



# Promoting Healthy Habits

5 Ways to Promote Healthy Habits to Employees and their Families

SIGNS  
AND POSTERS

NEWSLETTER  
ARTICLES

WELLNESS  
EMAILS

SOCIAL  
MEDIA

PRINTED  
HANDOUTS



Given the number of hours that full-time employees spend in the workplace, it isn't hard to imagine that habits established or reinforced at the office spill over into the family home.

Employers can play a vital role in promoting healthy habits for their employees and their employees' families. The [returns on investment](#) are real—less absenteeism, reduced health care costs, and increased employee productivity, to name a few.

The key is to use your existing communications tools and other simple strategies to educate and motivate employees about wellness, provide access to helpful resources, and create a workplace culture that values healthy living. Here are 5 ways to share information:

- Hang signs and posters
- Feature articles in newsletters
- Send wellness emails
- Post tips on intranet, social media, and/or text
- Distribute handouts

## TIPS FOR A SUCCESSFUL PROGRAM

1. Get your company's leadership on board. If they're not already aware, show them the potential [return on investment](#) for employee health programs. Ask them to participate in the effort and be one of your role models.
2. When you're ready to start, encourage your company leader to promote the new policy or program in communications to all employees. [Get sample messages.](#)
3. As you get started, choose one or two policies or programs that make sense for your co-workers and work environment. Don't feel that you must do everything at once.
4. Let the effort evolve over time. Get feedback and refine your approach to ensure that the program or policy remains relevant, feasible and supportive of employees' goals.
5. Regularly share tips, tools and information on healthy habits with your co-workers and their families. Use the tools that work best for your organization: email, company newsletters, intranet, signage, posters, and other tools.

## HANG SIGNS AND POSTERS

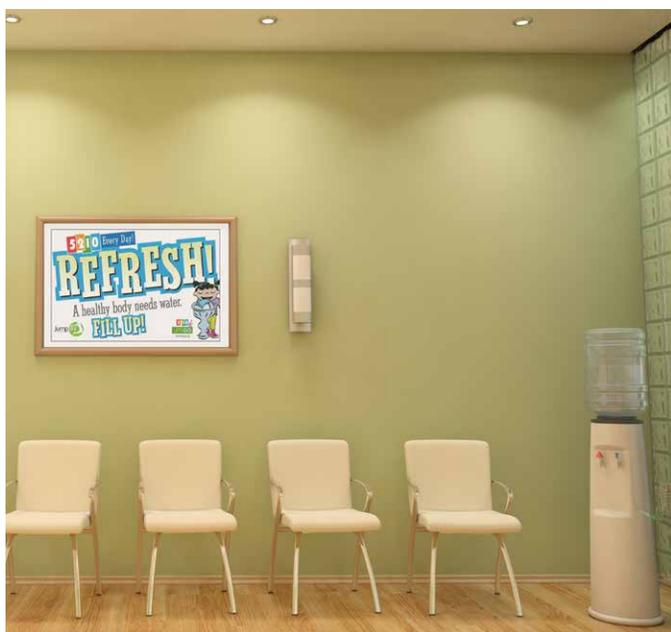
Display your company's commitment to wellness in prominent locations, especially those where employees and guests tend to gather or wait:

- Lobby/waiting area
- Entrances/exits
- Elevators
- Stairwell doors, hallways
- Break rooms
- Mail room
- Restrooms
- Vending areas

Consider signage that encourages specific healthy behaviors, such as [posters that promote the choice of stairs](#) over elevators or [water over sugary beverages](#). You can place these signs in relevant locations—above the elevator call buttons or next to the elevator with an arrow pointing to a stairwell, for example; near a water cooler or soda machine, perhaps.

Print posters in color to catch attention. Consider displaying them in frames or clear acrylic literature holders to improve durability and maintain a professional appearance.

