



Checklist for Incorporating an Employee Wellness Program

How to Promote Well-Being in the Workplace

Healthy team members are happy team members. Wellness programs are terrific opportunities to create a work environment emphasizing employee well-being. Use this checklist as a guide to setting up an employee wellness program at your company.



1. Do your research

Determine what type of wellness program is the best fit for your office and employees.

- ☐ Get employee input using surveys, polls, or meetings. Use the research data to identify needs and trends.
- ☐ Review the company health care coverage to see what wellness program components would be covered.
- ☐ Analyze absenteeism rates (along with the reasons why employees are missing work) or workers comp reports. Identify any trends that can shape your program. For instance, if a lot of your team members call in sick with the flu each year, offer free flu shots at your office.
- ☐ Conduct a site assessment of your office space.

2. Lay a solid foundation.

Set up an organizational structure to oversee, implement, and monitor the wellness program.

- ☐ Select leadership and committee members. All departments should have representation. A coordinator may also be used to lead the team or work with third-party vendors.
- ☐ Equip this team with resources to set them up for success (budget, office space, equipment, etc.)
- ☐ Draw up a budget and price program services.
- ☐ Craft a vision statement for the program, as well as policies that will support wellness initiatives.
- ☐ Select services/initiatives to include in the wellness program.
- ☐ Define committee responsibilities for each aspect of the program—who's handling what.
- ☐ Set timelines for each initiative along with line-item costs.
- ☐ Establish partnerships in the community to provide services.
- ☐ Decide if you will offer a reward or incentive system to boost participation or honor program successes. Make sure they align with any company and governmental regulations.
- ☐ Set benchmarks. Devise strategies for tracking and evaluating programs, as well as milestones for achieving goals.
- ☐ Consult with your legal team to ensure any program you implement meets all federal/state/local guidelines.

3. Get the word out.

Craft your communications strategy to ensure adoption of the wellness program.

- ☐ Develop a clear, concise plan to convey the goals of the program, how it will help employees, and what it offers.
- ☐ Consider branding the wellness program with a name, logo, or slogan.
- ☐ Craft communications messages for employees, with marketing initiatives targeting specific groups if needed.
- ☐ Use various communications methods to spread the word—email, company newsletters, social channels, etc.
- ☐ Provide avenues for employees to leave feedback.



4. Roll out the program.

You're ready for program rollout. Follow your communication strategy and monitor adoption over time.

- ☐ Select a mix of initiatives that address employees on individual and team (social) levels, as well as the company culture and the workplace itself.
- ☐ Start small if needed, with just a couple of services, then add on as the program gains steam.
- ☐ Make sure programs are readily available and easily accessed.
- ☐ Keep motivation high by honoring and celebrating achievement in the program, whether on an individual or company-wide level.

5. Evaluate the success of your program.

Use the process developed in the planning stage to measure program effectiveness.

- ☐ Analyze data to determine if goals and objectives have been achieved.
- ☐ Meet regularly to track evaluation reports, study employee feedback, and make any necessary changes to the program.
- ☐ Write periodic reports to share with company leadership, community partners, etc.



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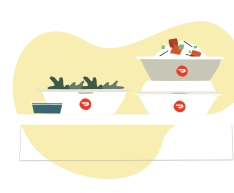
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