

# Pursuing a life of well-being

A toolkit designed to help your employees pursue a life of well-being



## Promoting personal growth and development among your employees

Dedicate this month to helping your employees develop the knowledge and skills to define and pursue their vision of personal well-being.

Well-being means different things to different people. In general, well-being is dependent on good physical and mental health, positive social relationships and availability and access to basic resources, such as food, shelter and income. Aspects of well-being are interconnected and blended. For this campaign, we take a holistic view of well-being.

Pursuing a life of well-being is a journey, not a destination. Most aspects of well-being require a lifetime of striving to attain new goals while maintaining goals that have been achieved.

### What's in the toolkit?

In this toolkit, you'll find all the information needed to deliver a successful campaign:

- Campaign objectives
- Suggested campaign timeline
- Campaign kick-off event ideas
- Employee and organizational challenges
- Prize strategy
- Employee evaluation
- Campaign content

## Campaign objectives

- Know the components of a holistic model for well-being
- Rate personal satisfaction with various aspects of life at this time
- Define a vision of well-being for the future
- Explain the difference between internal and external motivation
- Know ways to build self-confidence
- Describe the stages of readiness for change
- Weigh the “pros” and “cons” of making a change
- Know examples of tangible and intangible rewards
- Identify rewards that might serve as personal motivators
- Define the five steps of setting goals
- Complete a personal contract for accomplishing a goal
- Understand how others might provide support during the various stages of change
- Identify others who might provide help and support
- Find positive substitutes for potentially negative actions
- Learn to analyze, challenge and replace negative thoughts with positive ones
- Rearrange surroundings to be more supportive of positive actions
- Identify personal triggers
- Learn ways to prevent slips and setbacks before they happen
- Know ways to deal with slips/setbacks and get back on track quickly

## Suggested campaign timeline

The total campaign is designed to last four weeks, but can be shortened or extended if desired. See the suggested timeline for distribution of handouts, flyers, emails and additional campaign documents below.

### Awareness handouts and lifestyle flyers

Two types of educational information are provided for use during the campaign. Awareness handouts are intended to provide information about an aspect of well-being. The lifestyle flyers are generally more interactive and provide opportunities for employees to apply information about well-being in their everyday lives – at home and at work. In addition to awareness handouts and lifestyle flyers, we also provide an employee challenge form and campaign evaluation form to distribute at the beginning and end of the wellness campaign, as outlined in the email schedule on the next page.

	Awareness handouts	Lifestyle flyers
<b>Week 1:</b> Establishing your vision of well-being	What's important to you? How satisfied are you with your life?	Getting started on the road to well-being
<b>Week 2:</b> Planning for success in goal attainment	Rewards as motivators	Goal setting for success
<b>Week 3:</b> Creating a supportive environment for well-being	Help from others; “buddy system”	Ways to avoid triggers and get the result you want
<b>Week 4:</b> If you get off track	Dealing with and learning from slips/setbacks	Using slips as learning opportunities

## Email campaign

The email campaign, included in this toolkit, is conveniently provided to you in the form of a Word document, making it easy to simply copy and paste the provided subject line and email body to a message to your employees.

**Pre-launch email** – Deploy this email the week before the campaign launch date.

**Week 1 kick-off email** – Deploy this email on Monday morning of Week 1. This will be the official campaign launch date. In this email, attach the Week 1 awareness handout, lifestyle flyer and employee challenge noted in the table above.

**Week 2 email** – Deploy this email on Monday morning of Week 2. In this email, attach the Week 2 awareness handout and lifestyle flyer noted in the table above.

**Week 3 email** – Deploy this email on Monday morning of Week 3. In this email, attach the Week 3 awareness handout and lifestyle flyer noted in the table above.

**Week 4 email** – Deploy this email on Monday morning of Week 4. In this email, attach the Week 4 awareness handout and lifestyle flyer noted in the table above.

**Follow-up email** – Deploy this email on the Monday morning following the last week (Week 4) of the campaign. In this email, attach the employee evaluation form.

## Campaign kick-off event

We strongly recommend an onsite or virtual to kick off the campaign. The event can be as big or small as you want, but it's an important opportunity to introduce the campaign theme to employees and to encourage them to participate in the challenge.

If you are unable to arrange a formal kick-off event, we recommend setting up a table in a common area, such as the entrance to the employee cafeteria, for the distribution of materials. Keep materials restocked for the duration of the campaign. Making the campaign materials available online is another option.

### Suggestions for kick-off event:

Announce the program at company-wide or departmental meetings.

Ask your employees what well-being means to them. Use this time as a space for sharing.

Also announce the employee challenge, "Take steps to improve your well-being," and encourage participants to enroll. Consider distributing the challenge materials at this time as opposed to during Week 1, as outlined in the email campaign schedule.

## Challenges

**Employee challenge:** Take steps to improve your well-being

Distribute the log for the individual challenge during the first week of the campaign. Employees are encouraged to use the information, strategies and skills introduced over the course of the campaign to take steps to optimize their personal well-being during the next four weeks.

## Prize strategy

While offering prizes for participation in the employee campaign is not required, it can increase participation. Consider individual giveaways for employees who complete the employee challenge. Or, offer a drawing for one or more raffle prizes for employees who complete the challenge. As an alternative, consider offering a prize to employees who complete the evaluation survey. Some ideas for individual prizes that support well-being could include the following:

- personal journal
- relaxing music
- gift certificate for a massage, manicure, pedicure or other salon service
- aromatic candles
- body lotion
- voucher for a yoga class
- personal time off
- flowers or a plant
- herbal tea

## Employee evaluation

A brief evaluation survey is available to collect feedback, ideas and information from employees who participated in the campaign. Participant feedback will be valuable for planning future campaigns.

## Campaign content

### 1. Establishing your vision of well-being

#### What's important to you?

#### How satisfied are you with your life?

- What is well-being?
- How well is your life going? How satisfied are you?
- Activity: Wheel of life
- Activity: What is your vision of well-being for the future?

#### Getting started on the road to well-being

- Two categories of motivational forces
- Importance and confidence
- Readiness for change
- Activity: Identify the “pros” and “cons” of improving your well-being

#### Employee challenge

- Take steps to improve your well-being

### 2. Planning for success in goal attainment

#### Rewards as motivators

- Tangible and intangible rewards
- Activity: How will you reward yourself?
- How to congratulate yourself for progress

#### Goal setting for success

- Five steps of goal setting
- Making personal contracts
- Activity: My personal contract for goal accomplishment

### 3. Creating a supportive environment for well-being

#### Help from others; “buddy system”

- The importance of seeking support
- Identifying accountability partners
- Activity: Who will be your helpers?
- Looking for other sources of support

#### Ways to avoid triggers and get the result you want

- Finding positive substitutes
- Rearranging your surroundings
- Activity: Identifying personal triggers

### 4. If you get off track

#### Dealing with and learning from slips/setbacks

- Recycling through the stages of change
- Preventing slips before they happen
- If you slip
- Experiencing urges

#### Using slips as learning opportunities

- Activity: Myth or fact?
- Well-being is a journey, not a destination
- Revisiting your vision of well-being

### 5. Employee evaluation

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