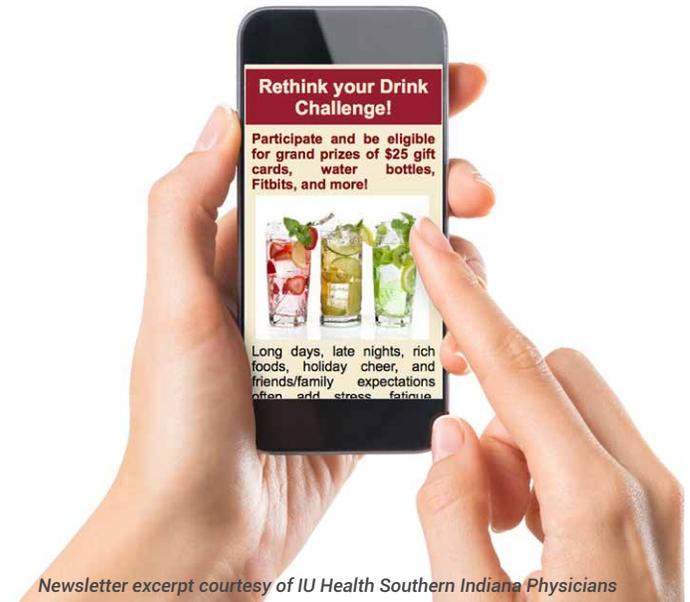
In other areas, hang simple handouts that provide bite-sized wellness tips. Change these signs bi-weekly, monthly, or quarterly to cover a variety of health-related topics.



