

*The Art of Wellness Messaging
Reaching Everyone, Everywhere*

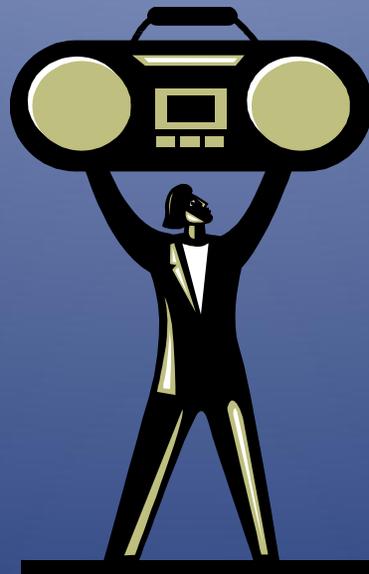
Lisa Marzoli, BS, MBA

Anthem Blue Cross & Blue Shield

Effective communication is the biggest difference-maker for organizations aiming to improve their employees' engagement, health and productivity. Keep these timeless truths in mind as you design and implement your wellness program.

~ Shawn M. Connors, Hope Health

A great wellness plan poorly communicated is like a fantastic sound system that lacks an “on” button. What good is it, really?



The Recipe Revealed...

- ◆ Engage
- ◆ Energize
- ◆ Empower



And the secret ingredient is....



Caring!

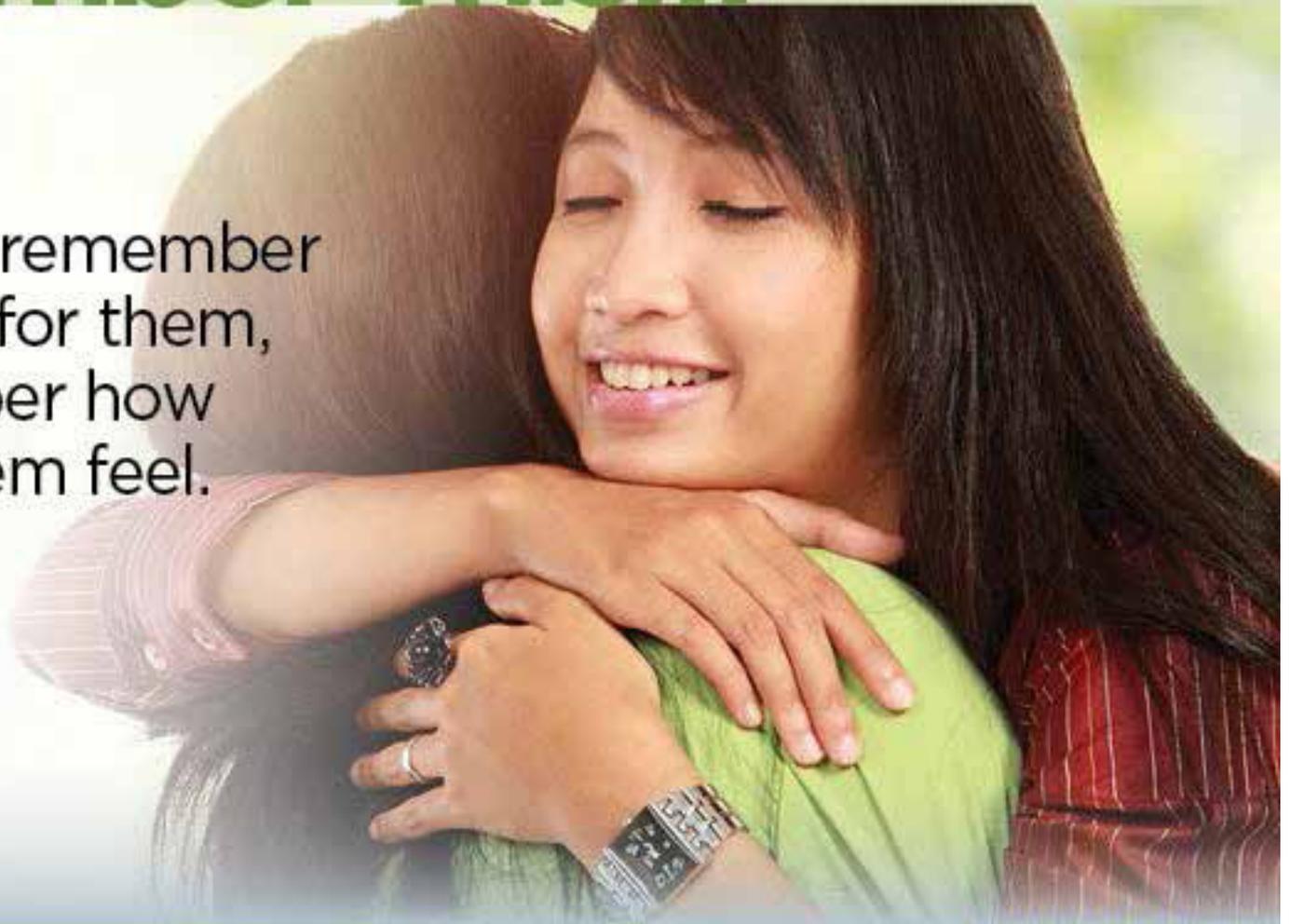


Maurice Cheeks



Always, Always, Always Remember This...

People don't remember
what you do for them,
they remember how
you make them feel.



