

*Marketing Up and*

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*How to Promote  
Your Wellness  
Program from  
Start to Finish*



# ***Marketing Up and Down: How to Promote Your Wellness Program from Start to Finish***

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## ***Introduction***



*The purpose of this booklet is to provide an easy-to-use guide to assist with marketing your wellness program whether it be yoga a walking program, or a wellness workshop series. Although written for promoting worksite wellness, the approach can be adapted to other wellness programs whether they be for seniors, schools, or the community at large.*

*These simple steps will provide you with a framework with which you can **sell your program to management and publicize your wellness program to achieve maximum participation.***

## ***Marketing 101***



*The goal for utilization is to provide what people want in a timely, convenient manner. In marketing terms this is considered the four P's:*

- *Product: What is your product? This question is answered by addressing these issues: What does the employee need? What does the employee want? What does the employer want to get out of the program? Some examples are stress management, reduce back injuries, cholesterol screening and education or improved fitness levels. It is important to note that employees want a product they can see and understand.*

*Later in this booklet, you will learn how to access the employee's needs and wants. As an employer, the issues of return on investment are generally a part of the decision-making.*

- *Price: What is the price? It also means how do we fund this project? There are many different programs available and as many different prices associated with them. You can do a walking program for very little money or you can establish a corporate fitness center, at considerable expense. How much do you want to spend? Who should pay for these programs: employees, insurance company, employer, and/or unions?*
- *Placement: Who are the groups you intend to reach? What shifts do they work? Is everyone on site? Are there different departments? Are the demographics of the group inconsistent?*
- *Promotion: What is your method of promotion? How do you promote the program? Are there: company newsletters, paycheck stuffers, e-mail, and bulletin boards? What, if any, incentives do you want to use?*



## *History of Worksite Wellness*



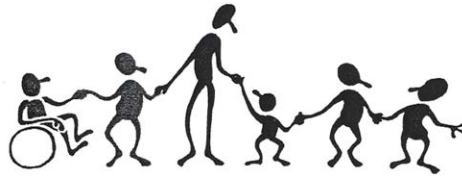
*When starting a worksite wellness program, don't be discouraged if it takes more time and energy than you anticipated in getting your management and your employees motivated. Worksite wellness is still a new concept. Prior to 1970 worksite wellness meant good sanitation facilities! A company that was really on the cutting edge of wellness might have offered immunizations against infectious disease. Since one half of all premature deaths could be prevented by lifestyle change, and since employees spend a good part of their waking hours at work, the workplace is a logical place to work to improve adults' health behaviors. Marketing professionals will tell you that it takes seven times for the average person to be exposed to an idea before they can buy into it. Stay encouraged and be patient.*

## ***Health Promotion Options***

*There are numerous health promotion options. As stated earlier, a lot depends on your four P's. Once that is established, you can look at health assessment to determine the needs of the target population. Based on your findings, you can determine what education is most appropriate and what fitness activities will get the best participation. It is important to have resources and referrals available to the people who are now encouraged to take the next step.*

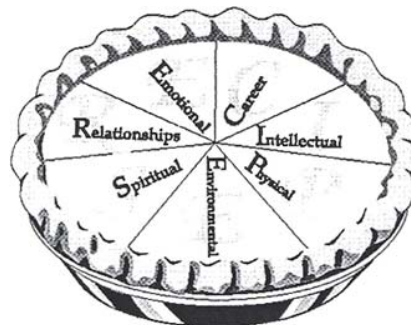
*Wellness programs need to take into consideration the four quadrants of wellness:*

- *Assessment to determine needs and interests:*
  - *Interest Surveys - tells what employees want (qualitative)*
  - *Needs Assessments - tells what employees need (quantitative)*
  - *Healthy NH 2010*
  - *Other available data sets (quantitative)*
- *Health Education: stress, nutrition, smoking, etc.*
- *Fitness Activities: walking programs, strength training, yoga, etc.*
- *Resources and referral: bulletin boards, handouts, web-sites, telephonic medicine lines, etc.*



*Programs should also address body, mind and spirit: **RECIPES** for well-being:*

- ***R**elationships: family, friends, co-workers, neighbors, community*
- ***E**motional Health: feelings, moods, esteem, confidence, motivation*
- ***C**areer/avocational/volunteer: work, hobbies, volunteer work, satisfaction*
- ***I**ntellectual Health: mental functioning, learning, challenge*
- ***P**hysical Health: Health, physical fitness, nutrition, self-acceptance of physical being*
- ***E**motional Health: housing, indoor and outdoor air, land and water*
- ***S**piritual Health: religion, meditation, values, morals*



