

# At-a-glance: Engaging non-traditional employees in well-being

Barriers are often present in engaging non-traditional employees in a health & well-being program. Non-traditional employees include those that work production-based, shift, and/or hourly work done outside of the traditional office environment. These employees typically lack flexibility related to when and how their work can be performed. Two significant barriers that are often present include:

- Time constraints (during and outside of work)
- Lack of access to digital communication channels (e.g., company email, intranet, etc.)

Keep the following tips in mind as you seek to engage non-traditional employees in your well-being program.

## Provide paid company time

To alleviate time constraints that may be present during and outside of work, consider finding a way to provide time for non-traditional employees to participate in key aspects of a well-being program. Examples include providing paid company time or additional PTO for:

- Preventive and condition-based management health care (e.g., preventive wellness visits, cancer screenings, condition-based screenings, dental cleanings, etc.)
- Participating in worksite events (e.g., biometric screenings, healthy cooking demos, educational seminars, etc.)
- Completing a health survey
- Worksite exercise (e.g., walking breaks, exercise classes, “recess,” etc.)

When providing paid company time, it’s important for employees to understand that their expected work output will be adjusted accordingly. In other words, they should feel as though they truly have “permission” to take the time to participate in the program without fear of retaliation or being held to production expectations that would be expected of them had they not used the time.

## Develop an effective communication strategy

Communication is key to any successful well-being program. When formalizing a communication strategy, ensure all eligible members will receive health & well-being communications on an ongoing basis throughout the year and via numerous channels. Since non-traditional employees may lack access to digital communication channels, consider using the following:

- Department presentations and information sessions (with time for Q&A)
- Printed flyers (disseminated to employees)
- Posters (placed in centrally located areas)
- Regular updates at team and/or safety meetings (often by a manager and/or Well-Being Champion)
- Home mailings

Lastly, employees in this industry may not have much down time due to the nature of the work they do, so keep all communication simple and concise, highlighting the basic information.



Deploying the tips above may be helpful in engaging non-traditional employees in a well-being program. Additionally, don’t lose sight of other important aspects of a well-being engagement strategy, such as securing senior and middle management support, aligning the worksite environment with a focus on well-being, building a well-being champion network, offering incentives, and obtaining employee feedback.