CE³ = Power

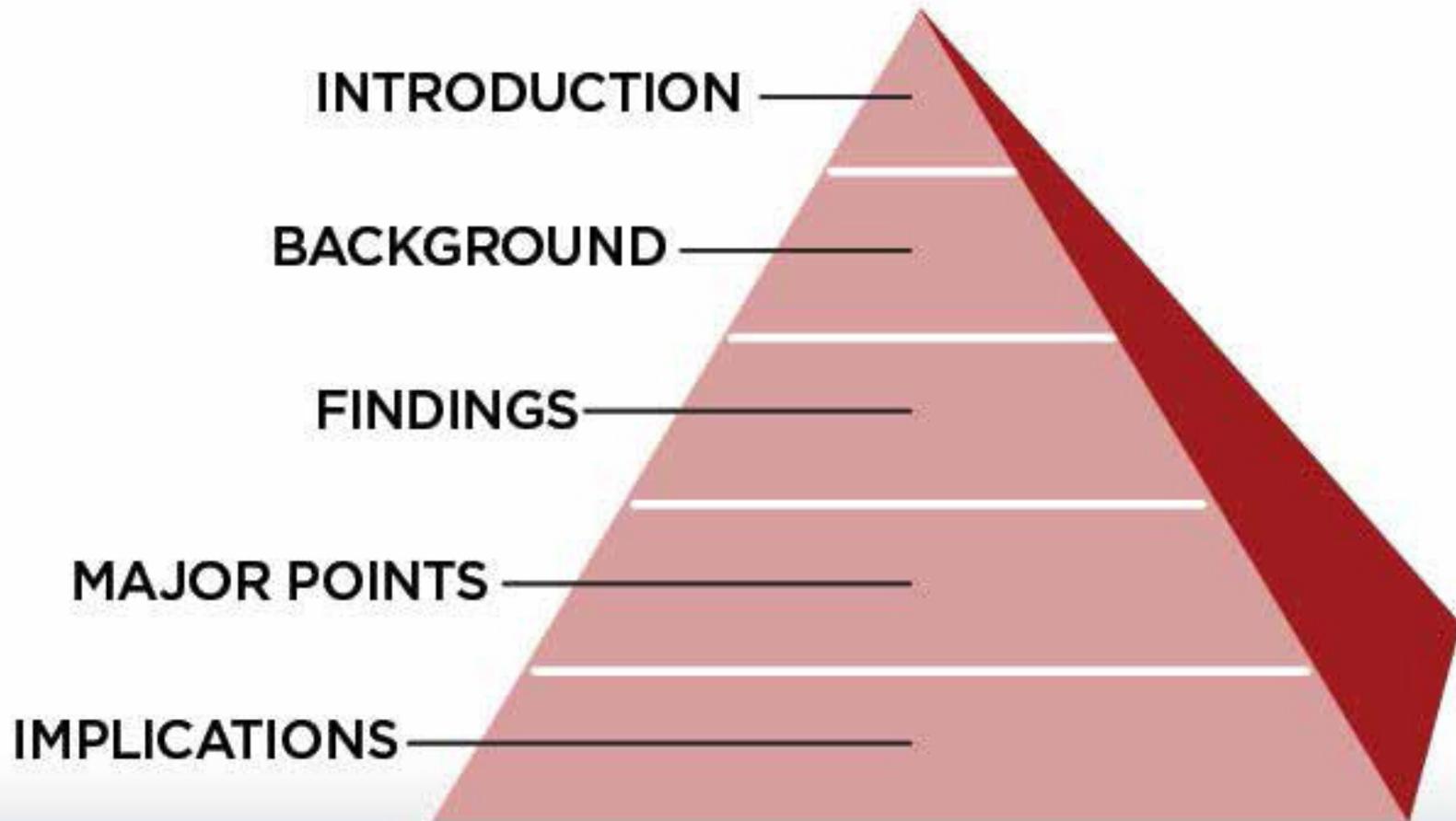
Caring

Engage
Energize
Empower

CE³



Old School Communication Pyramid...

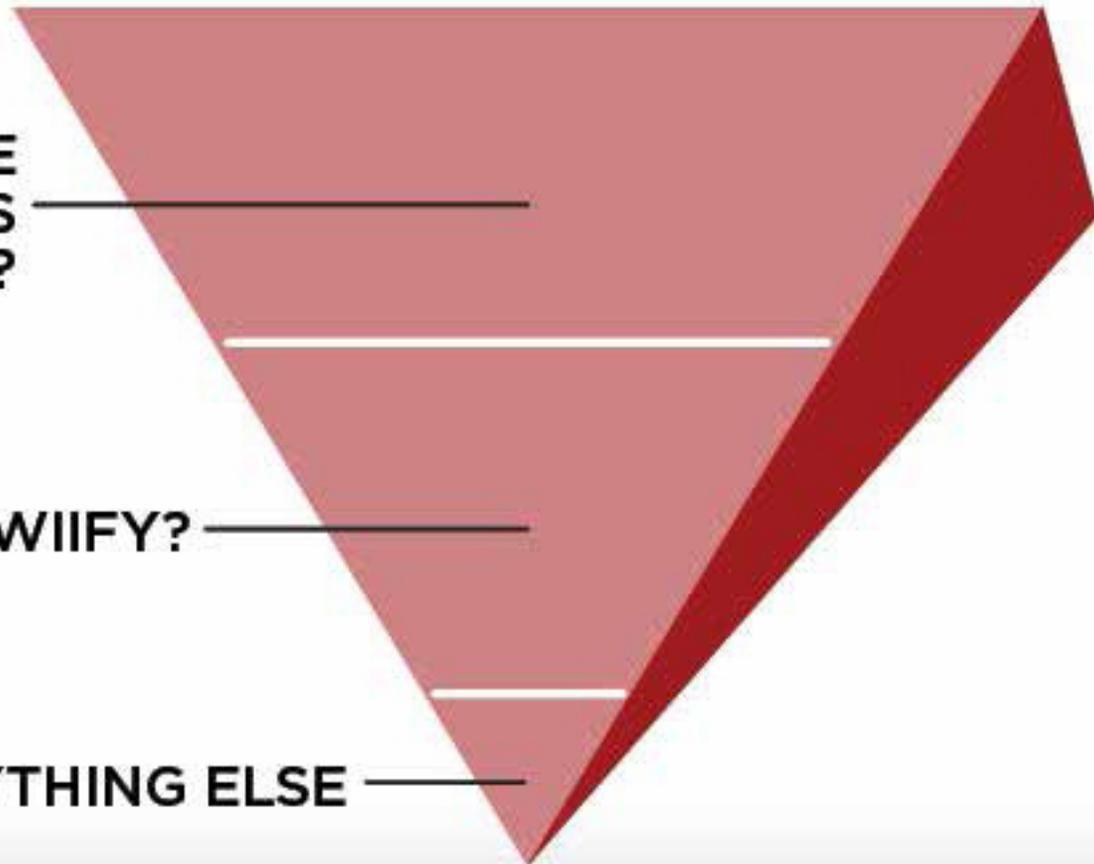


New School Communication Pyramid...

WHAT'S THE ONE
THING THAT NEEDS
TO BE KNOWN?

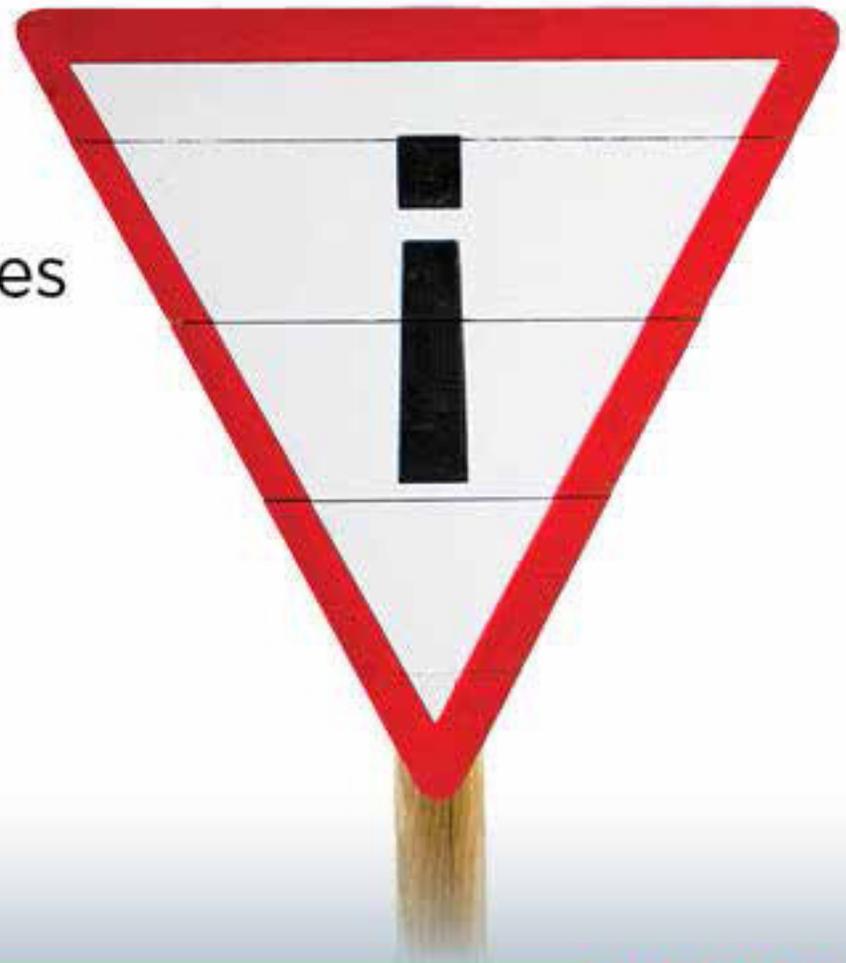
WIIFY?

