What will you do for BETTER EMPLOYEE HEALTH TODAY?

The Benefits of Promoting a Health Assessment in the Workplace

A Guide for Employers
Developed by Anthem Blue Cross and Blue Shield
MyHealth Assessment: help you promote employee participation in the process and continue over time.

The MyHealth Assessment is a trusted source for employees who are Anthem Blue Cross and Blue Shield members to take the MyHealth Assessment at anthem.com.

To help support your important business, Anthem Blue Cross and Blue Shield developed a MyHealth Assessment promotional kit. The materials are designed to help employers promote the benefits of better health by encouraging employees to take the MyHealth Assessment at anthem.com.

The MyHealth Assessment is a trusted source for your employees as they start the health change process and continue over time.

The following materials are provided at no cost to help you promote employee participation in the MyHealth Assessment:

- **Executive letter** — a great first step for senior-level management to communicate the availability and benefit of the MyHealth Assessment to employees. Cut and paste the text on your company letterhead, or keep it in the template provided. Email to all staff, or include a hard copy in each employee’s mailbox.

- **Employee Introduction Flier** - when employees understand the many benefits of taking the MyHealth Assessment, they’re more likely to participate. Use this flier to help build awareness of this valuable assessment tool. Includes log on instructions.

- **Posters**— these 11 x 17 color items repeat the benefits messages of taking the MyHealth Assessment. They include empowering statements that remind employees of the control they have over their own health care. Print several copies and display in highly visible areas throughout your organization including break rooms, near elevators and stairwells, and within each department, etc.

- **Email blasts** — these short messages are an excellent way to repeat the empowerment messages featured in the posters with a few additionally engaging health facts. They are meant to remind employees about the multiple benefits of taking the MyHealth Assessment also. Consider an email blast campaign to all employees at least once a week to keep the MyHealth Assessment top-of-mind.

- **Payroll stuffer** — this short, colorful reminder is sure to stand out among employees’ pay stubs or benefits letters. These small promotional items fit well in a standard #9 or #10 envelope. Set 2-up on an 8.5 x 11 sheet for printing convenience.

Access the MyHealth Assessment materials on Time Well Spent, [https://www.anthem.com/timewellspent/](https://www.anthem.com/timewellspent/). All items are print-ready for immediate use in your organization.
Promoting the MyHealth Assessment in your organization

Worksites are an ideal channel for promoting change in large segments of the population. One reason is that they provide support for individual behavior change by altering the environment and social norms. For a health assessment to have a chance at being effective, a combination of strong, meaningful messages, energetic promotion and management support are necessary.

Suggestions for a MyHealth Assessment promotional launch

Set a promotional launch date and build interest in the mean time. Let employees know something new is coming that is going to benefit all of them. If your budgets allow, you might consider offering a promotional item or an incentive for taking the health assessment — either one time, or ongoing. Or encourage a little friendly competition between departments to see who can get 100% participation in taking the health assessment within a week or a month. Employees will not have to share the results of their health assessment; only announce that they completed it if they wish. For those employees who are willing to disclose their participation in the health assessment, consider sending a note of congratulations for taking a step towards better health.

Introducing the MyHealth Assessment to your employees

Most employees like to hear from their organization’s top leaders. The health assessment campaign can have the most impact if top-level management is actively engaged in the program and communicates its benefits directly with employees. It can be even more effective if senior management has already taken the health assessment and tells employees so.

Enlist the support of the CEO, president or the highest manager at the worksite. This is a tremendous opportunity for leadership to proclaim the health assessment within the workplace so that employees feel supported by their superiors and perceive that management cares about their well-being.

Evaluate your program

Use your participation and/or aggregate reports* to determine the ongoing or changing health needs of your population. Be sure to share any concerns and/or successes with your Anthem Blue Cross and Blue Shield representatives.

We want to know what works!

* For reporting purposes, minimum group size and participation requirements must be met.
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Sources:
2. Treatwell 5-A-Day, Dana Farber Cancer Institute, Gribbon Sorensen, PhD, MPH, Principal Investigator. NCI Grant Number: 3R01CA58728.