

# Wellness Program Communications Strategy and Timeline



## **Timeline Phases**

### **Pre-Launch: Month**

Give a heads up that the program is coming soon and get employees excited about wellness by sharing educational resources.

### **Launch: Month**

Provide full program details and drive participants to the portal to get started.

### **Early Program: Month - Month**

Feature different program components to encourage participants not to wait until the last minute to engage in the program.

### **Late Program: Month - Month**

Remind participants of the upcoming end of the program.

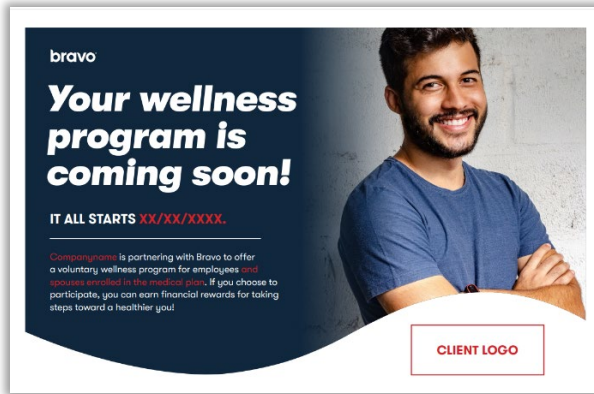
### **Year-Round Wellness: Month - Month**

After the program ends, keep promoting wellness in the workplace by sharing educational resources.

# Pre-Launch Phase (Month)

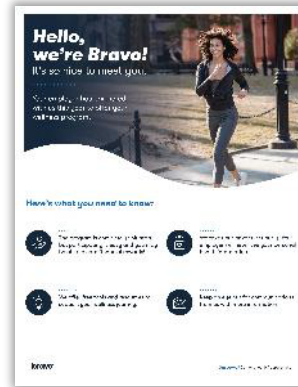
## Deployed by Bravo

→ EMAIL: Intro to the program, sent 1 week before program open



Coming Soon Postcard Sent Around X/X/XXXX

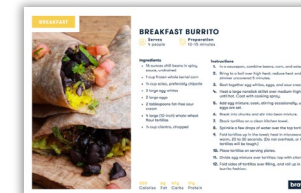
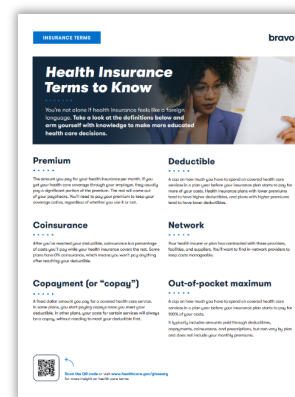
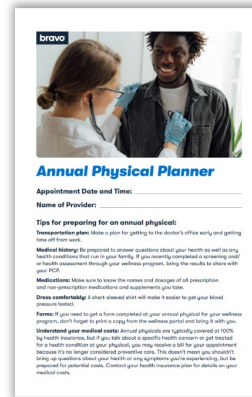
## For your team to deploy



Intro Flyer



Health Debt Flyer



Choose 2-4 Educational Materials

# Launch Phase (Month)

## Deployed by Bravo

- EMAIL: Welcome to the program, sent on program open
- SMS: Welcome to the program, sent on program open

