



Key Best Practices for Building a Culture of Health and Wellbeing

1 Make Health and Wellbeing a Business Imperative; Not a Perk

Position health and wellbeing as essential to your company's success, not a side initiative. Develop a multi-year roadmap that outlines tactics for embedding wellbeing into the culture of your organization. Be sure to reflect it through your core values, performance goals and talent strategy.

2 Put a Senior Sponsor or Steering Committee Behind It

Give your health and wellbeing strategy some executive-level sponsorship. Having a senior leader or "Chief Health and Wellbeing Officer" helps give wellbeing a seat at the table, ensures accountability, and shows employees that this isn't just another HR initiative, it's a company-wide priority.

3 Align Business Practices with Healthy Behaviors

Demonstrate this commitment by ensuring business practices, environments, and benefits reinforce your wellbeing goals. Update policies, scheduling, and performance expectations to make healthy choices the easy choices; both at work and at home.

4 Quantify the ROI and VOI of Wellbeing

Frame health and wellbeing as a smart business investment. Report on Return on Investment (ROI), such as reduced claims or absenteeism, and Value on Investment (VOI), like engagement, retention, and productivity improvements.

5 Lead from the Top, Empower from the Middle

Leadership sets the tone. Encourage executives and managers to model behaviors like unplugging after hours, taking walking meetings, and using mental health resources. Provide manager training to recognize stress and have supportive conversations. Build health and wellbeing into KPIs. Have leaders include health and wellbeing remarks during town halls, team meetings and lunch-n-learns.



6 Establish a Wellbeing Ambassador or Champion Network

Equip passionate employees to promote wellbeing across departments. Champions act as trusted messengers and influencers, reinforce peer engagement, and personalize the message across diverse roles and locations. They can also serve as a feedback channel.

7 Tap into Employee Resource Groups

Wellbeing intersects with DEI. Leverage their meetings and social media channels to get your message out. Use them as built-in focus groups for added insight.

8 Create a Year-Round Communications Plan

Wellbeing isn't a one-and-done thing. Go beyond "Wellness Wednesdays." Build a consistent cadence using an editorial calendar tied to seasons, awareness months, benefits timelines, and employee needs. Use layered channels—videos, posters, infographics, electronic newsletters, digital boards, intranet, and social drive awareness. Repetition and rhythm help change culture.

9 Tie Health and Wellbeing to Safety

For many industries, safety and wellbeing go hand-in-hand. Integrate health and wellbeing messaging into existing safety programs, emphasizing how physical fitness, mental focus, hydration, and stress reduction contribute to safer, smarter decisions on the job.

10 Make Behavior Change Easier with Science-Backed Design

You don't have to guess what works because behavioral science gives us clues. Use simple nudges, reminders, and social motivation to encourage healthier choices. Things like "opt-in" defaults, peer champions, or friendly challenges can quietly shift habits in a big way.

11 Build Trust Through Transparency and Empathy

Communicate in plain language. Acknowledge the daily pressures employees face—from burnout to caregiver fatigue to financial stress—and be honest about how your programs can help. Normalize help-seeking and share and celebrate real-life employee stories.



12 Offer a Holistic Mix of Support

Wellbeing is multidimensional. Address physical, emotional, financial, and social wellbeing. Help employees see how programs connect. For example, connect the dots for them on how time-off policies, mental health resources, and financial wellbeing tools all support the whole person.

13 Tailor Messages to Different Audiences

Different employees have different needs. Customize messaging by location, job function (desk vs clinical, field or floor), life stage, or health goals. This ensures the message feels relevant and actionable.

14 Use Data to Drive Strategy and Storytelling

Listen to employees to understand their needs and preferences, track engagement, and use claims data to identify trends and gaps. Share stories and success metrics to reinforce impact and show progress.

15 Promote a “Micro-Moment” Mindset

Culture change happens in the small stuff. Encourage everyday actions—like stretching, expressing gratitude, unplugging from tech or drinking more water—that are easy to do and build momentum toward a healthier culture. Small micro-habits can result in big outcomes.

16 Make It Social, Fun, and Inclusive

Wellbeing efforts should feel energizing, not obligatory. Design challenges and events that promote camaraderie, friendly competition, and shared achievement. Make sure activities accommodate different abilities, cultures, and interests.

17 Measure, Celebrate, and Evolve

Don't just launch. Learn and adapt. Track what's working, highlight success stories, and recognize wellbeing champions. Create feedback loops to continuously refine offerings and increase value.

18 Infuse Health and Wellbeing into the Employee Experience

Embed health and wellbeing into onboarding, leadership development, team building, and career conversations. When health and wellbeing are woven into how employees learn, grow, and work—it becomes part of your identity.