



SCHOOL EMPLOYEE WELLNESS

Tip Sheet 1: “Developing and Maintaining Awareness”

“You can have a Cadillac program but it is meaningless if you don’t have participation.”
-- Syd Webb, wellness coordinator, Natrona County, WY

School staff members are bombarded by a myriad of information by e-mail messages, regular mail, intercom announcements, and newsletters. Here are some tips for getting and keeping people’s attention:

- Be able to describe briefly and succinctly what the school employee wellness program does and how it will benefit participants.
- Develop a logo or a slogan, and place it on all communications, and on promotional items (e.g., shirts, hats) Invite members of the school community to help you.
- Put your messages in prominent places where people are likely to congregate or pass by (e.g., the staff lounge).
- Obtain endorsements from respected members of the school district community, e.g., the superintendent, principal, a union leader, popular staff members.
- Recognize individuals’ participation (e.g., with personal thank-you notes, t-shirts or hats with program logos).
- Gather and share success stories.

Communication strategies can include (in no particular order of priority):

- Posters
- Brochures
- Newsletter articles
- Website information
- School or district calendar
- Paycheck or mailbox enclosures
- Cable television and newspaper coverage
- Advertisements in school or district programs
- Health-promoting intercom announcements