

A Wellness Program for Small Business

Becoming a Wellness Champion

Your company has enrolled in the new CBIA Healthy Connections wellness program to help increase overall wellness. There's an important new role that's been created to help direct and encourage this effort — the Wellness Champion.

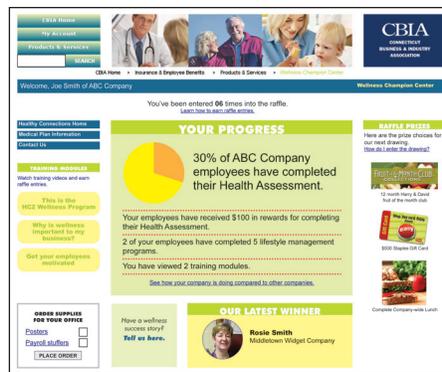
The Wellness Champion will help create a culture of wellness at your company, communicate wellness-related information to all employees, and connect employees with wellness resources.



Wellness Champions play a vital role in your program's success

The Wellness Champion is integral to your company's program. This simple but important job won't take much time. It involves:

- **Encouraging** employee completion of an online Health Assessment
- **Monitoring** company-wide online wellness activities, including percentage of Health Assessment completion
- **Promoting** the use of online wellness tools and resources



The Wellness Champion Center

Wellness Champions have access to a confidential, "members only" section of the CBIA website called the Wellness Champion Center. This password-protected site contains information on your company's progress, including the number of employees who have completed their Health Assessments.

The website gives the Wellness Champion access to online training videos that will help with employee outreach. He or she will also

be able to order support materials such as posters and payroll stuffers, and will be able to review information on best practices from other companies that can be used to improve wellness efforts.



Keeping it fun

The Wellness Champion will be awarded raffle entries for chances to win a variety of substantial prizes for your company.

These prizes may include complimentary company-wide lunches, gift certificates for office supplies, entertainment event tickets, and other program incentives. Raffle entries can be earned in a variety of simple ways. Prize drawings will take place monthly.



Getting started

Soon after your company joins the program, the Wellness Champion will be contacted by e-mail to view a brief online presentation. The presentation will introduce the program and explain everything he or she needs to know to become your company's Wellness Champion.

Working together to improve health and wellness

The Wellness Champion works with the support of company management and the tools provided by CBIA Healthy Connections to help everyone improve their quality of life. We're all partners in achieving this important goal and the Wellness Champion plays a pivotal role in making it happen.