EVERYTHING ELSE



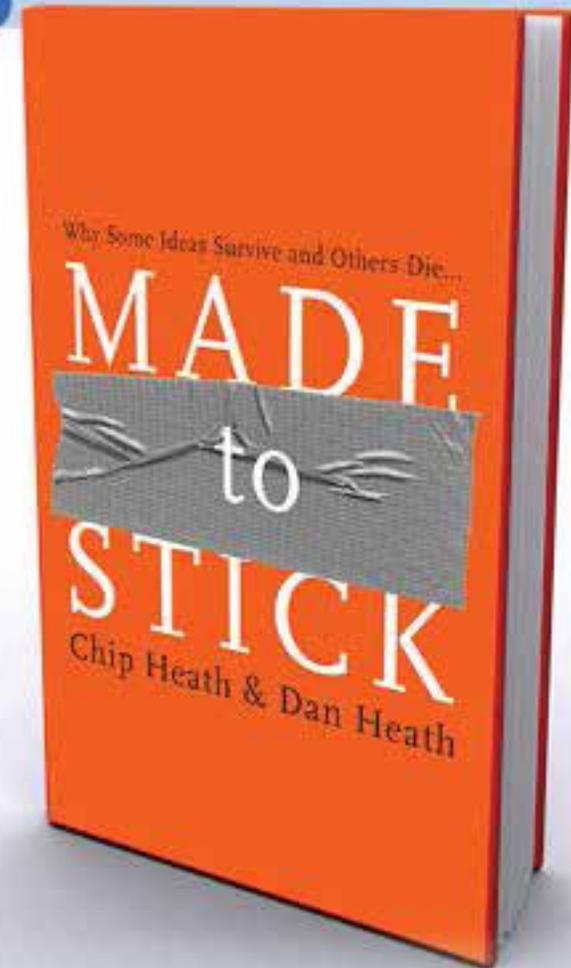
Turning The Pyramid Upside-Down Is Essential Because...

When people read messages in this format, they get energized because it cuts through the noise.



