Objective:

To build awareness for health and wellness through communication strategies including monthly emails, posters and flyers, department newsletters, giveaways, and awareness campaigns.

DWC Action ~ Program Kick-Off:

1. Department Wellness Network kick-off announcement:
   - Distribute announcement through communication methods (such as email or department newsletter). Copy for the email is provided and available on the website to copy and paste. Ideally, the message should come from your Dean or Director and is written with this in mind. Please customize the copy where you see (text in italics and parentheses).
   - Please distribute the Healthy Monday Memo Boards to all staff in your department coinciding with the time of the announcement going out.

2. Promote “I ♥ Tap Water” program.
   - Posters are available to DWCs to post throughout the department. A pdf version is on the website for you to print and post, put on the back of newsletters, attach to emails, etc.

DWC Action ~ On-going Communication Expectations

1. Monthly Email Communication
   - You will receive a monthly newsletter via email to promote awareness. DWCs can determine whether to forward this via email or include parts of it in intra-department newsletters or other communication methods. The expectation is that DWCs will forward or send a minimum of one communication per month regarding the DWN program.

2. Department Program Announcements
   - For all programs offered, Health*Matters provides publicity copy. These will also be available on the DWC Toolkit website to copy and paste. For some campaigns, you will also find posters or flyers to use as desired.
DWCs will need to determine whether to merge the monthly email with any specific program announcements or to communicate separately.

3. Bulletin Boards

DWCs can create a department wellness bulletin board if desired. You can post flyers, posters, The Wellness Letter (display copy) and campaigns.

SAMPLE EMAILS ~ Department-Wide Announcements

1. Introduction of Department Participation (New to the DWN)

A message from (Department Dean or Director name)...

I am pleased to announce that (Department) is participating in an exciting program with Health*Matters to bring wellness into our department. The Department Wellness Network will deliver health and wellness education and specific programs within the department, all coordinated by our own “Department Wellness Coordinator.” I want to introduce (name) as our new Department Wellness Coordinator for (department). If you would like to see specific wellness programs delivered directly to our department, please contact (DWC name); or Kristl Buluran, Worksite Wellness Specialist at Health*Matters (kristlb@uhs.berkeley.edu or 643-9082).

I encourage your involvement with (name of department/unit) participation in the Department Wellness Network, managed by Health*Matters at University Health Services. The Network is designed to foster a healthy and supportive workplace culture. Many studies show workplace wellness programs contribute positively to morale, job satisfaction and performance. Especially in these difficult times, it is important for us to find creative ways to support the health and well-being of our faculty and staff.

While the decision to make nutrition and fitness lifestyle changes is your choice and not a job requirement, I hope by creating an environment where these choices are supported by the work culture makes it easier and supports your success.
2. Leadership Message of Continuing Department Participation (For current & continuing DWN, sent once a year)

A message from *(Department Dean or Director name)* …

I am writing to encourage your participation in the wellness programs brought to our department through the Department Wellness Network, managed by Health*Matters, University Health Services. The Network is designed to foster a healthy and supportive workplace culture. Many studies show workplace wellness programs contribute positively to morale, job satisfaction and performance. Especially in these difficult times, it is important for us to find creative ways to support the health and well-being of our faculty and staff.

Currently, there are over 45 campus departments involved in the program, and we would like to see an increase in participation and programming for 2011. The Department Wellness Network also partners with Recreational Sports, which manages the onsite fitness program WorkFIT, currently delivered in numerous departments throughout campus.

Implementation of the program in our department is possible due to the role of a Department Wellness Coordinator (DWC), currently held by *(DWC name)*. The DWC facilitates monthly communication and coordinates specific wellness programs in the department. If you would like to see specific wellness programs delivered directly to our department, please contact *(DWC name)*; or Kristl Buluran, Worksite Wellness Specialist at Health*Matters *(kristlb@uhs.berkeley.edu or 643-9082)*.

To learn more about the Department Wellness Network and other wellness programs from Health*Matters, ask your DWC, or visit www.uhs.berkeley.edu/facstaff/healthmatters.