## *The Cost of Wellness Programs*

*Wellness programs can be free or low cost or very expensive. Examples of offerings in rank order by cost:*

\$	<i>Healthy Food Choices</i>
\$\$	<i>Recreation Committee</i>
\$\$\$	<i>Stretching Exercises</i>
\$\$\$\$	<i>Smoking Restrictions Policy</i>
\$\$\$\$\$	<i>Sports Teams</i>
\$\$\$\$\$\$	<i>Walking/jogging trails/maps</i>
\$\$\$\$\$\$\$	<i>Health and Recreation Fairs</i>
\$\$\$\$\$\$\$\$	<i>Health Screenings</i>
\$\$\$\$\$\$\$\$\$	<i>Health Education Programs</i>
\$\$\$\$\$\$\$\$\$\$	<i>Aerobics Classes/ Fitness Center</i>



*If a program is cost-saving, then it does **not** matter how much it costs. A bare-bones program that does not affect health is **always** expensive!*

## *When Financial Resources Are Sparse*

*Be creative in identifying other funding sources, such as:*

- *Insurance Companies*
- *Unions*
- *Associations*
- *Free Services*
- *Share costs with participants*
- *Partner with other organizations/committees/events*



## ***Marketing to Management Letter to Management***



*In your letter to management, it is important to state the reasons why the worksite is an efficient and effective place to promote wellness. Consider some of the following points when composing your letter:*

- *The majority of people work and most of their waking hours are at work*
- *Employers have a vested interest in health related issues because unnecessary medical care costs consume corporate profit and employee paychecks*
- *Increasing worker morale and employee loyalty*
- *Creating positive public and community relations*
- *Increasing worker productivity*
- *Good recruitment and retention tool*
- *Reducing sick time and short term and long term disability claims*
- *Decreased health care utilization*

## ***Consider the 8 Levels of Demand***

*Everyone won't participate even though you plan and advertise your offerings perfectly. Consider:*

- 1) *Negative demand: What you offer is offensive (birth control options)*
- 2) *No demand: People want other things*
- 3) *Latent demand: It may be summer and people are on vacation*
- 4) *Falling demand: Was high*
- 5) *Irregular demand: Up and down*
- 6) *Full demand: All you can handle*
- 7) *Overfull demand: More than you can handle*
- 8) *Unwholesome demand: Wrong reason (anorexia)*



*Consider how you can change the demand.*

## ***Also: Consider the 6 Buyer Readiness Stages***

- 1) *Awareness: Smoking programs exist*
- 2) *Knowledge: The American Lung Association's is available now*
- 3) *Liking: It is a good one*
- 4) *Preference: It is the best program according to outcomes research*
- 5) *Conviction: I'm going to join*
- 6) *Action: Join*



## ***Stages of Change***

*Not everyone will be ready at the same time for what you offer. Consider how you can reach them at their stage of readiness.*

- *Pre-contemplation: up to 40% of the population*
  - *Not in the next 6 months*
  - *Give them more information about the value of the lifestyle change goal*
- *Contemplation: up to 40% of the population*
  - *Within the next 6 months*
  - *Encourage the person to set a date for making the change*
- *Preparation: up to 20% of the population*
  - *Within the next few months*
  - *Help the person develop a plan and encourage him/her to tell others about the change*
- *Action*
  - *0-6 months after the change*
  - *Help the person adjust to the new lifestyle and manage unexpected emotional and physical reactions*

- *Maintenance: up to 20% of the population*
  - *Begins 6 months after Action and continues until Termination*
  - *Continue to pay attention to the person's behavior and encourage the person to help others achieve similar goals*
- *Termination*
  - *No longer an issue*
  - *Help the person set new health enhancing goals Urge him / her to move on from support systems that area focused exclusively on the previous lifestyle goal*
- *Relapse*
  - *Can re-enter any stage*
  - *Help the person refocus on goals and work through relapse*

## ***Strategies for Increasing Participation***

*So now your programs are running, but participation isn't as strong as you would like.*

- *Organize competitions between groups; provide prizes that are relative to the effort expended*
- *Provide monetary/non monetary incentives*
- *Networking-social support – Peer pressure, adopt a smoker*
- *Corporate culture – Policies*
- *Public monitoring –displays – Progress, achievement*
- *Health promotion events-walks, Smoke-out*



*Make sure, however, your incentives for participation are applied equitably to all who take part.*

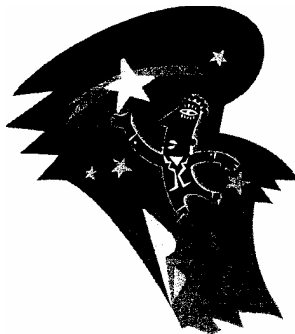
## ***Plan on Using a Problem Solving Technique*** ***APIE***