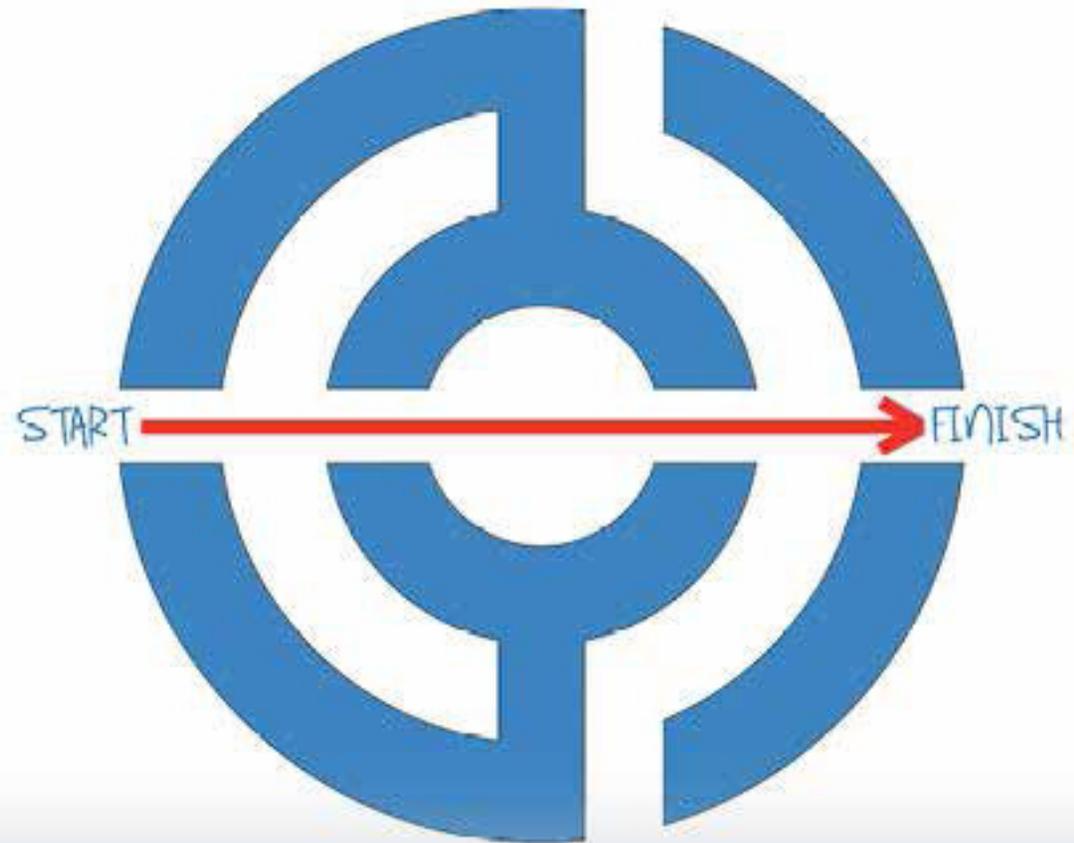
The Formula To Energize Your Employees

- ◆ Simple
- ◆ Unexpected
- ◆ Credible
- ◆ Concrete
- ◆ Emotional
- ◆ Stories



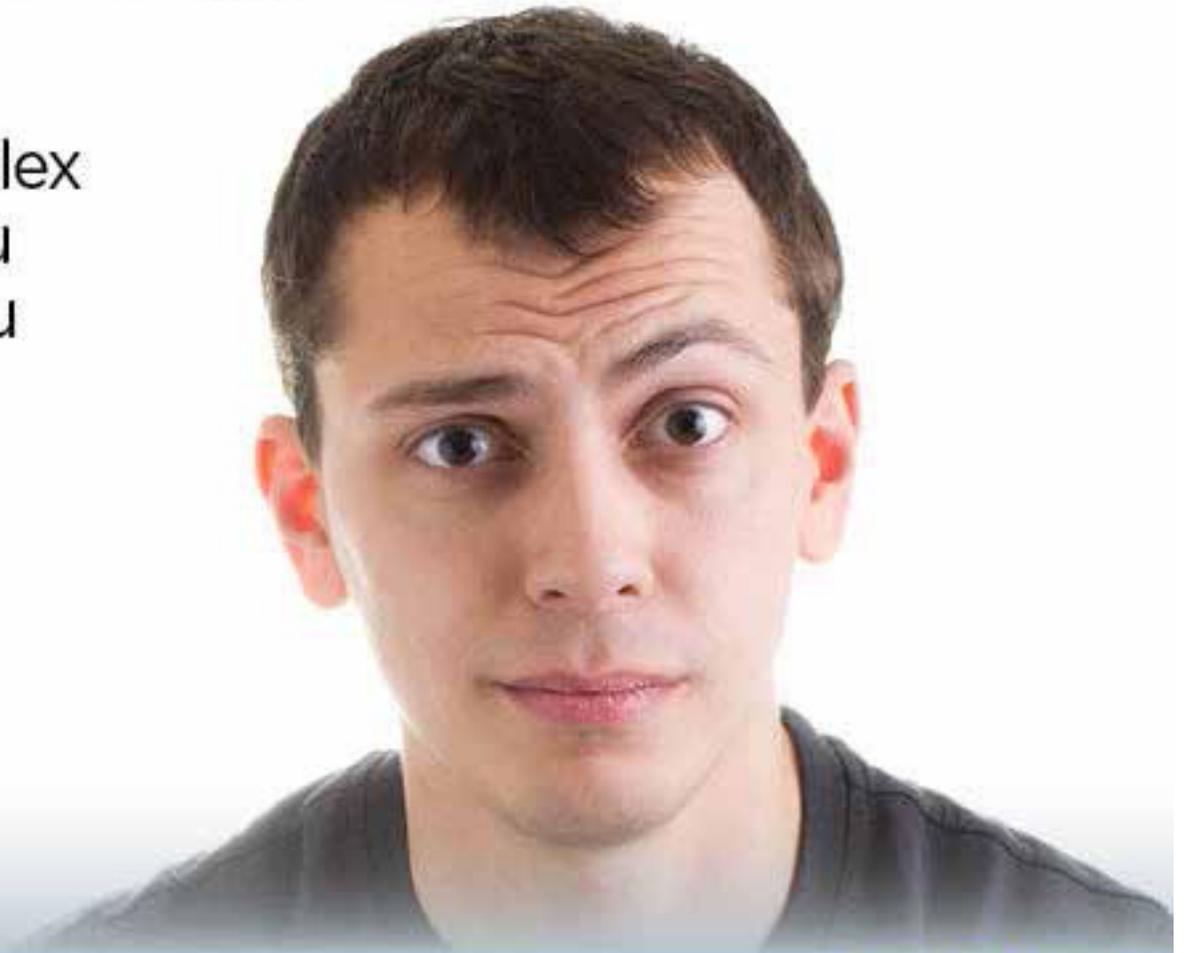
Messages That Energize Your Employees

- ◆ Simple
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- ◆ Stories



Beware The Curse Of Knowledge...

Big words and complex ideas don't make you smart, they make you irrelevant.



Worth Noting...

Simple is not just “dumbing down” or getting rid of things, it is finding the core idea.

Menu



The Summit Made Simple...



CDC's Exercise Guidelines

How much physical activity do adults need?

Physical activity is anything that gets your body moving. According to the *2008 Physical Activity Guidelines for Americans*, you need to do two types of physical activity each week to improve your health—aerobic and muscle-strengthening.

For Important Health Benefits

Adults need at least:

 2 hours and 30 minutes (150 minutes) of [moderate-intensity aerobic activity](#) (i.e., brisk walking) every week **and**  [muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

OR

 1 hour and 15 minutes (75 minutes) of [vigorous-intensity aerobic activity](#) (i.e., jogging or running) every week **and**  [muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

OR

  An equivalent mix of moderate- and vigorous-intensity [aerobic activity](#) **and**  [muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

Need more help with the guidelines?

Watch this video:



Windows Media Player, 4:43
[More videos](#)



For Even *Greater* Health Benefits

Adults should increase their activity to:



5 hours (300 minutes) each week of [moderate-intensity aerobic activity](#) and



[muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

OR



2 hours and 30 minutes (150 minutes) each week of [vigorous-intensity aerobic activity](#) and



[muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

OR



An equivalent mix of moderate- and vigorous-intensity [aerobic activity](#) and



[muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

More time equals more health benefits

If you go beyond 300 minutes a week of moderate-intensity activity, or 150 minutes a week of vigorous-intensity activity, you'll gain even more health benefits.



Aerobic activity - what counts?

Aerobic activity or "cardio" gets you breathing harder and your heart beating faster. From pushing a lawn mower, to taking a dance class, to biking to the store – all types of activities count. As long as you're doing them at a moderate or vigorous intensity for **at least 10 minutes at a time**.

Intensity is how hard your body is working during aerobic activity.

How do you know if you're doing light, moderate, or vigorous intensity aerobic activities?

For most people, light daily activities such as shopping, cooking, or doing the laundry doesn't count toward the guidelines. Why? Your body isn't working hard enough to get your heart rate up.

Moderate-intensity aerobic activity means you're working hard enough to raise your heart rate and break a sweat. One way to tell is that you'll be able to talk, but not sing the words to your favorite song. Here are some examples of activities that require moderate effort:

- Walking fast
- Doing water aerobics
- Riding a bike on level ground or with few hills
- Playing doubles tennis
- Pushing a lawn mower

For more help with what counts as aerobic activity, watch this video:



Windows Media Player, 4:48

[More videos](#)



Muscle-strengthening activities - what counts?

Besides aerobic activity, you need to do things to strengthen your muscles at least 2 days a week. These activities should work all the major muscle groups of your body (legs, hips, back, chest, abdomen, shoulders, and arms).

To gain health benefits, muscle-strengthening activities need to be done to the point where it's hard for you to do another repetition without help. A **repetition** is one complete movement of an activity, like lifting a weight or doing a sit-up. Try to do 8–12 repetitions per activity that count as 1 **set**. Try to do at least 1 set of muscle-strengthening activities, but to gain even more benefits, do 2 or 3 sets.

You can do activities that strengthen your muscles on the same or different days that you do aerobic activity, whatever works best. Just keep in mind that muscle-strengthening activities don't count toward your aerobic activity total.



[More videos](#)



Learn how to strengthen your



There are many ways you can strengthen your muscles, whether it's at home or the gym. You may want to try the following:

- Lifting weights
- Working with resistance bands
- Doing exercises that use your body weight for resistance (i.e., push ups, sit ups)
- Heavy gardening (i.e., digging, shoveling)
- Yoga

What if you have a disability?

If you are an adult with a disability, regular physical activity can provide you with important health benefits, like a stronger heart, lungs, and muscles, improved mental health, and a better ability to do everyday tasks. It's best to talk with your health care provider before you begin a physical activity routine. Try to get advice from a professional with experience in physical activity and disability. They can tell you more about the amounts and types of physical activity that are appropriate for you and your abilities. If you are looking for additional information, visit [The National Center on Physical Activity and Disability](#) .

muscles

- at home
- in the gym



10 minutes at a time is fine

We know 150 minutes each week sounds like a lot of time, but you don't have to do it all at once. Not only is it best to **spread your activity out during the week**, but you can **break it up into smaller chunks of time during the day**. As long as you're doing your activity at a moderate or vigorous effort for **at least 10 minutes at a time**.

Give it a try

Try going for a 10-minute brisk walk, 3 times a day, 5 days a week. This will give you a total of 150 minutes of moderate-intensity activity.