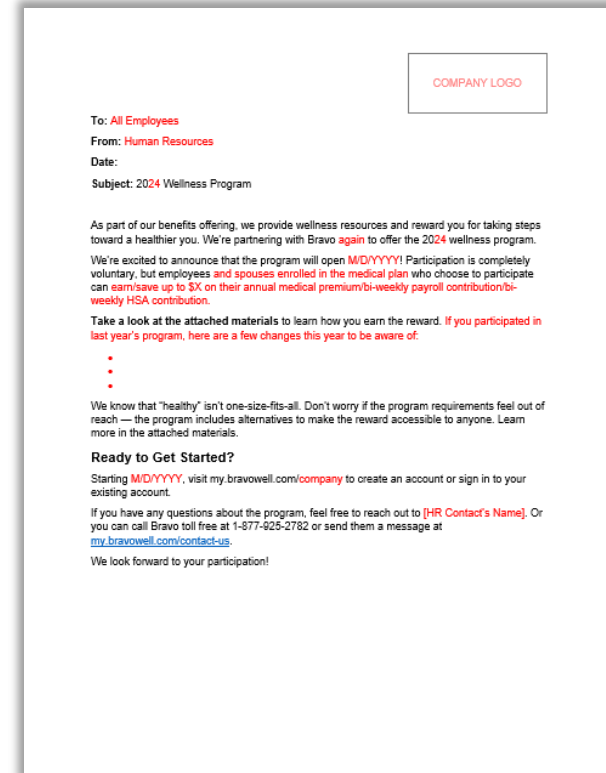


Program Guide  
Linked on Resources Page of Portal



Welcome Mailer  
Sent Around X/X/XXXX

## For your team to deploy



Welcome Email Template

## Early Program Phase (Month - Month)

### Deployed by Bravo

- EMAIL: Introduction to screenings, sent 10% through the program
- EMAIL: Screening tips, sent 12% through the program
- EMAIL: Activity reminder, sent 15% through the program
- SMS: Activity reminder, sent 15% through the program
- EMAIL: Activity reminder, sent 40% through the program
- SMS: Activity reminder, sent 40% through the program
- SMS: Mid-program survey, sent 50% through the program

### For your team to deploy



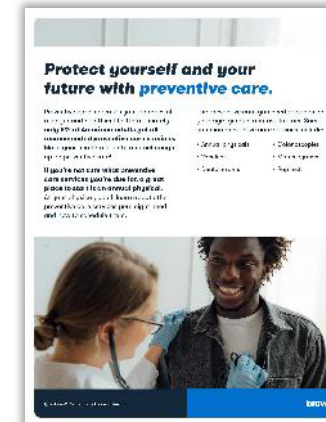
General Program Flyer



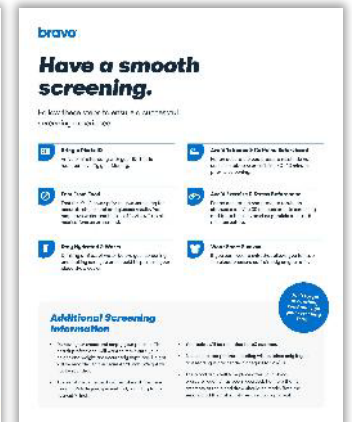
Screening Flyer



Editable On-Sites Flyer



Preventive Care Flyer



Screening Tips Flyer



## Late Program Phase (**Month - Month**)

### Deployed by Bravo

- EMAIL: Reminder about alternatives, sent 75% through the program
- EMAIL: Activity reminder, sent 85% through the program
- SMS: Activity reminder, sent 85% through the program
- EMAIL: Reminder about portal resources, sent 90% through program
- EMAIL: Reminder to view results, sent 15 days before latest deadline for tasks
- SMS: Program end survey, sent on latest deadline for tasks



Reminder Postcard  
Sent Around  
**X/X/XXXX**

### For your team to deploy



Last Chance Flyer



Health Assessment  
Flyer

# Year-Round Wellness Phase (Month - Month)

## For your team to deploy

**bravo**

### What's in your wellness toolkit?

Get the most out of your wellness toolkit by exploring the full range of resources available to you. From digital assessments to on-demand courses, there's something for everyone.

**WELLNESS DIGITAL SKUDS/SCHE**

**Health Assessments**

Take a 5-minute assessment to get a baseline of your health. The results are available in the Bravo app. You can also take a more comprehensive assessment to get a deeper understanding of your health.

**On-Demand University Courses**

Take a course on a variety of topics, including stress management, sleep hygiene, and nutrition. These courses are available in the Bravo app and are designed to be completed in 15-30 minutes.

**On-Demand HD Courses**

Take a course on a variety of topics, including stress management, sleep hygiene, and nutrition. These courses are available in the Bravo app and are designed to be completed in 15-30 minutes.

**Plays**

- Track Sleep
- Guided Walks
- Virtual 3 Yoga
- Health Tracker

**Questions?**  
Get the most out of your wellness toolkit by exploring the full range of resources available to you.

**STRESS** **bravo**

### Box Breathing

This technique of using slow, deep breaths through your nose can be beneficial to anyone, especially those who need to meditate or relax stress.

