

Lift Internal | Revitalizing B2E Communication

# Wellness Communication Checklist

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CHECKLIST: WELLNESS COMMUNICATION



**Use this checklist** as you *plan*, *create* and *deliver* communication about employee wellness.

**REMEMBER:** Wellness is a personal topic so communication about it must be approachable and relatable.

<input type="radio"/>	Define the <b>communications objectives</b> and make sure they're measurable and have business value. (Examples: Increase registration for a specific wellness-related seminar; increase use of the stairs/reduce elevator use; reduce absenteeism rates; improve engagement scores related to wellness or benefits)
<input type="radio"/>	Find out if any particular <b>segments</b> of the employee audience should be targeted.
<input type="radio"/>	Check for any immovable <b>time constraints</b> . (Events, "health months: such as May for cancer, business results)
<input type="radio"/>	Use <b>multiple channels</b> to reinforce immediately and over time. (Tip: Make content sent through push channels such as email and presentations more about awareness and call to action. Make content sent through pull channels such as intranet, newsletters and wallet cards more about details and resources. Posters and managers are both push and pull channels.)
<input type="radio"/>	Include <b>reminders and reinforcements</b> over an appropriate time span.
<input type="radio"/>	Use positive, forward-thinking <b>language</b> .
<input type="radio"/>	Incorporate aspirational <b>visual elements</b> that reflect the positive result of taking action.
<input type="radio"/>	Position information and calls-to-action from the <b>employee perspective</b> .
<input type="radio"/>	<b>Exclude the organization's needs</b> from the content. (It goes without saying that business need the people who work for them to stay healthy and productive.)
<input type="radio"/>	Include links and references to <b>expert information</b> . Test all links.
<input type="radio"/>	Prepare talking points and resource cheat sheets for <b>supervisors and managers</b> .
<input type="radio"/>	Double check information to make sure it aligns with related <b>policies</b> . (Examples: Calling in sick and access to health care providers)