



Development Cycle Step: Implementation
Module 2: Marketing Communications
Key Takeaways and Action Checklist

Key Takeaways

In this module you learned:

- 1. The role of marketing communications in supporting your worksite wellness initiative.**
 - a. 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, educates employees about how the initiative works, gets people involved and motivates them to continue on.
- 2. How marketing communications helps increase participation**
 - a. Participation in your wellness interventions and programming is directly related to how successful you are with your marketing communications efforts. To increase participation:
 - i. Launch your initiative and brand
 - ii. Promote individual wellness activities
 - iii. Communicate consistently and regularly
- 3. Key questions to help you formulate your communication strategy**

Objective - What do you want to accomplish?

Audience – Who is your target?

Messages - What do you want to say and how?

Channels - How will you reach your audience?

Schedule - When will you communicate?

Evaluate - How will you measure success?

Action Items Checklist

- ☐ 1. **Develop your Marketing Communications Plan**
The Wellness Champion and Wellness Committee will meet to discuss the role that the sponsor will play in marketing the wellness initiative to employees. In addition, the committee will discuss strategies to communicate the various interventions to all employees.