



NOTE: Pieces of this plan can also be re-purposed for your organization's strategies related to healthy foods at the workplace (Healthy foods environment and healthy foods policy). See the healthy foods and tobacco communications plans for other communications ideas.

Sample physical activity promotion plan

Plan to communicate with your employees often, at least quarterly, about opportunities your workplace provides for physical activity – places to be active, policies that support activity and programs that encourage physical activity. Use numerous communication channels: Intranet, memos, e-mails, posters, articles in employee publications/newsletters, all-employee voicemails, staff meetings, union representatives, presentation to managers and/or regular memos or e-mails from your CEO or other leader.

Set a positive tone from the very beginning: The purpose of the places, policies and programs is to support employee efforts in being regularly active. Convey encouragement for physical activity. Be clear that you are creating improved *opportunities*, not a requirement, that employees be active. Reinforce the connection between employee health and the success of your organization.

- Focus on the immediate benefits of physical activity: increased energy, reduced stress and feeling better.
- At your discretion, educate employees about the longer-term benefits: reduced risk of heart disease, stroke, several cancers, osteoporosis, and other serious conditions.
- As an employer, you've created places and policies to make being regularly active easier.
- Be honest with employees about why you are implementing the policy – healthy employees are good for the bottom line.
- Obtain (and communicate frequently) top management commitment to employees being active during the workday.
- Remind employees that no one has to be active as a condition of employment, but you as an employer are offering multiple ways for them to do so.
- Regularly conduct feedback sessions to gauge interest, quantify support, improve processes, determine employee perceptions and measure impact/results.

Modify this communication plan to fit your organization and your employee population.

Promoting places to be active

Date	Topic of communication	Key messages include	Promotion TO	Promotion FROM	Communication methods
PLACES promotional plan					
[date]	Pre-announcement (let employees know of your work to create places for activity)	<ul style="list-style-type: none"> - "Employer is committed to supporting physical activity among employees." - "Employer is creating places that can be used before, during, and after the workday to get in physical activity." - Ask for feedback from employees on what they want/need at the workplace to support getting in activity (Capture employee suggestions.). 	All employees	Chief executive officer/leader or Human resources leader	Choose the method(s) most appropriate for your organization: <ul style="list-style-type: none"> - E-mail - Memo - Staff meeting - Newsletter - Intranet
[date]	Kick-off messages or event	<ul style="list-style-type: none"> - Celebrate and reinforce employer support for physical activity. - Introduce employees to the new places/facilities. - Provide information (e.g. maps, usage instructions – as appropriate, or information sheets). 	All employees	Leadership or wellness staff	
[date]	[Quarterly] Reminders of places to be active	<ul style="list-style-type: none"> - Send fun reminders that the organization values employees taking time to be active. 	All employees	Leadership or wellness staff	Resources available on www.dogroove.com: <ul style="list-style-type: none"> - Posters - Table tents - Newsletter articles

Introducing a new policy

Date	Topic of communication	Key messages include	Promotion TO	Promotion FROM	Communication methods
POLICY promotional plan					
[date]	Introduce new policy (e.g. flex-time, paid-time for physical activity or financial incentives) to upper management during a management meeting.	<ul style="list-style-type: none"> - Scope of new policy - Implementation time line - Articulate senior staff's role and responsibilities in supporting the policy 	Senior management	Chief executive officer/leader or Human resources leader	Choose the method(s) most appropriate for your organization: <ul style="list-style-type: none"> - Email - Memo - Staff meeting
[date]	Draft supervisor communication: Introduce the new policy (e.g. flex-time, paid-time for physical activity or financial incentives) to supervisors and upper management	<ul style="list-style-type: none"> - Scope of new policy. - Implementation time line. - Articulate supervisor and senior staff role and responsibilities in supporting the policy. 	Supervisors and senior managers	Chief executive officer/ President	Choose the method(s) most appropriate for your organization: <ul style="list-style-type: none"> - E-mail - Memo - Staff meeting
[date]	Draft employee communication notifying staff of policy enactment.	<ul style="list-style-type: none"> - Include the reason for the policy, enactment date, contact person and steps being taken to make being active easier at work. 	All employees	Senior leader and human resources director	Choose the method(s) most appropriate for your organization: <ul style="list-style-type: none"> - E-mail - Memo - Staff meeting - Newsletter - Intranet Sample memo below.
[date]	Q&A document for all employees	<ul style="list-style-type: none"> - Create a FAQ/Q&A document that highlights key items for employees to better understand the policy, the reason for the policy and to whom to direct any additional questions. 	All employees	Senior leader or human resources	Choose the method(s) most appropriate for your organization See tobacco-free communications plan for sample.
[date]	Send supervisor communication		Supervisors and senior managers	Chief executive officer/ President	Sample memo below.
[date]	Finalize physical activity policy				
[date]	Finalize all employee communication: CEO memo, Q&A		All employees	Senior leader and human resources director	

