



MASSACHUSETTS
WORKING *on*
WELLNESS
Partnering for a healthy workforce

Buy In Module 1.2 Transcript

Slide 1

Welcome to Module 2 of the Buy In Development Cycle Step.

Slide 2

In this module, we will explore the values and benefits of a wellness initiative to your organization.

Slide 3

The goal of this module is to identify the potential values and benefits of a wellness initiative to your organization.

By the end of this module, you will be able to identify three key values and benefits of a wellness initiative to your organization; and Complete the Buy In section of the Worksite Wellness Action Plan.

Slide 4

A workplace health initiative can produce benefits both for individual employees as well as the organization as a whole. Let's get started with values and benefits of a wellness initiative to the organization.

Slide 5

We've all heard the saying...worksite wellness is good business. Let's take a few minutes to think about why you decided to implement a worksite wellness initiative within your organization. Was it to improve employee morale, improve employee recruitment and retention, enhance workplace productivity or enhance corporate image? There are many reasons why organizations choose to create a culture of health within their organization. Now is the time for you to truly understand the why behind your organization's decision. This will help to make the case for how this initiative will link to larger corporate goals and decisions. By doing this you will hopefully plant the seed for sustainability because wellness will be a part of your culture.

Slide 6

At an organization, it is management's responsibility to achieve business objectives. To support this, the wellness initiative must demonstrate value and benefits to the organization. It is important to research and document the potential outcomes the wellness initiative can provide to your organization. Resources and support for wellness initiatives result from having clearly stated values and benefits. These values and benefits will serve as a foundational element in the wellness strategic plan, the Worksite Wellness Action Plan.

Slide 7

The cost of health care in our country has a major impact on business and its bottom line. Employees are considered a company's greatest asset and their health can dramatically affect the workplace. To preserve and strengthen this important asset, organizations offer wellness initiatives. The rewards of wellness initiatives go far beyond reducing the price of employee benefits. These benefits can be grouped into common themes such as:

- Increase workplace productivity;
- Generate competitive advantages for a company, such as recruitment and retention;
- Enhance corporate image;
- Improve business performance and risk management; and
- Strengthen an organization's culture by creating a culture of well-being

Slide 8

Let's look at some sample values and benefits statements to determine which themes resonate with your organization. From the Resources tab, download the Values and Benefits Statements document. By familiarizing yourself with some potential values and benefits that the wellness initiative will provide to your organization, you can determine which are important to your wellness committee and leadership team. These values and benefits will serve as a foundational element in your wellness strategic plan, the Worksite Wellness Action Plan.

Slide 9

It's best if you have consensus about which values and benefits are applicable to your efforts. Ideally, this will be done by scheduling a time to meet with your Sponsor and Wellness Committee to review the Values and Benefits Statements and the overall themes. Next you will identify three key values and benefits of your wellness initiative to your organization.

Slide 10

After agreeing on your three values and benefit statements, you will add the information collected to the Worksite Wellness Action Plan.

Slide 11

In 2014 the Massachusetts Department of Public Health conducted a survey of Massachusetts businesses. The survey revealed that only 10% of businesses had a strategic plan for their wellness initiative. Research in the worksite wellness field shows that organizations with a plan have higher participation rates and better outcomes. To help you build a comprehensive worksite wellness initiative with goals and objectives, we are providing you with a planning tool called the Worksite Wellness Action Plan. Throughout Working on Wellness, you will be developing and using the Worksite Wellness Action Plan for your wellness efforts.

Slide 12

This is a snapshot of the Worksite Wellness Action Plan (WWAP) that you will use to collect information. You and your team will then enter information online as you complete each cycle step of Working on Wellness.

Slide 13

The next step is to download the Worksite Wellness Action Plan Instructions Document from

the Resources tab; then work with your Wellness Committee to complete the Buy In Section of the document. You can also review how XYZ Inc. completed its Buy In section of the Worksite Wellness Action Plan.

Each time you see this clipboard photo, we are signaling to you that this action step includes the Worksite Wellness Action Plan.

Slide 14

In this module you learned the potential values and benefits of a wellness initiative; and what is needed to complete the Buy In section of the Worksite Wellness Action Plan.

Slide 15

Your next steps are to get the Sponsor and Committee together to discuss and identify the three key values and benefits of a wellness initiative to your organization; and then to complete the Buy In section of the Worksite Wellness Action Plan.

Don't forget to download the Key Takeaways and Action Item Checklist document from the Resources tab.

References from this module can also be found in the Resources tab.

Slide 16

Congratulations! This concludes Module 2, the last module in Buy In.

If interested in additional Buy In tools to supplement what you've learned, click on the Resources tab to access them. These supplemental tools are optional.

See you in Assessment, the next step of the development cycle!

Now you'll complete a short quiz. Click the Buy In quiz link below to get started.