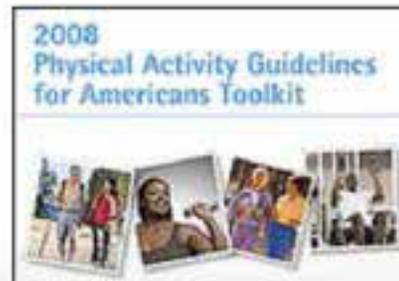
Tips on Getting Active

[Adding Physical Activity to Your Life](#)

If you're thinking, "How can I meet the guidelines each week?" don't worry. You'll be surprised by the variety of activities you have to choose from.

[Be Active Your Way: A Guide for Adults](#)

Based on the 2008 Physical Activity Guidelines for Americans, this brochure can help you decide the number of days, types of activities, and times that fit your schedule.



We're So Fu#ked!!!

Words In
Declaration Of Independence

Words In
CDC's Exercise Guidelines

1,137

1,270



Messages That Energize Your Employees

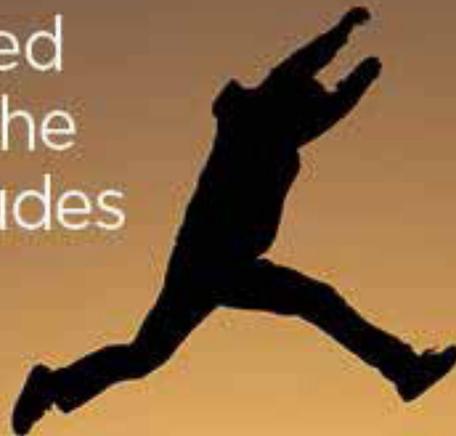
- ◆ Simple
- ◆ Unexpected
- ◆ Credible
- ◆ Concrete
- ◆ Emotional
- ◆ Stories

UNEXPECTED
UNEXPECTED
UNEXPECTED
UNEXPECTED



Why Unexpected?

Our brains are wired to make sense of the world—which includes gaining closure!



Unexpected Is Powerful!

When something is different, your brain not only notices that it's different but it wants to figure out why it's different.



Unexpected Illustrated



More Unexpected...



Messages That Energize Your Employees

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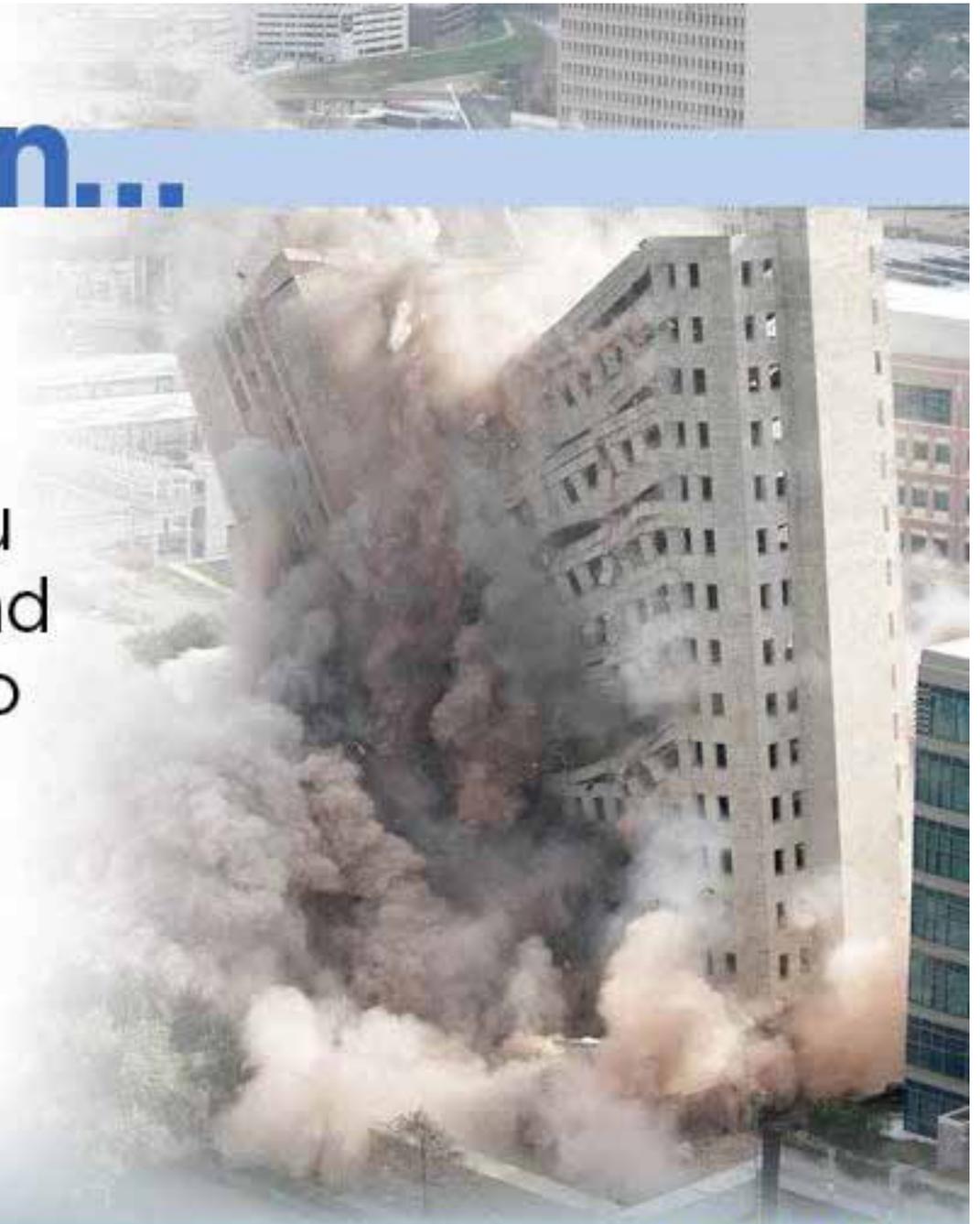
Sources Of Credibility...

- ◆ Statistics & Research
- ◆ Anti-authorities
- ◆ Authorities
- ◆ Colleagues/friends/
loved ones



Quotivation...

“Credibility takes you a lifetime to build and about 30 seconds to destroy.”