Date	Topic of communication	Key messages include	Promotion TO	Promotion FROM	Communication methods
[date]	Send all employee communication: CEO memo, Q&A, Announce upcoming changes (e.g. flex-time, paid-time for physical activity or financial incentives) to all staff	<ul style="list-style-type: none"> - Policy effective date - Reasons for the policy - Content of the policy - No one has taken advantage of the policy, but it is an option for those who are interested 	All employees	Chief executive officer and human resources	Sample memo below.
[date]	Respond to employee comments	<ul style="list-style-type: none"> - Employer is committed to supporting employees in being physically active (include reasons why) - Employees were involved the development of the new policy - Incentives or time for physical activity are optional, not required 	All employees	Human resources / Wellness committee chairs	
[date]	Draft 'go live' letter to send the day prior to the enactment date	<ul style="list-style-type: none"> - The new policy will go into effect[date] - Reasons for the policy - Content of the policy - No one has taken advantage of the policy, but it is an option for those who are interested 	All employees	Human resources	
[date]	Send 'go live' letter				
[date]	Add policy to Human Resources handbook			Human resources	Human resources handbook
[date]	Add policy to new employee on-boarding process			Human resources	New employee orientation process

Letter to Supervisors-Policy

To: All management staff

From: CEO or VP of Human Resources

Re: Physical activity workplace policy

As announced at a previous management meeting, beginning on [policy implementation date], [Organization] will offer employees [flex-time, paid-time or financial incentive] to support their efforts in being regularly active. [Organization] is dedicated to providing a healthy and productive work environment for employees.

I ask that you discuss this policy with your staff prior to [implementation date] to ensure every employee is aware of the policy. As a member of the management team I need your help to support this policy as you support other policies. If an employee approaches you to participate in the new policy, please support him or her in taking advantage of their new options. After reviewing work obligations and expectations, if you find you cannot support this employee in taking advantage of the policy, you are encouraged to contact your department's human resources consultant.

During the month of [month prior to policy implementation], human resources will conduct information sessions during working hours at each of our locations (see attached list of times and places). These sessions will also be announced to employees via our [corporate news e-mail]. The policy will be presented and employees will have an opportunity to ask questions. Please make every effort possible for representatives from your area to attend one of these sessions and report back to their co-workers.

To help you discuss this policy with your staff, attached is a packet, which includes the following:

- A copy of the policy
- A schedule of informational meetings for employees
- Employee information sheets on the policy
- Manager Q&A (to answer questions you may have about the policy)

If you have questions about the policy or its implementation, please contact your department's human resources consultant, or the chair of the physical (or wellness) advisory committee.

Thank you for your assistance in helping us to implement this important new policy.

CEO memo to all staff

To: [Organization Name] Employees

From: [Name], [Chief Executive Officer]

We are committed to the health of our organization and the health of our employees. In order to support employees in developing and maintaining physical activity levels for optimal health, we are introducing a new policy [policy name/number].

The policy will help employees to get in physical activity during, before or after the workday [list policy highlights].

We hope that by offering you more options for activity – that you will find it easier to be healthy.

I have asked [insert name of physical activity or wellness committee chair] to seek employee feedback on our attempts to make physical activity easier for you at work. Please feel free to contact <him/her> with any suggestions on how we can continue to support you.

Members of the physical activity [or wellness committee] committee include:
[insert committee member names here]