness Champion. Donna Yee is a Production Associate in the Second Shift. She has worked with the company for over 10 years, is passionate about health and is a highly valued employee.

When John and Donna met to discuss the Wellness Committee Composition they felt it was important to have representation from all three production shifts as well as all key departments. It was important to have two representatives from the first shift, as there is a majority of employees who work on this shift. You can see each of these groups identified on the Wellness Committee Composition Worksheet, available for download in the Resources Tab.

Now that John and Donna have identified their key stakeholder groups, they then will identify and appoint the individuals from each group to be on the Wellness Committee. John Zee, as the Wellness Sponsor, will then communicate with managers of each of the appointed Committee members to ensure they agree with the appointment.

As a process note, we recommend that you appoint individuals rather than ask for volunteers to ensure you get the appropriate representation from the key stakeholder groups. This also sends the message that the wellness program is an organizational priority and that these individuals will be given time during their workday to do the Wellness Committee work.

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Once the team has been assembled, the next step is to establish protocols for the team's work efforts. These protocols will help the team stay focused and on task.

The team should meet on a regular and predictable schedule, and at least monthly, so that team members can plan this into their work schedule. The regularity of the meetings also demonstrates a commitment to the work of the team, and provides accountability to agreed-upon deliverables. During the planning process, more meetings or a special planning retreat may be required. Meetings should have a formal agenda and have minutes taken to record decisions and actions resulting from the meeting.

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Let's go over the core components of the Wellness Program Infrastructure that will be external to your worksite. Namely, you will be identifying ways to engage and partner with your community.

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In order to engage your community, you will first need to think about what your community includes. Your community can be inclusive of, but not limited to, the geographic area that a worksite is situated. This means, your community might also include the places where people live or spend time. It can also include communities not defined in geographical terms, perhaps based on who your worksite employs or serves.

You will want to get to know whatever community is most relevant to your worksite or worksites.

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Once you have defined your community, you will want to get to know your community. This includes considerations such as its geographical boundaries, physical infrastructure, history, demographics, leadership and culture, assets, and needs. To give you a preview of what's ahead, in a future module of this Cycle Step, you will conduct a scan of your community to identify potential resources and partnerships that will help you build a sustainable wellness program for your organization.

Citation: Community Toolbox – Section 2: Understanding and Describing the Community

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In this module, you learned about the internal and external infrastructure necessary for your wellness initiative. This includes engaging your employees, your worksite, and your community. Specifically, for the internal infrastructure, you learned about the characteristics and responsibilities of the Wellness Sponsor, Wellness Champion and Wellness Committee and ways to develop Wellness Committee protocols. For the external infrastructure, you learned about defining and partnering with your community.

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Following this module:

You will use the Wellness Team Composition Worksheet to identify and recruit potential Wellness Committee members. You will also use this information in the first step of the Worksite Wellness Development Cycle, Buy In.

Also, from the Resources Tab, download the key takeaways and action item checklist document.

References for this module can also be found in the Resources Tab.

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Congratulations! You've completed the second module in the Introduction and Overview step. Now you'll complete a short quiz. Click the Introduction quiz link below to start.