



Wellness Ambassador Communication Guide

Objective

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

How to Use the Wellness Ambassador Toolkit

For your convenience, you will find written copy and flyers in the Toolkit that you may use to communicate, publicize, and inform your department about upcoming programs, workshops, and campus-wide health campaigns.

All files are stored and posted in the Toolkit as either a pdf or word document. The word documents allow you to customize the suggested copy as you see fit and save it into your computer files. For example, you may change the language of any of the publicity or announcement copy to reflect the culture of your department, as well as insert the names of relevant department heads, such as deans, supervisors, or managers.

Before utilizing any publicity or announcement copy, please check on the communication standards used by your department or building to find out what is allowed and any approval process.

After customizing, there are several ways you may use the publicity or announcement copy:

- Cut and paste the copy into an email you forward and distribute department-wide
- Cut and paste the copy into a hardcopy or online newsletter
- Use the copy as part of a posting (poster or flyer) and place in key employee locations (copy room, break room, restrooms, stairwells, employee bulletin boards, locker rooms, etc).



Fall 2014 Wellness Ambassador Training



Wellness Ambassador Action

Announcement About Your New Role

Wellness Ambassador Kick-Off Announcement:

- Communicate your new role as a kick-off (or an annual reminder) through communication methods such as email or department newsletter.
- Sample email copy is provided and available on the toolkit webpage to copy or customize. Ideally, if you are the Wellness Ambassador for the entire department, the message should come from your Dean or Director. If you are the Wellness Ambassador for a workgroup, the email should come from you. Please customize the copy where you see (text in italics and parentheses).

Promote one program with your announcement.

- It is nice to promote one program or campaign with your kick-off communication announcement. You can use one of the flyers or posters on the website to print/post, put on the back of department newsletter, attach to emails, etc.

Monthly Communications

Email Communications

- You will receive a monthly newsletter via email to promote awareness and program participation. Wellness Ambassadors can determine whether to forward this via email or include parts of it in intra-department newsletters or other communication methods. The expectation is to forward or send a minimum of one communication per month to your distribution list.
- The monthly newsletter includes all upcoming programs and links to the flyers for specific programs or events. Flyers are designed to make it easy to post on bulletin boards, put in mailboxes, route, or share at staff meetings. Sometimes, we ask you to share flyers at two different times in a month.

Bulletin Board Posting

- WAs can create a department wellness bulletin board if desired. You can post flyers, posters, The Wellness Letter (display copy) and campaigns (e.g. stair signs). We can provide you with a banner for your designated bulletin board.

