



# Building a Strong and Effective Employee Wellness Committee

A Wellness Committee plays a central role in shaping a thriving, workplace culture of health and well-being. This team guides wellness initiatives, drives engagement, and ensures programs are relevant and inclusive.



Forming a committee of approximately nine to 15 representatives from a diverse range of areas and levels within the organization (support staff, professional level staff, senior management, etc.) will help gain buy-in from employees and will result in a more seamless adoption of the health promotion and wellness initiative. Identifying a strong leader formally tasked with directing the committee's efforts is also critical to success.

## KEY RESPONSIBILITIES OF COMMITTEE MEMBERS

- Identify employee interests and barriers
- Recommend and promote wellness programs
- Evaluate outcomes and adjust

The committee will be tasked with creating a mission statement, goals, and objectives for employee wellness programs, and function as an active working group dedicated to developing, guiding, and evaluating programs. The specific roles and responsibilities of the wellness committee should be structured around the established goals.

Multiple dimensions affect well-being. CDPHP suggests consideration of each dimension to develop a well-rounded employee wellness program, while also considering the available data on employee health.

Policy and environmental change, employee education, and group activities designed to support positive health behavior changes can be structured around some or all the following areas:

- Weight management
- Tobacco cessation
- Healthy eating
- Physical activity
- Heart health
- Stress management
- Preventive care
- Connection to care
- Chronic disease education and support



It takes more than the occasional wellness seminar or activity at the workplace to encourage life-long health behavior changes. A clear culture of health and well-being at an organization is key in promoting and protecting the organization's best assets – the health and well-being of its employees. Establishing a strong wellness committee is one method for strengthening a culture of wellness at the worksite because it can promote and guide the organization's wellness initiative at the policy, environmental, and programmatic levels to support positive employee health behaviors. This wellness committee toolkit provides you with a variety of resources for creating a new wellness committee at your organization or strengthening an existing one.

### COMMITTEE SELECTION

Selecting wellness committee members from within your organization is a critical first step in creating a successful company wellness team. The sample *Wellness Committee Letter for Soliciting Applicants* and accompanying member application are effective tools to help you recruit the best employee candidates for a thriving worksite wellness committee. Ideally, your worksite wellness committee should be comprised of a group of individuals sharing a common goal of improving the health and well-being of the workforce. Determine an appropriate number of members for your committee, based on the size of your organization, and select members from a variety of positions and departments. This will

ensure a dynamic, cross-functional wellness team inclusive of diverse wellness interests and ideas. Ultimately, your worksite wellness committee members will play an important role in creating “wellness champions” throughout all parts of your organization.

Confirmation of wellness committee participation can be made official with a general welcome letter to new committee members. A sample letter is included in this toolkit. Welcome letters may vary in length and scope, but some common message points may include the overall purpose of the worksite wellness committee, committee participation guidelines / commitment standards, and contact information (committee chair, other committee members, etc.).



## COMMUNICATION PLAN: PROGRAM BRAND AND MISSION

A comprehensive, overall communication plan is the ultimate key to the success and direction of your worksite wellness activities. When designing a communication plan, an agreed-upon wellness committee mission statement and an overall program brand will serve as foundational components to a strong worksite wellness infrastructure. A mission statement is critical in stating the overarching values that will drive the efforts to move your committee toward reaching its goals. Your wellness committee may choose to use any of the samples provided in this toolkit, or use them to develop your own, unique mission statement.

The second component – building a strong wellness program brand – is an important factor when planning your overall communication strategy. By branding the program, your committee will create a recognizable, consistent message that employees use to identify the program (for example, a catchy name and/or logo). A clear and consistent program brand is essential in helping to increase program awareness and engagement.

## COMMITTEE MEETINGS

Formalizing a wellness committee meeting with an agenda and follow-up meeting minutes is key for keeping meetings focused, on track, and in alignment with committee goals and objectives. Sample meeting agendas are provided to help your committee create your own agendas for effective, strategic wellness committee meetings at your worksite.

## COMPREHENSIVE WELLNESS PLAN

The goals and objectives set forth by your worksite wellness committee should be in direct alignment with your mission statement. Goals may serve as longer-range worksite wellness targets that your committee strives to achieve, while objectives are shorter term, measurable milestones that will help the committee reach its goals. Engaging with expert advisement to design a custom solution for your unique business is right at your fingertips with CDPHP. Contact your account manager or email [workplace\\_health\\_services@cdphp.com](mailto:workplace_health_services@cdphp.com) to learn more about this complimentary service.

## YEAR-END SYNOPSIS

An overall synopsis, including a detailed summary of the wellness activities at your worksite, should be composed on an annual basis. This progress report is an important piece of the overall program evaluation efforts; it should be shared with the senior leadership of your organization as a means of communicating the milestones of your workplace wellness initiative, and maintaining and increasing leadership support.

