

# The Who, What, Where, When and How of Communications Planning

*“If you build it...they won't come if they  
don't know about it.”*



# Who?

*Who are you?*

Create a brand for your wellness program.  
(Think Target.)



# Who?

The Work Well logo is available to any Minnesota State agency to use for your wellness program.



# Who?

*Who are you trying to reach?*

Over the course of, say one year, strive to reach every employee.



# Who?

*Who are you trying to reach (part 2)?*

Provide regular reports to the leadership to create and maintain visibility at the highest level.



# What?

*What are you communicating?*

What are your agency's guidelines for what media can be used by whom, where and when?



# Where?

*Where will/can you communicate your message?*

Exploit a variety of media.



# When?

*How often will you communicate your message?*





# How?

*How can employees participate in wellness?*



# How?

Example: Physical activity is the gateway to good health

Exercise is the single most effective thing you can do for your health. It helps prevent and manage cardiovascular disease, diabetes, pain, arthritis, obesity, depression, and constipation (there, it's said). Physical activity maintains and improves sleep, balance, strength, endurance, and activities of daily living.

But perhaps it's because exercise makes you feel great that it's such a frequent gateway to health. Your self-confidence and self-efficacy—your belief that you will succeed—encourage you to be healthy in other ways.

*MDH provides facilities that enable you to be active. Most MDH locations have light fitness equipment, including yoga mats, weights and fitness balls for your use at work. Most buildings have stairs, bike racks, fitness spaces, classes and bus routes that help you move around in healthful ways. Freeman and Golden Rule staffs have created walking maps. There are tools to help you organize your own walking, running or exercise clubs or classes. And more and more, MDH employees are invited to share the wellness resources of other state agencies. For details, get to know the Work Well website, especially the Move Well pages.*

Work Well Website: <http://fyi.health.state.mn.us/divs/hpcd/workwell/>  
Work Well questions or comments: [health.work.well@state.mn.us](mailto:health.work.well@state.mn.us)



# How?

*How are employees receiving your messages?*



# Attachments

1. “Reaching the Hard-to-Reach”
2. Sample MDH communications plan



# Ask us!

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