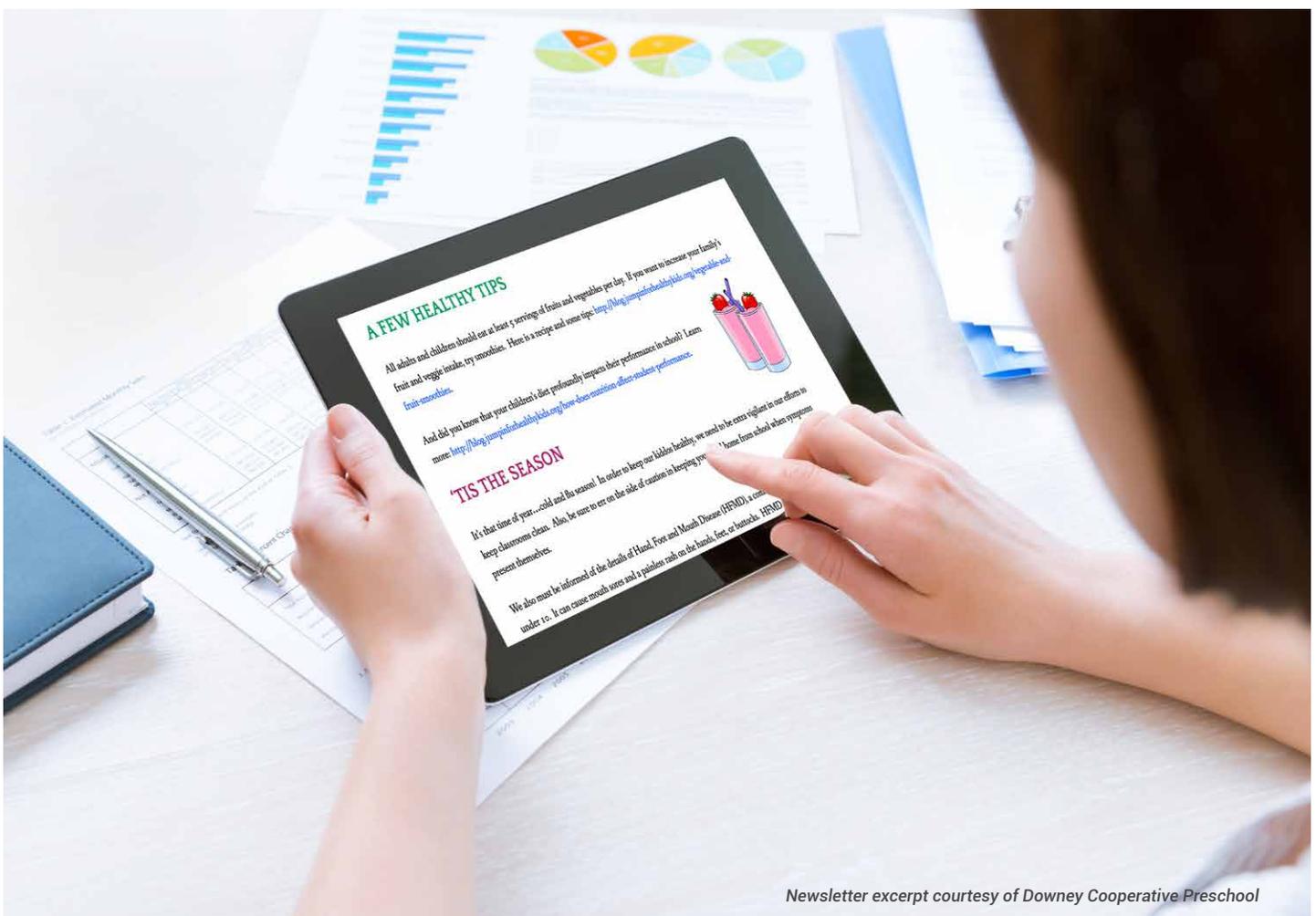
## FEATURE ARTICLES IN THE COMPANY NEWSLETTER

Place a 1-2 paragraph wellness feature in your newsletter. If you use an enewsletter, you can include hyperlinks for employees who want more information.

Feature a range of topics—such as how to make healthier choices when eating out, ways to squeeze more physical activity into each day, or healthy seasonal recipes. Articles may be of a general nature or showcase some of your company's unique initiatives. Here are a few examples from company newsletters:



