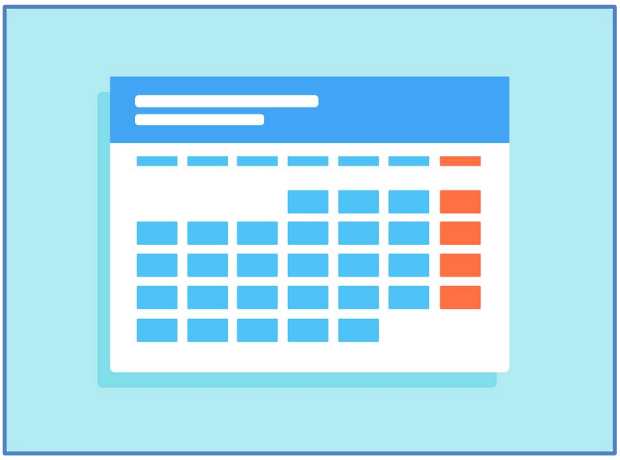
Blue Cross®
VIRTUAL WELL-BEING

Blue Cross Blue Shield Blue Care Network of Michigan

How to create a well-being calendar

Offering a well-being calendar to increase engagement with your staff is a great way to bring more employees to your health-related events, or encourage participation in healthy activities.When designing your calendar, you should consider the following:

- **Concept** – Focus on what you want to provide your employees, including monthly trackers, tips, resources, goal settingor mindful practices.
- **Resources** – It's important to consider upfront what cost might be associated with this project and which colleagues, communications, graphic designers or other individuals you can work with.
- **Collaboration** — Think about your team and who can assist you — a champion network — people who regularly participate in programs or challenges, your well-being coordinator, your leadership.



Have a brainstorming session to generate ideas, provide feedback, get buy in, help with the workload and spread the word. In the process, consider working with others to guide formatting, messaging and communications so no matter who participates in the well-being calendar, the purpose is understood.

To keep your well-being calenar relevant, consider ongoing engagement by:

- Linking to events
- Sending weekly and monthly reminders
- Publishing articles that promote national health observances
- Adding to signature line of emails
- Gathering and share testimonials

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