Messages That Energize Your Employees

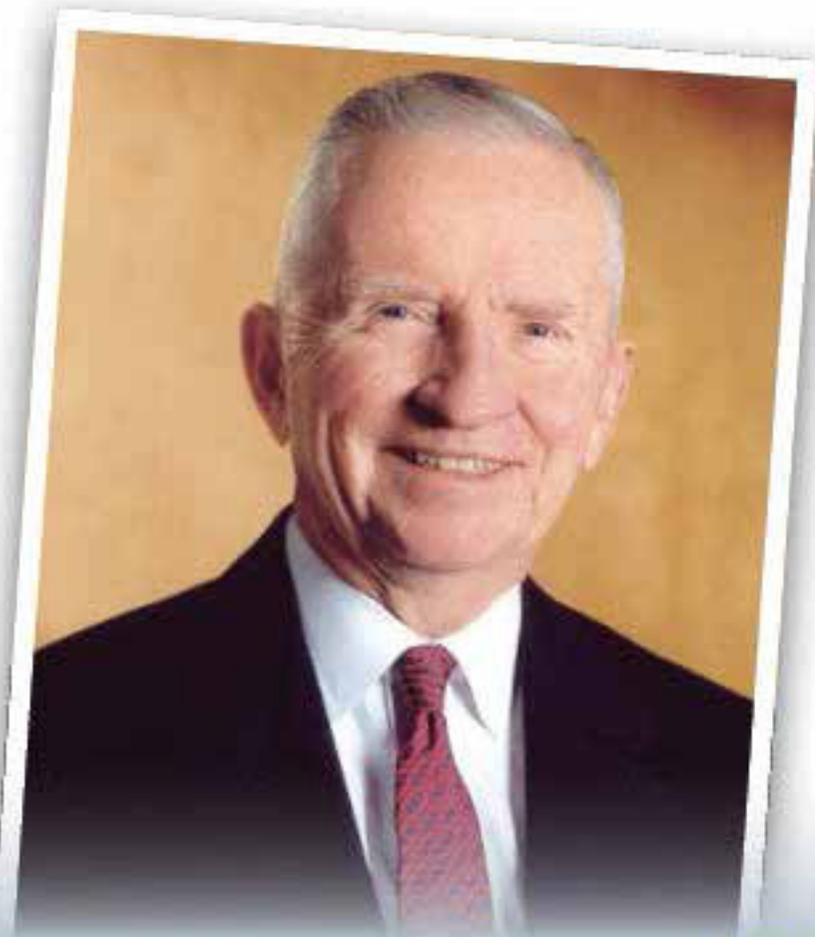
- ◆ Simple
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How Do You Know If Something Is Concrete?

If you can examine something with your senses, it's concrete.

- ◆ See it.
- ◆ Touch it.
- ◆ Taste it.
- ◆ Feel it.
- ◆ Hear it.

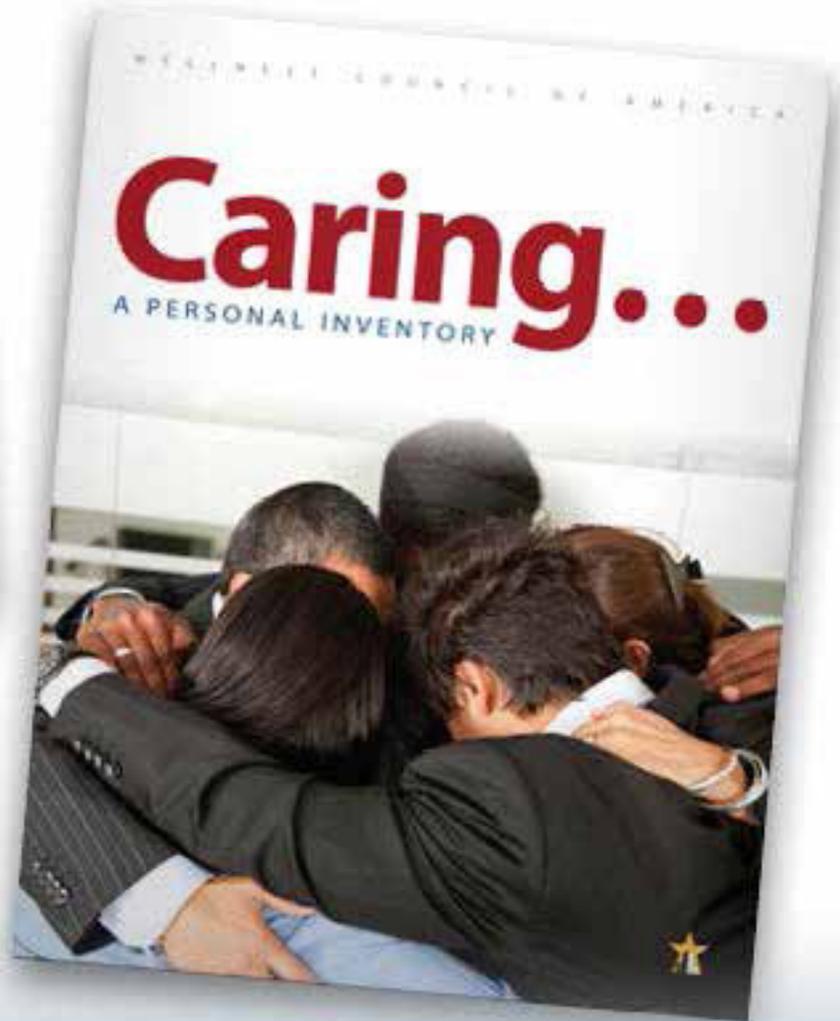


Repeat After Me...

Two all beef
patties...



Concrete Is Memorable...



Making Things Concrete...

**Do your communications
make everything concrete?**

- ◆ Who?
- ◆ What?
- ◆ When?
- ◆ Where?
- ◆ Why?
- ◆ How?
- ◆ How many?



Translating “Features” Into “Benefits...”



Features:

- ◆ Eight pages
- ◆ Written in plain language
- ◆ Full-color/fully illustrated
- ◆ Written by experts
- ◆ 80lb. paper
- ◆ Poster inside



Translating “Features” Into “Benefits...”

Features:

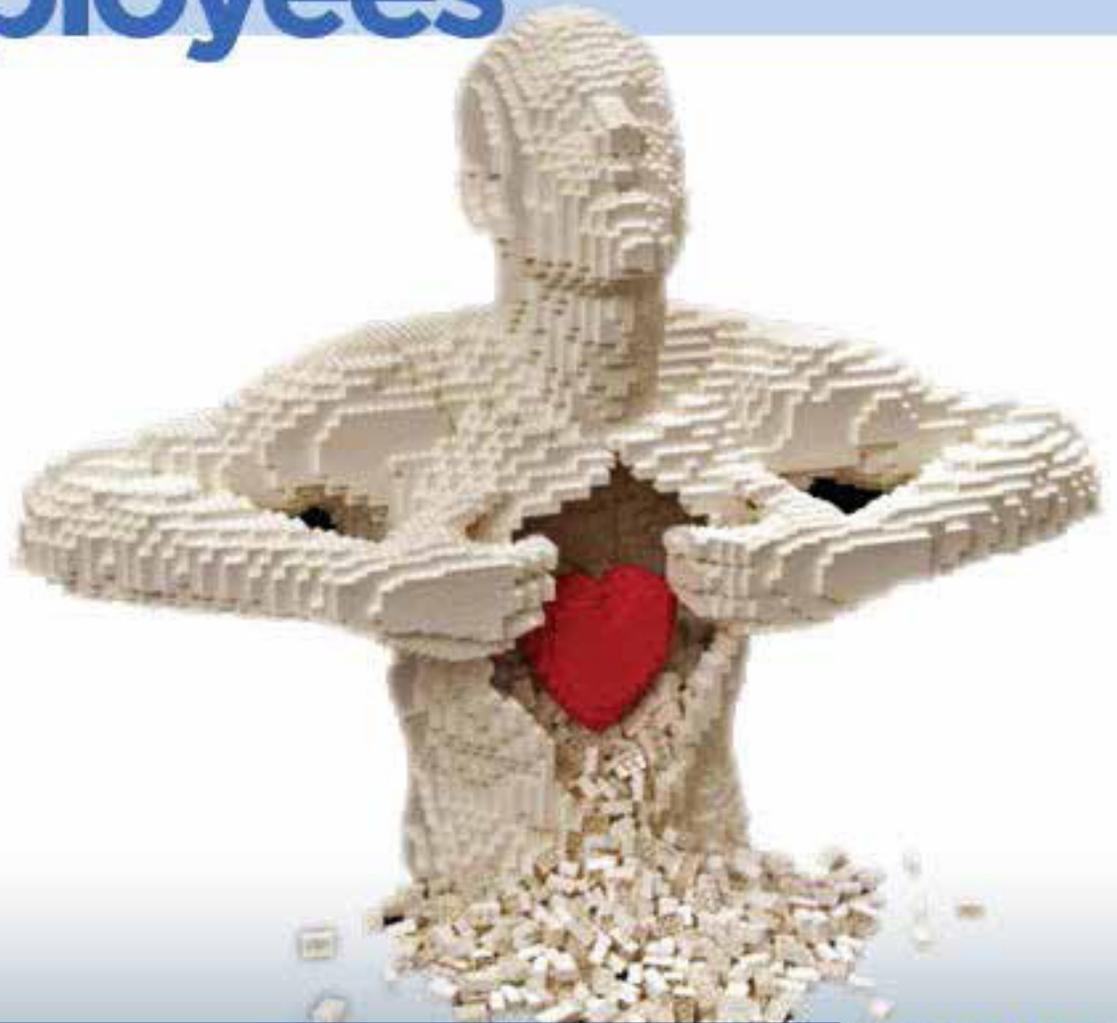
Benefits:

