

## Physical Activity Promotion Plan

Plan to communicate with your employees often, at least quarterly, about opportunities your workplace provides for physical activity – places to be active, policies that support activity and programs that encourage physical activity. Use numerous communication channels: Intranet, memos, e-mails, posters, articles in employee publications/newsletters, all-employee voicemails, staff meetings, union representatives, presentation to managers and/or regular memos or e-mails from your CEO or other leader.

Set a positive tone from the very beginning: The purpose of the places, policies and programs is to support employee efforts in being regularly active. Convey encouragement for physical activity. Be clear that you are creating improved *opportunities*, not a requirement, that employees be active.

Reinforce the connection between employee health and the success of your organization.

- Focus on the immediate benefits of physical activity: increased energy, reduced stress, and feeling better.
- At your discretion, educate employees about the longer-term benefits: reduced risk of heart disease, stroke, several cancers, osteoporosis, and other serious conditions.
- As an employer, you've created places and policies to make being regularly active easier.
- Be honest with employees about why you are implementing the policy – healthy employees are good for the bottom line.
- Obtain (and communicate frequently) top management commitment to employees being active during the workday.
- Remind employees that no one must be active as a condition of employment, but you as an employer are offering multiple ways for them to do so.
- Regularly conduct feedback sessions to gauge interest, quantify support, improve processes, determine employee perception and measure impact/results.

Modify this communication plan to fit your organization and your employee population.

(Information adapted from Blue Cross Blue Shield of Minnesota Healthy Worksites materials)

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