

Thinking Outside the Box

**Designing Engaging
Wellness Programs
on a Dime**

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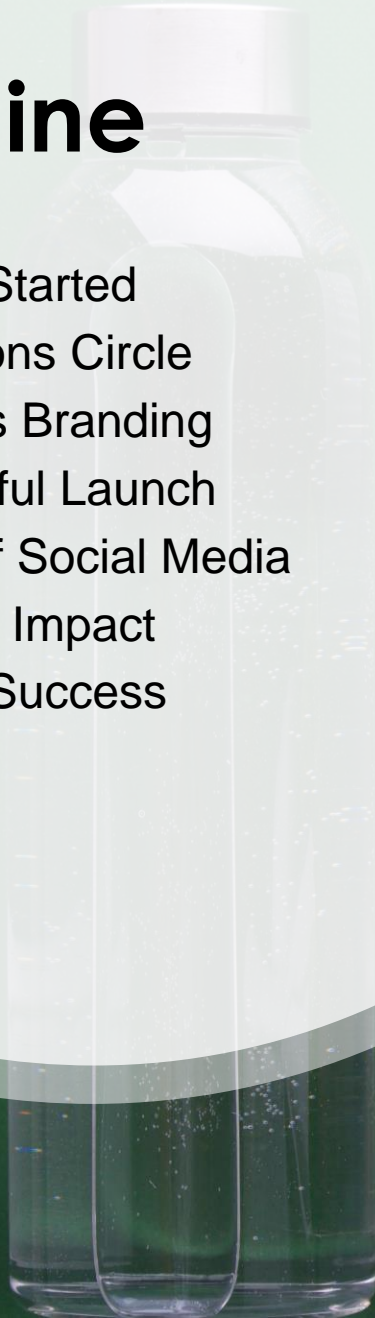
About

Baillie Troskot RDN, LD, *VP of Well-Being & Nutrition Services*

- Focused Post Acute Care Partners
 - Team Member Well-Being
 - Resident Well-Being
 - Food & Nutrition Services
- Texas A&M University
- Wellness Workdays

Outline

- Getting Started
- Champions Circle
- Wellness Branding
- Successful Launch
- Power of Social Media
- Make an Impact
- Tips for Success
- Q&A



A close-up, low-angle shot of a person's legs and feet. They are wearing bright orange and blue sneakers with white soles. The person is standing on a concrete step, with their feet positioned on the edge of the step. The background is a dark, textured concrete wall.

1. Getting Started

**“Action is the foundational key to all success”
– Pablo Picasso**

Getting Started

- Identify Needs/Interests within Organization – let your Key Leaders know!
 - Create your own poll
 - Survey link
 - Observations
- Review and Prepare
 - Needs/Interests
 - Anything you can change immediately?
 - Policies?
 - Food?
 - Smoking?
- Discuss Findings with Key Leaders
 - What idea(s) do you have to meet needs/interests?
 - What is the budget, if any?
 - **Gather support**



2. Champions Circle

**“Be the change that you wish to see in the world”
– Mahatma Gandhi**



Champions Circle

- Committee of team members who assist with planning, implementation and evaluation of wellness program
- Different team members
 - *Do you have people who live a healthy lifestyle?*
 - *Organizational Leaders*
 - *Different levels – leads to engagement regardless of status*
 - *Multiple Departments*
 - Each department works differently
- More voices/ideas don't always lead to the best program
 - Set a limit to maintain effectiveness
- Develop initial Wellness Program
- Team Member Wellness Calendar



3. Wellness Branding

“Products are made in the factory, brands are made in the mind”
– Walter Landor

Wellness Branding



- Why is it important?
 - Team member recognition
- What should be included?
 - Logo
 - Pillars
 - Motto
 - Mission
 - Vision
 - Organizational Values
- How do you create?
 - Free online resources (i.e. Canva)
 - Microsoft Publisher
 - Fiverr (inexpensive)
 - Creative Team Member
 - Any other options come to mind?

A photograph of a rocket launch at dusk. The rocket is ascending vertically, leaving a bright white trail of smoke and fire. A massive, billowing cloud of white smoke and steam rises from the launch site, partially obscuring the sky. In the foreground, a body of water reflects the light from the launch. The sky is a deep blue, and the overall scene is dramatic and powerful.

