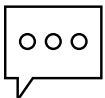




Communication best practices to support a healthy workplace

An effective communications plan is critical to the success of your workplace health strategy. It's important for your employees to know what you're doing and why it matters to them.

Key Elements:



Create a communications strategy

Once you've committed to what you'll be putting in place for your workplace health strategy, communication to your employees will be key. Commitment should be visible through various communication platforms.

Workplace health shouldn't be a one-time message. To create lasting cultural change:

- Repeat your key company health-related messages throughout the year
- Don't limit health related messages to health and well-being events

- Equip employees with tools and training needed for the new culture change
- Communicate often and in ways that are meaningful to your employees
- Consider the demographics of your employee base so you can present in the right style and language
- Assess and adjust your approach based on comments and results

Remember, creating lasting cultural change requires persistence, consistency, and patience. It's a collective effort that involves everyone in the company to join in.



Ensure the program has high visibility and high employee recognition

Post all the health and wellness information in an area where employees can easily view and access it, this could be virtually or physically in a communal area. If your company is larger, branding needs to be easy for the employees to recognize and what it represents.

Policies and employee resources should be easy to locate and accessible for all your employees. Ensure:

- Videos have closed captioning for the hearing impaired, and
- Websites and materials meet certain standards for the visually impaired.



Use a variety of communication methods to build awareness of goals, events, and resources

It's important to use a different types of communication methods. Depending on the nature of your company, these methods can vary. Here are 10 examples:

1. Post in the staff lunch/break room or public area (ensuring that the messages are visible and accessible to all)
2. Post on the company intranet
3. Send an email to all employees
4. Include information as part of the hiring/onboarding package provided to new employees
5. Include information in the company newsletters
6. Discuss at team meetings
7. Post on safety bulletin boards
8. Use champions/ambassadors
9. Post on TV screens located in communal areas
10. Organize a desk drop – drop off promotional materials at employee desks, workstations, or cubby holes

Life's brighter under the sun

Group Benefits are provided by Sun Life Assurance Company of Canada, a member of the Sun Life group of companies. OH-9860-E 07-23 ry-cc

