



Steps for a Successful Wellness Initiative

The “Seven C’s” of WELCOA of workplace wellness have been used as the standards for wellness programs in companies across the United States. “WELCOA’s ‘Seven C’s’ approach offers that direction, and transforms wellness programs into initiatives that attain measurable results.” By following the characteristics of each “C”, a company can transform their wellness program into something great. The “Seven C’s as outlined by WELCOA are below:

1. Capture Senior Level Support
2. Create a Cohesive Wellness Team
3. Collect Data
4. Craft an Operating Plan
5. Choose Appropriate Interventions
6. Create a Supportive Environment
7. Carefully Evaluate Outcomes

We are going to focus on the first two Cs this month to outline a great way to move forward with your wellness initiative.

Capture Senior Level Support

Support from all levels of management is essential for the success of your wellness program. To ensure the support of management, inform managers about the program early on and encourage them to participate. Communicate clearly and often the goals and benefits to the company and participants. Consider setting an annual meeting with the executive team and managers to preview what the program is going to look like going forward and review the wellness program results from the previous year. CEO’s communication practices regarding wellness, CEO’s resource allocation practices, CEO’s delegation practices, CEO’s personal health promotion practices

Create a Cohesive Wellness Team

The Wellness Team is responsible for promoting the worksite wellness program, planning activities, recruiting team leaders, and conducting the evaluation. The size of the committee will depend on the size of your company and the scope of the program or activities, with many companies having somewhere between 8-15 members. The committee should include staff that represents various employee shifts and departments such as management, union representatives, human resources or administrative assistants.



Designate a Coordinator

Management or the Wellness Team should identify a Wellness Coordinator to manage the program. Although the Wellness Team and others can share some of the responsibilities, having the right person coordinating efforts increases the likelihood that the program will be well managed and delivered.

Committee Meetings

The Wellness Committee should meet on a regular basis, at a minimum on a bimonthly or quarterly basis. The frequency of meetings will depend on what the committee plans to accomplish.

Revitalizing the Committee

Consider term limits for members to allow for new representation and new ideas. Maintain a connection with management and report successes. Make it fun and rewarding.