**Breathe In** 4 seconds

**Hold** 4 seconds

**Breathe Out** 4 seconds

**Hold** 4 seconds

Repeat for 4 minutes or at least 3 times. If the technique is challenging to begin with, try counting to 3 instead of 4, increase the count to 5 or 6 as you improve.

**EXERCISE** **bravo**

### 10-Minute Total Body Workout

Do each move for 2 minutes and take a 30-second rest between each exercise. Pace yourself, don't go too fast if these moves are challenging!

- Body Weight Squats (2 minutes rest)
- Push-Ups (2 minutes rest)
- Forearm Side-Plank Twists (2 minutes rest)
- Alternating Oblique Crunches (2 minutes rest)

This information is provided solely for general educational and informational purposes. It is not intended to constitute a diagnosis or treatment plan. Please consult your physician or healthcare provider before beginning an exercise program.

**GOAL SETTING** **bravo**

### Habit Tracker

Don't get discouraged if your habit doesn't stick at first. Try your best consistently, adjust your strategy if you need to, and you'll keep making progress.

THE HABIT I WANT TO WORK ON: \_\_\_\_\_

WHY IS THIS HABIT IMPORTANT TO ME? \_\_\_\_\_

	M	T	W	T	F	S	S	WEEKLY OBSERVATIONS:
WEEK 01	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
WEEK 02	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
WEEK 03	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
WEEK 04	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
WEEK 05	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

WHAT MAKES IT EASY TO STICK TO THIS HABIT? \_\_\_\_\_

WHAT MAKES IT HARD TO STICK TO THIS HABIT? \_\_\_\_\_

**SLEEP** **bravo**

### 13 Tips to Help Improve Your Sleep

These sleep tips come from Cleveland Clinic physician Dr. Mark Hyman. Feel better physically and mentally by getting a better night's sleep.

- 01.** Practice the regular rhythms of sleep – go to bed and wake up at the same time each day.
- 02.** Use your bed for sleep and romance only – not reading or television.
- 03.** Make your bedroom a comfortable, peaceful sleeping environment – use colors and smells that make you feel relaxed and try to eliminate clutter.
- 04.** Create total darkness and quiet – consider using eyeblack and earplugs.
- 05.** Avoid caffeine – it may seem to help you stay awake, but actually makes your sleep worse.
- 06.** Avoid alcohol – it helps you get to sleep, but causes brain patterns in sleep and poor-quality sleep.
- 07.** Get exposure to daylight for at least 20 minutes daily – the light from the sun enters your eyes and triggers your brain to release specific chemicals and hormones like melatonin that are vital to healthy sleep, mood, and energy.
- 08.** Eat no later than three hours before bed – eating is heating food prior to bed will lead to a bad night's sleep.
- 09.** No intense exercise after dinner – excites the body and makes it more difficult to get to sleep.
- 10.** Stretch or get a massage before bed – this helps relax the body, making it easier to fall asleep.
- 11.** Take a hot salt/bath – raising your body temperature before bed helps to induce sleep. A hot bath also relaxes your muscles and reduces physical and mental tension.
- 12.** Download a relaxation or meditation app – meditation causes changes in your body that make it easier to fall asleep.
- 13.** Write down your worries – one hour before bed, write down the things that are causing you anxiety and make plans for what you might have to do the next day to reduce your worry. It will free up your mind and prevent the worry from sleep and mental sleep.

Rotate 1-3 Educational Materials a Month

## Getting the most out of your communications

### Print Materials

- Tape flyers where they're most likely to be read, such as:
  - Near the microwaves in the breakroom
  - Stairwells
  - Bathrooms
  - Around employee workstations
- Print a moderate quantity of educational resources like worksheets and recipes cards
  - Leave copies of the resources in the breakroom, cafeteria, and/or on-site gym and replenish as needed
  - Have resources available to hand out at open enrollment meeting, on-site screenings, health fair, and/or other events

### Digital Materials

- Save flyer PDFs as .jpg or .png files and insert into:
  - All-company emails/newsletters
  - All-company presentations
  - Company intranet site
- For companies who utilize slideshows on lobby TV screens, our flyers are available in a “digital screen” format

### Other Communication Methods to Consider

- Ask managers to give reminders of program deadlines in team meetings
- Put key program dates on employees' calendars by sending all-company calendar invites
- Recruit a “wellness champion committee” of employees who are passionate about wellness to assist with word-of-mouth promotion of the wellness program