

# BUILDING YOUR EMPLOYEE WELLBEING PROGRAMME

This toolkit aims to provide you with a framework for creating a wellbeing programme that truly fits your organisation.



## SO, WHAT IS A WELLBEING PROGRAMME?


It is a programme of activities and messages, curated strategically, to support the wellbeing of your people and positively shape the company's culture.

Just *which* activities and initiatives are included in the programme will depend on the specific wellbeing needs and ambitions of the company in question.

For example, are you looking to address high rates of burnout, improve staff engagement and motivation (and by extension productivity), or change an existing company culture?

What does a Luminate programme look like?

## 1. IDENTIFY CHALLENGES

 Doing some detective work upfront and gathering/digging into your organisation's wellbeing data will take the guesswork out of building a genuinely impactful programme. It means challenges specific to your organisation can be identified and solutions designed to address these specific issues and opportunities.

So, what are we working with?

- Do you conduct employee surveys from which wellbeing this data can be extracted? Have any challenges or wellbeing trends been identified here?

**No?** Conduct an employee wellbeing survey using our [free guide and template](#).

- Look at both the **quantitative (numbers-centric)** and **qualitative (feelings-centric)** data from your sickness and absence reports, leave rates, exit interviews, and employee/manager 121s.
- What is/was uptake like for employee benefits/previous wellbeing activities? What has been most and least popular?
- Are the essentials covered?

(If you employ 5 or more people) Do you have an up-to-date [risk assessment](#) related to workplace stress? And is it being followed?

Do you have procedures/policies in place (for HR/management) on how to support staff experiencing mental ill-health? Instances of burnout or a panic attack for example.

## 2. LIMITATIONS

When thinking about creating and implementing a wellbeing programme it's important to be as realistic as you are ambitions – and by this, we mean taking into account your limitations.

### TIME

Consider whether you/your team have the capacity to execute all desired initiatives, or will you outsource the delivery of certain/all activities to a third-party provider?

And - how will you ensure that staff are encouraged to carve time out of their busy days to participate in wellbeing activities/training? We have an idea or two in the **Communication & Engagement** section.

### MESSAGING

Ensure the messaging of all wellbeing-related communications is consistent and aligns with your brand values.

Getting your internal marketing or comms teams involved early, either in the writing process or by flagging that approvals will be required at points X and Y, should prevent any barriers/ delays to your publishing or sharing communications.

### BUDGET

It may be helpful to get an idea of costs right off the bat, to help inform your decision-making. If you want Luminare to quote for any services, please do [get in touch](#).

It's important to note that a smaller budget does not prevent you from making an impact! There are plenty of initiatives and actions that are both **free** and integral to a holistic programme, such as:

- Regular employee-manager 121s with a partial focus on wellbeing
- Looking at employee workloads
- Ensuring leadership role model positive wellbeing behaviours i.e. taking their lunch breaks, not sending emails after hours, speaking about mental health in a way that is considerate and compassionate
- Sharing Luminare's free wellbeing resources where appropriate
- Dissuading employees from working late
- Offering flexible/hybrid work arrangements
- Looking at your policies around leave\* and reasonable adjustments

\*Using policies to define/expand upon what 'sick leave' or 'personal leave' refer to (i.e. do these terms encompass mental health leave, fertility leave, bereavement leave, or caregivers leave?) gives employees psychological permission to use it when they need, without secrecy, shame or stigma - returning to work in a healthier, happier and more focused position.

## 3. BUILDING YOUR PROGRAMME!

To build a holistic programme we recommend breaking down your preferred actions into “tertiary”, “secondary” and “primary” initiatives – following the UK public health model for disease prevention as outlined in [ISO 45003](#).