Newsletter excerpt courtesy of IU Health Southern Indiana Physicians

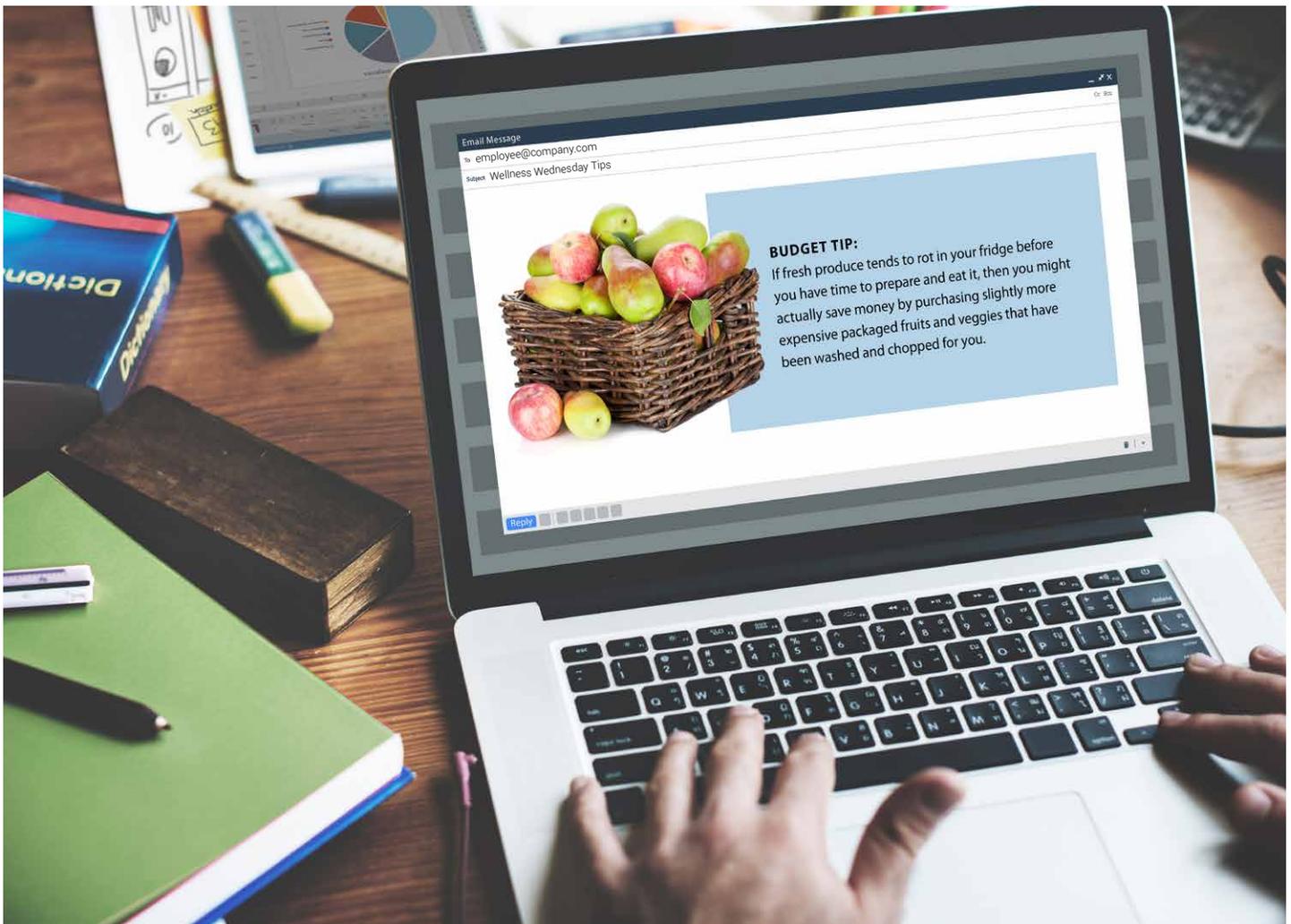


Newsletter excerpt courtesy of Downey Cooperative Preschool

## SEND WELLNESS EMAILS

CEOs or other leaders can encourage wellness with a series of emails. Consider a monthly or quarterly message from the CEO followed by short weekly tips from your wellness team. Give emails a fun, recognizable name like "Wellness Wednesday Tips" or "Friday Fitness Facts."

You don't have to create brand new content; repeat the same material that you place in the company newsletter, or choose messages that reinforce or build upon the ideas on the posters you've displayed around the office. The more times employees are exposed to the same message, the better. Include a link for those who want to learn more.



## POST TIPS ON INTRANET, SOCIAL MEDIA, AND/OR TEXT

If you have a private intranet site where you share company announcements, place monthly or weekly wellness messages there as well. Again, choose messages that complement those in other communications you're using.

Showcase your company's wellness initiatives in your social media posts to demonstrate the program's importance to your brand. Consider posting photographs such as a group of employees using the stairs, co-workers assembling for a 30-minute group walk, the healthy catering spread at your next meeting... publicize whatever you're doing to promote and support employee wellness.

If you have company-issued mobile phones with a text messaging plan, consider sending a short weekly wellness tip to those phones.

## DISTRIBUTE HANDOUTS

Simple one-page handouts on a variety of wellness topics can be printed and distributed to employees at staff meetings, placed in each employee mailbox, or attached to paystubs and W2s.

These printed handouts may duplicate or expand upon messages shared elsewhere—on signage in common areas, in newsletters, or in email or intranet messages. The topics may be directly related to workplace wellness—such as [5 exercises you can do at your desk](#)—tangentially related to activities that take place during the workday—such as [how to eat healthy when dining out](#)—or apply to family or personal behavior outside of the workplace—such as [how to reduce screen time and be more active as a family](#).



## READY FOR MORE?

Jump IN for Healthy Kids works to create healthy environments where children and families have real opportunities to make healthy choices. We are here to support employers in their efforts to create healthy workplaces. Check out these other great resources:

### [3 Steps to a Healthy Workplace.](#)

Get the overview on how and why to increase healthy eating and physical activity at the workplace and how to teach healthy habits that employees can take home to their families.

### [4 Strategies to Increase Healthy Eating in the Workplace.](#)

Get sample menus, tips for working with caterers, and other ideas for replacing unhealthy meals and snacks with more meaningful rewards.

### [5 Simple Steps to Increase Physical Activity During the Work Day.](#)

Get in-depth tips and resources to encourage physical activity at the workplace.

### [Healthy Kids Blog.](#)

Get articles and tips to inspire your wellness initiatives. Reuse our material in your communications plan to teach healthy habits.



## GET READY-TO-USE MESSAGES

To execute an internal employee wellness communications plan such as that described in this guide, you'll need health-related messages to share. Information may be widely available, but it is also sometimes contradictory, so we've vetted and prepared some messages for you.

We've compiled a set of 5-2-1-0 resources that will help you reinforce a consistent message:

- Eat 5 or more servings of fruits and vegetables
- Limit recreational screen time to less than 2 hours
- Get at least 1 hour of physical activity
- Drink 0 sugary beverages and more water

Download our complete communication plan, "[52 Ready-to-Use Wellness Messages For You to Share.](#)" The easy to copy-and-paste format includes suggested text and links to printable handouts.

**Jump IN for Healthy Kids**

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