



Corporate Wellbeing Champions

Program overview

February 2023

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A peer led initiative

Wellbeing Champions are a team of employees who volunteer to promote the company's wellbeing strategy.

As trusted advocates, they encourage peers to prioritise their health and connect employees to company initiatives.

Wellbeing champions also play an essential role in sharing feedback between employees and leadership to:

- embed strategic company health and wellbeing goals
- increase employee engagement and connection opportunities
- Reinforce your organisation's commitment to wellbeing
- Increase workplace advocacy and a promote healthier business model.

Creating a team of dedicated employee wellbeing champions has been proven to help deliver a sustainable and successful health and wellbeing programs.



78% of participants in the Buck global wellbeing survey believe there is a correlation between champion effort and employee engagement in wellness.

<https://buck.com/uk/working-well-a-global-survey-of-workforce-wellbeing-strategies/>



A comprehensive Wellbeing Champion Program improves employee engagement, satisfaction, and perception of personal and organizational wellbeing.*

*<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6543277/>



Wellbeing champion programs encourage employees to participate in wellness activities and services*

*https://www.researchgate.net/publication/318375752_Workplace_Wellness_Champions_Lessons_Learned_and_Implications_for_Future_Programming

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The role of a wellbeing champion (WC)

Wellbeing advocates and ambassadors

- Lead and drive a culture supportive of health and wellbeing
- Connect employees with wellbeing initiatives to increase engagement
- Actively role model healthy behaviour and encourage others to do the same



Peer to peer connection

- Drive wellbeing program utilisation
- Provide feedback and suggestions on new programs and initiatives
- Initiate interest groups such as lunchtime walks or book clubs
- Create inclusive connection opportunities for all employees

Reward and recognition for wellbeing champions

- Development opportunities outside of core roles
- Involvement in organisational-wide initiatives
- Exposure to Senior Leaders and diverse teams
- Play a key role in shaping and delivering key wellbeing initiatives
- Increased capabilities in engaging/influencing, health literacy

Increase reach and impact

- Raise awareness for health promotion activity. e.g Movember and Mental Health Week
- Share employee experiences on relevant platforms to create connection opportunities
- Share health resources and keep wellbeing top of mind within teams



Program launch - step by step guide

1. Establish the business goals for the wellbeing champion team. Measures include:

- Increase employee engagement or ENPS score
- Drive and increase participation in wellbeing programs
- Improve employee social, psychological, physical and health outcomes
- Increase employee retention and talent attraction
- Increase connection activity/sharing of stories + pictures on wellbeing channels
- Annual health risk assessment (HRA) to measure a health and wellbeing baseline
- Anecdotal feedback

2. Establish key criteria to join the wellbeing network. Considerations include...

- Determine if the champion program will be open for application for all employees
- Obtaining leadership endorsement for employee participation in WC program
- Obtain WC representation from multiple business units for diversity, inclusion and reach
- Create an expression of interest form. This could include a short questionnaire for applicants to share why they are passionate about health and wellbeing and supporting others



Step by step guide

3. Set up how the wellbeing champion team will connect. These can include:

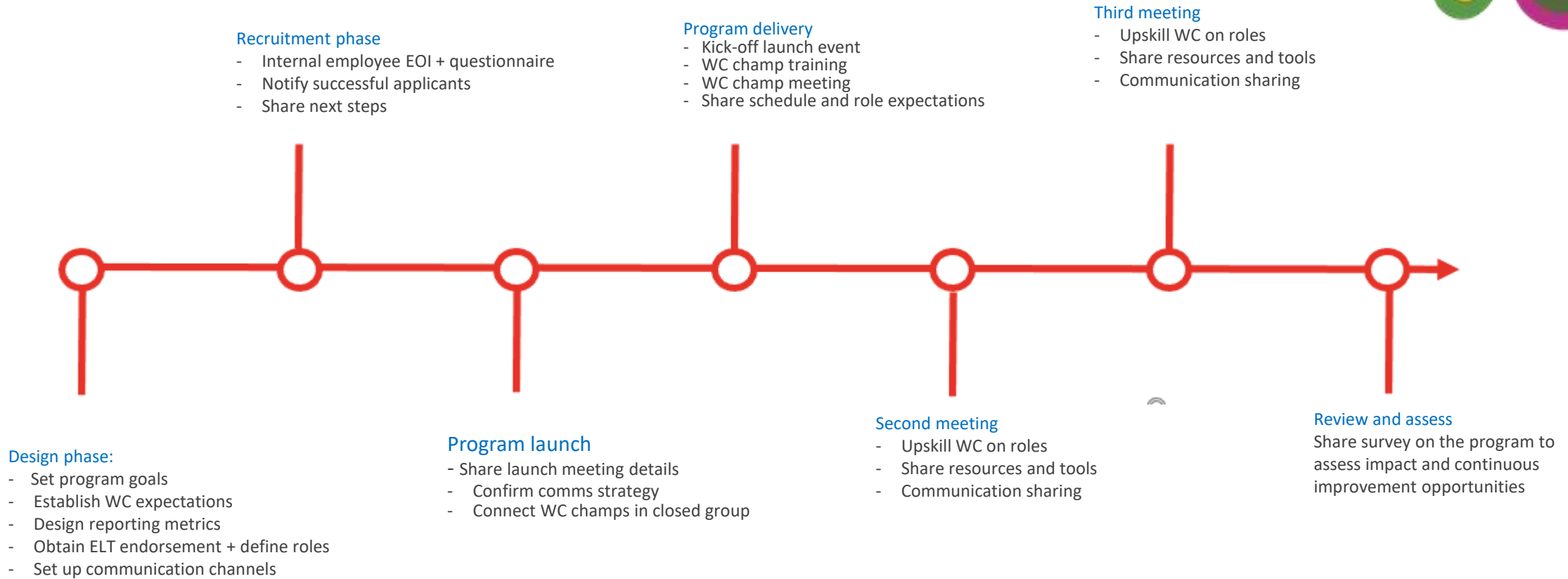
- Host a virtual or live launch event for WC. This event can create excitement and connection opportunities.
- Establish regular monthly connection dates for the WC team meetings
- Create communication channels for WC to share information e.g Yammer, email, Teams
- Create annual agenda for opportunities for WC to improve their wellbeing knowledge and capability. This could include Mental Health First Aid, meditation courses, self-care sessions etc.

4. Ongoing success

- Determine who will run the WC network? HR? HSE? Wellbeing Champions?
- Create the agenda for each meeting and key actions for the WC to share with their teams
- Create tools to simplify how WC promote wellbeing activities. This could include a standardised monthly update of the health and wellbeing program available, specific initiatives to promote, scripted communications to share with their teams
- Obtain ongoing feedback from the WC champ team, peers and via organisational surveys



12 month implementation plan



Wellbeing champ program options

Medibank has a range of programs to support your program and upskill wellbeing champions. Optional available include:

Wellbeing champion schedule includes:

- Fortnightly WC check-in events
- Quarterly connection events
- Volunteering opportunities
- Delivery of employee wellbeing initiatives
- Social connection touchpoints

Program

Wellbeing Champion launch workshop

Wellbeing workshop on mental health, physical health, self care or customised

Fitness class (Yoga, Pilates, Desk stretch)

Cooking Demo's

Meditation class

Keynote speakers

Additional programs

Mental Health First Aid

First Aid CPR

Psychological Safety and Mental health capability training



Pricing is subject to change, availability and Further scoping. Pricing is based on 20 employees.

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Medibank resources

[How to create a successful wellbeing champion program](#)

Medibank support

- Medibank program consultation
- Health and wellbeing program design
- Health and wellbeing strategic support