## TERTIARY PREVENTION

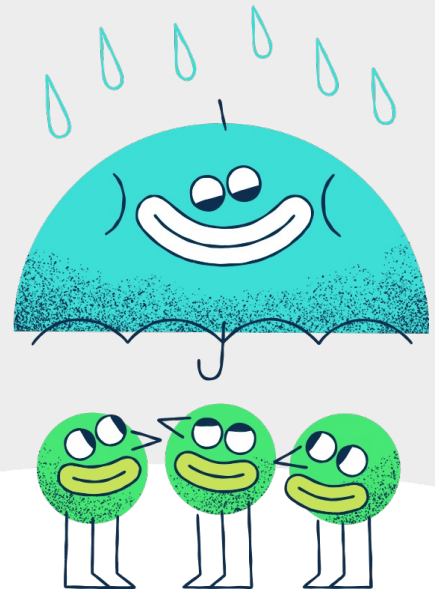
(illness management) – care for individuals who have a mental illness.

Examples could include: online counselling provision for staff, having a policy in place for mental health-related sick leave, or training for line managers in how to deal with instances of mental illness at work, etc.

## SECONDARY PREVENTION

(risk management) – identify and control risk factors to avoid escalation.

Examples could include: identifying high-pressure areas within the business, regular surveying to understand the challenges, or allowing and encouraging employees to take leave when feeling unwell or run-down, etc



## PRIMARY PREVENTION

(wellbeing promotion) – keeping people well and assisting them to flourish.

Examples could include: wellbeing workshops and webinars, yoga, fitness and meditation sessions, or investment in effective home-working set-ups, etc.

**Prioritising culture over one-off initiatives...** means taking action before/after each wellbeing activity or piece of training to reinforce, embed, or support these learnings. For example, you might have trained up a team of [Wellbeing Champions](#), but are staff aware of them/know how to reach them? Is there a space for the Champions to come together and talk about the challenges they face as part of that role?



Remember to **plot these pre- and post-training/ session actions** into your wellbeing strategy to ensure the work you're doing has maximum impact.

Not sure where to start? What would make the most impact within your organisation? Are there any specific or urgent wellbeing challenges identified in the data? Why not [check out our latest case study](#) for some inspiration?

## 4. COMMUNICATION & ENGAGEMENT

### REACHING EVERYONE

How will your plan reach and incorporate different functions within the business? i.e. those in offices vs those off-site, or those working in shifts vs 9 to 5 staff. Consider online or on-demand for off-site staff or running multiple sessions to reach employees on different shift patterns. If the business is run across multiple locations, use local champions to tailor corporate messaging and develop a local initiative.

## AWARENESS OF ACTIVITIES

This has been touched upon in the previous section but, the lead-up to an activity, raising awareness of the event (what the session/training is all about, as well as when it's occurring) is vital for driving attendance and engagement:

- Invite staff via the company/team calendar
- Brief line managers about the event well ahead of time and ask them to flag in team meetings
- List the event on your Employee Benefits portal
- Communicate clearly to staff what the benefits of attending the event are (i.e. what they can expect to learn from the session)
- Communicate to staff that their wellbeing is the company's priority and taking an hour away from their work for the session will not be penalised, in fact, it is encouraged!
- Create and hang posters promoting the upcoming event in your workspace (if open to all)
- After the initial invitation, circulate email reminders 1 week, 3 days, and 1 day ahead of the event

## 5. MEASUREMENT & ADJUSTMENT

Gathering feedback as your programme progresses can help you understand whether your initiatives are hitting the mark - whether it's time to pivot or plough ahead.

This can be done quantitatively and qualitatively, as follows:

### QUALITATIVELY

- Employee wellbeing survey
- Feedback collected in 121s
- Nominate 'Wellbeing Champions' to regularly report back to leadership
- Create focus groups
- Exit interviews

### QUANTITATIVELY

- Employee wellbeing survey/polls
- Resignation rates log
- Sickness and absence rates log
- Hours of overtime log
- Use of annual leave log

Take a moment to consider which of the above methods would be most feasible for your organisation / helpful for your purposes. (We recommend running company wellbeing surveys no more frequently than every 6 months, to avoid fatigue from employees.)

Remember, any insights gained, be they positive or negative, can inform next steps and keep driving your wellbeing agenda forward.

Want expert support pulling together your programme? Luminare help businesses of all shapes and sizes create safe, supportive, thriving workplace cultures. [Get in touch](#) to learn more.

