

Program Launch Memo

The following draft memo can be adapted to your own company circumstances.

To: All Employees
From: President and CEO

The _____ **{Team/Executives/Committee}** is pleased to offer a Worksite Wellness program at **{Company Name}**. We firmly believe that quality health plays an important role in the success of our company and we are laying the foundation for a healthier work environment through policy change and program implementation.

We are pleased to announce the kick-off of our new employee wellness program on **{Start Date}**.

Within the next month, we will be asking you to complete a **confidential** survey to assess what programs will most benefit your health and well-being. The purpose of this survey is to obtain employee input and will include questions on *your* needs and interests. Your answers will be used for deciding which programs to offer and when to offer them.

Our new wellness program is designed to help provide a healthful work environment and to support the adoption of healthy habits by employees who want to improve their own health and fitness levels.

For this coming year, the following major activities will be offered:

- A two-hour wellness workshop for all employees and spouses.
- A wellness newsletter will be sent to each employee's home.
- A series of wellness classes to address tobacco use, healthy weight, and stress.
- Some changes in policies, work facilities, food access, etc., will be implemented to support healthy behaviors.

A new wellness financial incentive program will be introduced in the fall.

{Name of Wellness Coordinator/Team} will be responsible for developing and managing this new program. We will share with you the specifics of the program in the weeks ahead. The details of program offerings will be included in the newsletter and listed on our website.

Along with the rest of the executive team, I am personally excited about this new program, and I am very pleased that our organization is embarking on this new course towards wellness. Please join with me in supporting this new program effort.

Warm Regards,

{Name and Title}