

How to promote your program

Why promote your program?

It is important to promote your workplace health and wellbeing program so that more people get involved and you are able to achieve your program goals and objectives. Effective promotions can get your program off to a great start!

Program promotions will:

- » Raise awareness of your program and generate staff interest
- » Motivate staff to take part in the planned activities
- » Advertise the details of specific events and activities
- » Keep participants interested and involved throughout the program

How to promote your program

Print promotions

Print promotions are an easy and inexpensive way to inform your staff of planned activities. Why not:

- » Create some eye-catching posters and put them in high-traffic areas
- » Include a message in your staff newsletter
- » Place a flyer in staff pigeonholes or with payslips

Staff or tool-box meetings

Face-to-face communications can be a great way to promote your program as everyone has the opportunity to ask questions and understand the purpose of the program. Be sure to:

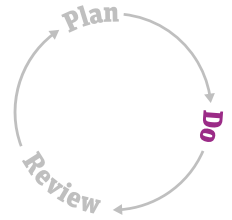
- » Talk to staff at a meeting where the majority of them are likely to be there, like a staff meeting or tool-box meeting
- » Have a program champion, this may be a manager or an enthusiastic member of staff who is able to promote the program and encourage everyone to participate
- » Ask staff to share any successes or positive experiences they may have had during the program

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Program launch

By holding a launch you can help to create a buzz before the start of your program. You might like to:

- » Get the support of your most senior manager, or enlist a guest speaker to add a sense of occasion
- » Provide a healthy breakfast, lunch or morning tea
- » Give away pedometers or other useful items to those who come along
- » Enlist a dietitian to deliver a cooking demonstration
- » Have a door prize or offer other incentives

IT and online methods

Similar to print promotions, IT and online methods can be an inexpensive and effective way to engage your staff. You could:

- » Include a message on your intranet or in your staff newsletter
- » Email your staff and set calendar reminders about future events
- » Use social media such as Facebook and Twitter to notify staff

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