



Move Your Way Community Playbook

Tips for Partnering with Worksite Wellness Programs

Worksite wellness programs are a great opportunity to share the Move Your Way campaign's messages about the importance of physical activity. Use these 7 tips to partner with worksite wellness programs on your Move Your Way community campaign!

1. Research your potential worksite partner.

Before you approach a company, it's important to do your homework:

- Get to know the company culture before you reach out. Is worksite wellness mentioned as a priority on the website? Are employees doing physical work or sitting at desks all day?
- Assess how company size, location, and demographics will affect your partnership. Is it a large company with multiple offices and remote employees? Or is it a small office where you could reach all employees with a single workshop?

2. Identify influencers.

Approaching the right people is crucial. Seek out the organization's physical activity champions, those who are most able and willing to promote Move Your Way:

- Managers
- Union representatives
- Human resources, wellness program leaders, or wellness committee members

3. Leverage existing opportunities.

There's no need to start from scratch! Many worksites have existing structures and programs that make perfect opportunities to promote Move Your Way, including:

- Wellness workshops
- Staff meetings and brown bags
- Company-sponsored charity runs, walks, or bike rides
- Email newsletters or bulletin boards

4. Pick your materials.

Move Your Way provides tools and resources tailored for adults, older adults, and parents. Check out all the Move Your Way campaign materials at health.gov/MoveYourWay/Campaign. Then think about how the worksite could use them:

- Suggest hanging Move Your Way posters in break rooms or other common areas.
- Encourage program planners to use the fact sheets for adults, older adults, and parents in wellness workshops.
- See if the company can include a link to the activity planner in email newsletters or on the company intranet.
- Ask key influencers to share the Move Your Way videos on social media.
- If you customize Move Your Way materials for your community, make sure the worksite uses the customized versions. You can customize materials through the CDC State and Community Health Media Center: bit.ly/2OLGxCq



5. Prepare your pitch.

Now that you've done your research, it's time to approach the company. Use this sample pitch language as a starting point: health.gov/MoveYourWay/Pitch

And be ready with additional talking points tailored specifically for worksites:

- Regular physical activity can lower employees' risk of chronic health problems, like high blood pressure and type 2 diabetes. That can help lower health care costs and reduce the number of missed work days.
- The Move Your Way Activity Planner can help employees set personalized weekly physical activity goals, and share them with friends and coworkers. That can help motivate the whole office to move more.

6. Set specific goals and implementation strategies.

After you've connected with the company, the next step is to agree on a game plan:

- Set measurable goals and decide on a shared timeline to meet them.
- Agree on any regular staff meetings or wellness workshops you'll attend.
- Decide what type of data collection and measurement you'll do to assess the partnership, like employee surveys or focus groups. Use the Process Evaluation Survey as a starting point: health.gov/MoveYourWay/Process

7. Review your results.

After implementation, it's time for data collection! Don't miss this opportunity to learn from your experience:

- Review lessons learned so far.
- Brainstorm improvements you and the partner company can make as you move forward with the campaign.

Find more community resources at
health.gov/MoveYourWay/Playbook



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