- ◆ Eight pages → Quick read but still comprehensive
- ◆ Written in plain language → So you can apply the information
- ◆ Full-color/fully illustrated → Gets you motivated to take action
- ◆ Written by experts → Only the best content to keep you healthy
- ◆ 80lb. paper → Sturdy enough to create your own library
- ◆ Poster inside → To remind you how to ignite your best you



Messages That Energize Your Employees

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Making Things Emotional...

- ◆ Exercises/ice breakers
- ◆ Pictures/video
- ◆ Translating features into benefits





Consider This...

A picture is worth a thousand words;
a video is worth a thousand pictures.



Messages That Energize Your Employees

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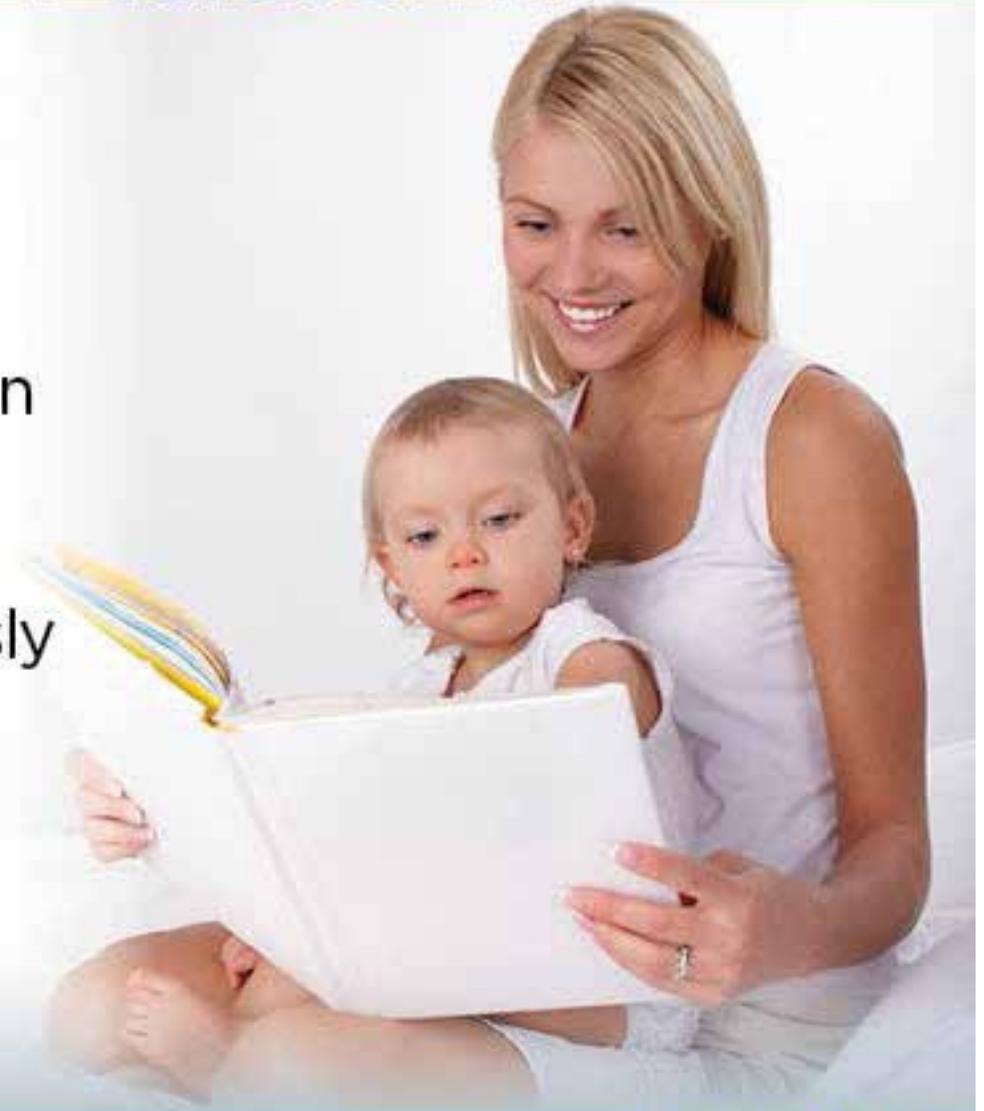
Chapter One



Why Stories Matter...

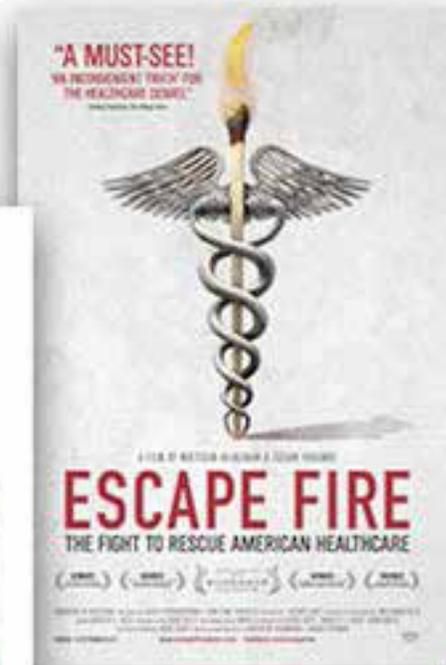
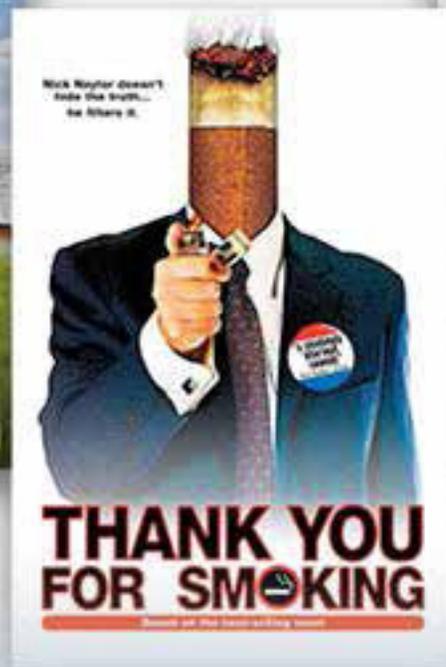
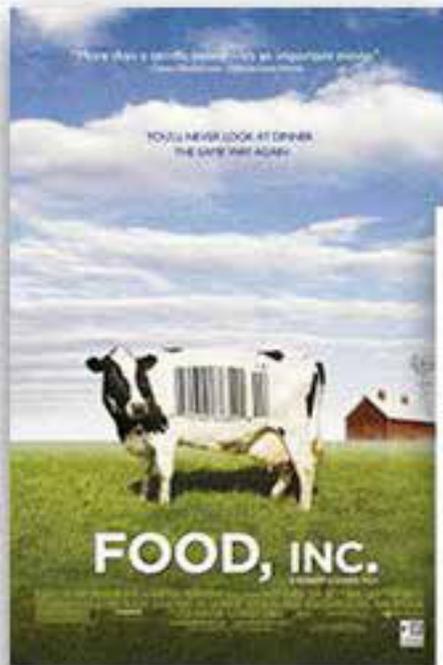
Stories:

- ◆ Feed the mind
- ◆ Stimulate the imagination
- ◆ Engage the heart
- ◆ Allow us to live vicariously
- ◆ Require less effort
- ◆ Deliver a greater impact





A Wealth Of Stories At Your Fingertips...



Some Final Thoughts For Consideration...

- ◆ The SUCCES framework provides a good model to develop messages that energize employees.
- ◆ The SUCCES framework provides a good model to evaluate messages that energize employees.
- ◆ You don't have to use every element to get the job done.
- ◆ Generally speaking, the more elements you use the more energizing the message.



Communication & Marketing

5 Best Practices

1. Keep it Simple
2. Be Creative
3. The Scan Test
4. Use Reminders
5. Build a Brand



1. Keep It Simple

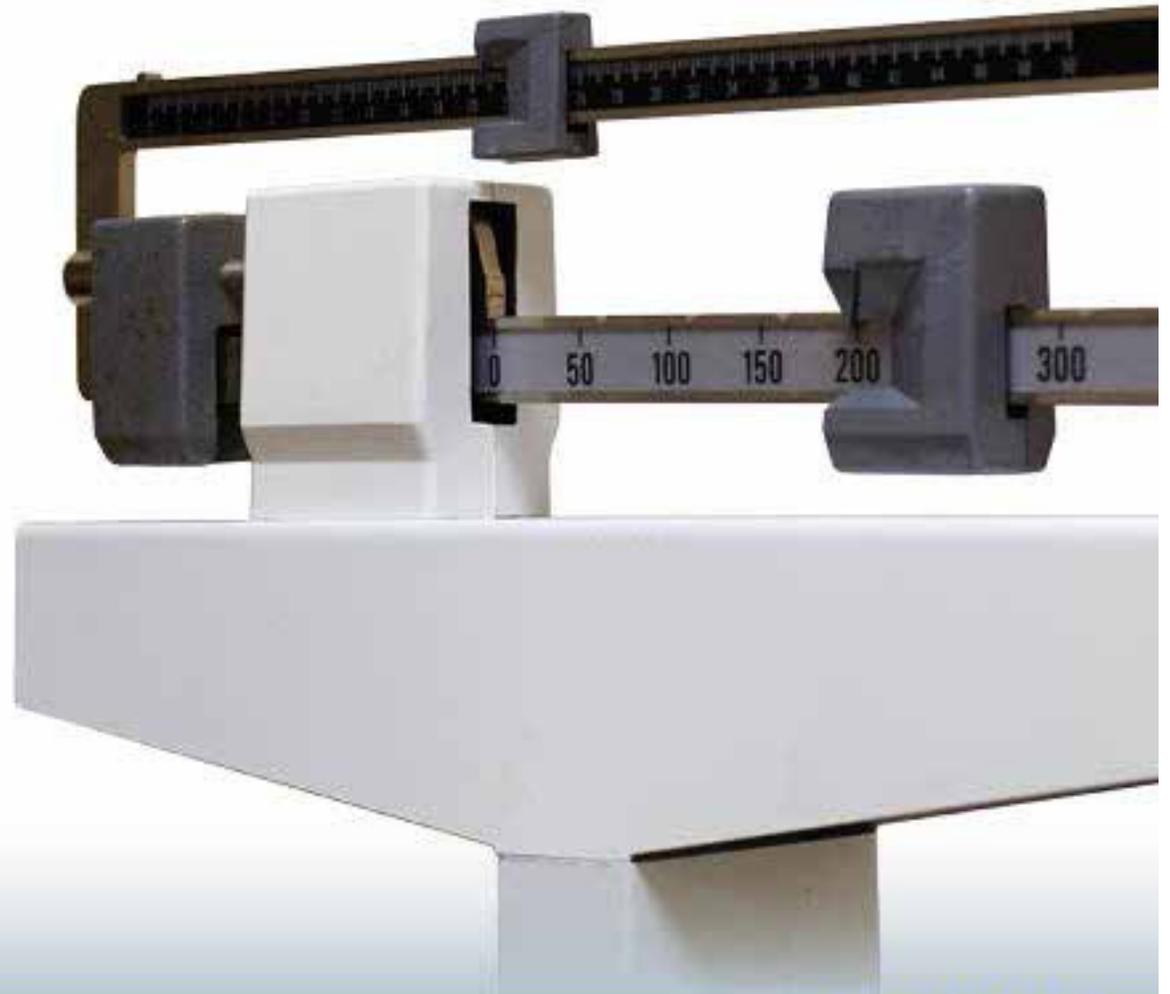
- ◆ Clear communications focus on what the employee **needs** to know
- ◆ The information must be delivered in a way that is understandable and relevant
- ◆ Be obvious: What's in it for them?



2. Be Creative

- ◆ Few people are motivated by health statistics alone. Creativity in communication can boost engagement

(give examples, share stories, perform demonstrations, etc.)



3. Reminder Communications

- ◆ 7 different communications/
3 modes
- ◆ This will promote continued engagement without oversaturation



4. The Scan Test

- ◆ The average human spends only 2.7 seconds scanning a message before deciding to look further or disregard
- ◆ Focus on brief but attention-getting headlines and email subjects
- ◆ Provide the most essential information about the communication with the least number of words



5. Branding

- ◆ Keep all communications consistent to build up your wellness program brand.
- ◆ Consistently using your program's name and logo on all communications from the wellness program
 - This conveys to employees that this program is important and here to stay



BRAND

COLORS





**Change Your Words,
Change Your World**





Resources

- ❖ WELCOA (Wellness Councils of America)
www.welcoa.org
- ❖ Colleen Reilly, President, Total Well Being
(presentation at 2013 National Training Summit: How to Engage Employees To Better Health Using Communications, Marketing and PR)
- ❖ www.corporatewellnessmagazine.com

Resources (continued)

- ❖ Well on the Way: Engaging Employees in Workplace Wellness

(Benefits at Work Series/A Colonial Life White Paper)

www.hopehealth.com

- ❖ “Communication is Key to Wellness Success”

Stephen Miller, CEBS – SHRM, August 23, 2012