*Whether planning your wellness program or marketing it, the process should involve:*

- *Assess the current situation; what will be the impact if things stay the same; and what is the future desired state?*
- *Plan a mission statement, draft long range goals, develop measurable objectives (how much of what change will occur in whom by when) and keep objectives SMART: Specific, Measurable, Achievable, Realistic and Time specific, plan activities to meet objectives and action steps to achieve the activities.*
- *Implement activities and action steps.*
- *Evaluate the product life cycle, the process, the outcome and feed evaluation back into APIE.*

### ***Sample program goals and objectives:***

- *Increase health screening participants by 10%*
- *Re-screen 75% of first year participants*
- *Reduce the number of those with multiple risk factors with high cholesterol at risk from lack of physical activity*



## ***Implementation***

*If objective was to increase screening participation by 10% and re-screen 75% of first-year people: hold health screening*

➤ *Activities*

- *Screen or re-screen each year, increasing percentages each time.*

➤ *Action Steps*

- *Identify the ways to reach those screened last year*
- *Identify the number screened last year... ways to increase participation*
- *Set date, location, time, staff, budget and provide snacks*
- *Publicize adequately via e-mail, posters, website, etc.*



## ***Why evaluate. . .***

***.....survival of the program may depend on documentation of its cost effectiveness. Resources are always limited; available resources must be efficiently employed. Plan to evaluate; evaluate to Plan.***

***Evaluation needs to occur in all four stages:***

- *Preliminary Evaluation: in the planning phase of the program. It is necessary to project the cost, effectiveness, acceptance, health and economic impact of the proposed program. Do you want to develop only those interventions whose projected benefits exceed projected costs; do you want least costly intervention; or do you want to develop activities that generate the greatest participation?*

- *Process Evaluation: is conducted when the program begins. Monitor the response of participants and non-participants. Is it the quality they anticipated and how involved did they become? What is their level of satisfaction with the program? Are there certain groups not participating?*
- *Impact Evaluation: to determine behavior change. It is interesting to know what people have learned, but it is more than just the knowledge. It is the impact the knowledge is having on the participant's behavior. At this point, there is an opportunity to do a formal and informal cost benefit and cost effectiveness analysis.*
- *Outcome Evaluation: seeks to demonstrate a relationship between the programs and any change indicator. Examples would be reduced employee absenteeism, reduced health care utilization and increased productivity. This is a long-term undertaking.*



## ***Evaluating Your Program***

*If you have gotten through these points and have successfully implemented your program, your work is not done. At this point it is critical to evaluate your program.*

*Your evaluation can be accomplished in several different ways.*

***Is it worth it?** Need to consider:*

- *Return on Investment (ROI): How much money will a company save compared to the amount of money spent. An example would be they money saved from reduced sick days.*
- *Cost Benefit Analysis (CBA): Is the monetary cost of the program producing the expected monetary benefits? CBA puts all outcomes in monetary terms. An example would be a smoking cessation program where the number of people successfully quit.*

- *Cost Effectiveness Analysis (CEA): Assuming you can not evaluate the monetary benefit, have you reached your desired objective? How successful a specific program is like Strong Living versus weight training in general.*
- *Worker Productivity Index (WPI): This is a measurement tool that allows you to assess the percentage of productivity based on a well population versus a population experiencing various mental and physical illnesses. It is established that a healthy individual works at 89% of their full potential. There are charts available that assist in determining what impacts productivity and to what extent.*



## ***Marketing to Your Audience***

- *Publicity (tells them who, what, when and where and cost) vs. Advertising (gives them the why and how: the feeling of why they should buy-in)*
- *7 asks before the "buy": Research has shown that an offering needs to be promoted many times before people sign up, so let potential participants know about upcoming offerings over and over.*
- *Market from the top down and the bottom up - use all available resources*

### ***REMEMBER!!***

- ***If you build it, they won't NECESSARILY COME!***
- ***You can lead a horse to water, but you can't make him drink.***
- ***How do you read:***

***Opportunity is NO WHERE***



## *Additional Resources*

- [www.welcoa.org](http://www.welcoa.org) *Wellness Councils of America*
- [www.awhp.org](http://www.awhp.org) *Association of Worksite Health Promotion*
- [www.wellnesswi.org](http://www.wellnesswi.org) *National Wellness Institute*
- [www.shapeup.org](http://www.shapeup.org) *Dr. C. Everett Koop*
- [www.healthrespubs.com](http://www.healthrespubs.com) *Wellness Program Management Advisor*

