

Implementation Module 5.2 Transcript

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Welcome to Module 2 of the Implementation Cycle Step. Marketing Communications.

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Congratulations! You have methodically worked through the Steps of the Worksite Wellness Development Cycle and now you have a plan. So far in the implementation step, you have learned how to put into place the Wellness Interventions you identified in your Worksite Wellness Action Plan. Now you will learn how to develop and execute a marketing communications plan to support your program and drive participation.

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Let's review the goals and objectives for this learning module.

The goal of this module is to help you understand how to develop and execute a marketing communications plan to support your wellness initiative.

By the end of this module you will be able to:

- Describe the role of marketing communications in supporting your wellness initiative
- Explain the role of marketing communications in driving participation
- Reiterate the importance of promoting your wellness brand
- List the keys to effective communication

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What is marketing communications?

Marketing communications is the use of communication strategies to inform and influence individual decisions that enhance health.

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So why is marketing communications key?

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A well-designed marketing communications plan is an integral part of your worksite wellness initiative. It plays a key role in the success of your wellness initiative. Communication from your sponsor helps show support for employee health and wellness as a key business priority for your organization.

Marketing communications demonstrates the value of the wellness initiative, the progress made and the steps to be taken. Communication introduces and builds support for your brand. It educates employees about how it works, it gets people involved and it motivates them to continue.

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Participation in your wellness initiative is directly related to how successful you are with your marketing communications efforts. Let's look at how you can use marketing communications to promote participation.

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One way to drive awareness and participation is to launch your initiative and brand. You may have a launch event or introductory kick-off email supported with other types of communication. Have your

Wellness Sponsor be the voice of the launch. The sponsor should position the initiative as a key organizational value with clear benefits to employees. This messaging should reach all employees and help to promote your brand.

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Another way to maximize participation is to promote individual wellness activities and to do it in a variety of ways. For example, if you are offering a flu shot clinic, you will want to communicate well before the clinic with all the key information about the event, its timing and how to sign-up. You'll want to communicate multiple times in different ways. Use Email, posters, meeting announcements and your company intranet. On the day of the event you'll want directional and instructional details so employees know where to go.

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The best way to promote participation in your wellness interventions is to communicate consistently and regularly. That means having a plan for marketing communications. Define your various audiences and their needs and interests. Craft your messages specifically for your audiences and use the communications vehicles or channels they prefer. Use different approaches to reach your audiences and make sure you have a schedule and timeline.

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Your wellness initiative brand will serve many purposes. It gives your initiative an identity; It creates credibility for the work that you are doing; It makes your initiative visible; It positions wellness as important for your organization; and it inspires employees. Your brand will help establish recognition and create visibility. It is important to use the brand on all materials and to use it consistently in your communication efforts.

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Let's look at some strategies for effective communication. Keep these in mind as you move forward with your initiatives.

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An effective marketing communications plan starts with clear goals and objectives. With these in mind you develop succinct key messages supported by inspiring stories. Your messages are targeted at specific employee groups who are at varying stages of readiness. Some employees are ready to act on healthy behavior such as smoking cessation or increased physical activity. Others are just thinking about it and want to know the options available to them. Effective communication relies on multiple channels to meet the needs of your targets. A strong call to action helps initiate a response. Make sure it is well planned and designed to attract the attention of your employees.

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It's just as important to avoid these communication mistakes as it is to get it right. First of all, remember to communicate. Make it clear, credible and actionable. Deliver key messages using multiple channels to reach your target audiences. Time it right, make it engaging and fun.

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In this module you learned:

- The role of marketing communications in supporting your wellness program and in driving participation

- How to develop a strong marketing communications plan
- The keys to effective communication

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Your next step is to meet with your Committee to think through your communications strategies.

Be sure to download the Key Takeaways and Action Item Checklist document from the Resources tab. References from this module can be found in the Resources tab.

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

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

The next step in the Wellness Program Development Cycle is Evaluation. See you there!

Now you'll complete a short quiz. Click the Implementation quiz link below to start.