4. Successful Launch


**“Your positive actions combined with positive thinking
results in success”**

– Shiv Khera

Successful Launch

- Set a “Go Live Date”
 - Don’t be afraid to plan a year out
 - Mindful of holidays, organizational launches/changes, etc.
 - Champions Circle
- Make it fun
 - Develop theme
 - Plan & Build excitement
 - Start talking about it – Communicate!
 - *Tip: use plan to communicate – don’t want to start too early*
- Communication Ideas:
 - Flyers
 - Email
 - Social Media
 - Page/Website
 - CEO Message



A person's hands are shown holding a tablet. The tablet screen displays the word "CONNECT" in large, bold, black letters. Above it, in smaller text, it says "Follow us for updates". Below "CONNECT", there are several social media icons: Facebook, Twitter, LinkedIn, Pinterest, and Google+. The background of the tablet screen is white. The person's hands are visible, with a silver watch on the left wrist. The overall scene is set against a plain, light-colored background.

5. Power of Social Media

**“For every action, there is an equal and opposite reaction,
plus a social media overreaction”
- unknown**

Power of Social Media

- Think About It:
 - How many times do you check your social media?
 - What social media do you use?
 - When do you check your social media?
 - Do you check one more than the other(s)?
- Look at your Organization's demographics
- Create a Social Media Handle
 - Announcements
 - Marketing
 - Potential Hiring/Retention
 - Positive Image*

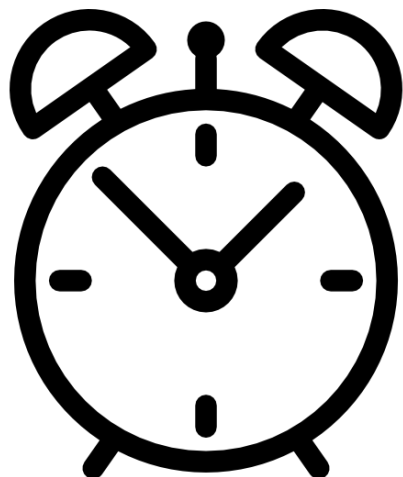


Statistics

2018 Social Media Statistics

	# of Users	% of US Population
Facebook	169.5 Million	51.5%
Twitter	55.2 Million	16.8%
Instagram	104.7 Million	31.8%
Pinterest	77.4 Million	23.5%

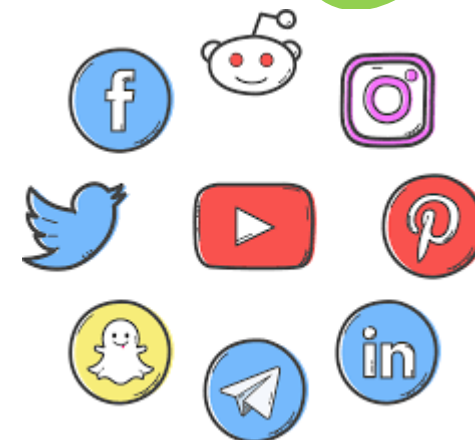
Source: <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/#facebook>



2.5 Hours on Social
Media/Day



88% Americans 18-29
years old use social
media



69% of US Adults use
at least 1 social
media platform

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET
USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256

BILLION

PENETRATION:

42%



A close-up photograph of a woman with light-colored eyes and brown hair, holding a large, thick slice of watermelon in front of her face. The watermelon slice is the central focus, showing its red flesh, black seeds, and green rind. The woman's eyes are visible above the slice, looking directly at the camera. The background is a soft, out-of-focus green, suggesting an outdoor setting. The overall image has a slightly muted, artistic feel.

6. Make an Impact

Make an Impact

- Food Demo – RD!
- Community Events
 - Charity Races
 - Volunteer
- Webinars
- Invite Speakers
- Local Health Organizations
 - Alzheimer’s Association
 - American Heart Association
 - Government Health Organizations
- Lunch & Learns
- Standing Meetings
- Team Member Socials
- Team Building Exercises
- Leadership Development
- Health Challenges (Fitbit)
- Bible Study
- Gardening Club
- Exercise Classes
- Healthier Swaps
- Any more ideas?



7. Tips for Success

“Learn from yours and other mistakes to get closer to success”

– Baillie Troskot

Tips for Success



- Be Patient
- Embrace “Go with the Flow” Mentality
- It Begins with the Top
- Don’t Be Afraid to Change the Game Plan
- Keep Going! You Can Do It – Remember the POSITIVE Impact You Will Make
- Track your data – even if it’s excel
- Reach Out & Ask Questions
- Get Creative – this is the best part
- Stay out of the Box

Recap

- Getting Started
- Champions Circle
- Wellness Branding
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- Tips for Success





Q & A

**“Better to ask a question than remain ignorant”
- Proverb**

THANK YOU!

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