Reach the unreachable

How to engage your hard-to-reach workforce with a health & wellbeing platform

Get in touch

~personify™
HEALTH

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Identify

Who are your hard-to-reach members?

Understand your hard-to-reach (HTR) employees

Use the checklist below to analyse your current efforts, how you can understand your HTR employees more, and what you're looking to achieve. This will help you build the foundation of a wellbeing strategy that'll engage the unreachable.

✓ Who are your HTR employees? How many are there in total?

✓ Where are they in the organisation? Are they the same across regions?

✓ What are their health concerns/issues?

✓ What are you trying to achieve with them/by reaching them?

✓ How do you reach them currently? Where do they get their information from?

✓ What initiatives / comms strategies have worked with this population before?

✓ What data do you currently have on them/their needs/their challenges? What data would you like to have?

✓ What are the KPIs you are currently measuring in this group? What else would you like to measure?

✓ What other teams are already working with this population? E.g., Health & Safety, HR etc.

Who, what, where?

Who you should involve

How to use your space effectively

Who you should involve

Communication with hard-to-reach populations require a different, more tailored approach.
Here are the teams we recommend to get involved.

Leadership

Get team leaders and line managers to promote the platform and invite their departments to participate.

The top-down approach from leaders within those populations is likely to grab the attention of the hard-to-reach staff.

Champions

Build a culture of health by having a network of champions.

We recommend two per site whose role it is to promote wellbeing initiatives. They can be the site's go to gurus for wellbeing.

Safety teams

Work with internal safety teams to promote and integrate the platform through attending safety meetings and introducing rewards vouchers for developing healthy (and safe) habits.

Provide the why

Ensure your management and leaders understand why the programme is worth promoting, how it will help the managers and the team.

For example: reducing accidents, improve performance and actioning staff survey feedback.

How to use your space effectively

Notification zones

Create physical zones or engaging bulletin boards to spike interest:

- Provide monthly information handouts to build awareness around upcoming events, interest areas and monthly topic tips
- Create promotional space in key social areas such as hallways, conference rooms, cafeterias and gyms

Recognition

Create a culture of recognition for your wider workforce to stimulate excitement and keep the workforce engaged. Personify Health members use Shoutouts to recognise peers and earn points!

Team huddles

Provide supervisors, team leaders and managers each month with notes to promote upcoming programmes, events, and topics of interest available on the platform.

How to use your space effectively

Kitchen or break spaces

Kitchens and cafeterias are a great place to promote your wellbeing initiatives. With so many people taking breaks, eating lunch, and making hot drinks there, you're guaranteed to grab peoples' attention.

Team briefings

Most organisations will have daily, weekly or monthly briefings. These can be the perfect way to communicate what's going on with the health and wellbeing platform and your plans.

Wellness spaces

Find visible rooms, or spaces within your workplace for members to seek out wellbeing opportunities. You could create space for meditation, zen zones, nutrition hubs, worship spaces, yoga or exercise classes, and webinar viewing zones.

What matters to members

What our data shows

How you can support at work

What are HTR employees searching for?

Using our own platform data, this is what heard-to-reach members are focusing on:

- Sleep quality
- Hydration
- Joint health
- Blood pressure
- Physical wellbeing

- Mental health/stress
- Healthy eating
- Mindfulness
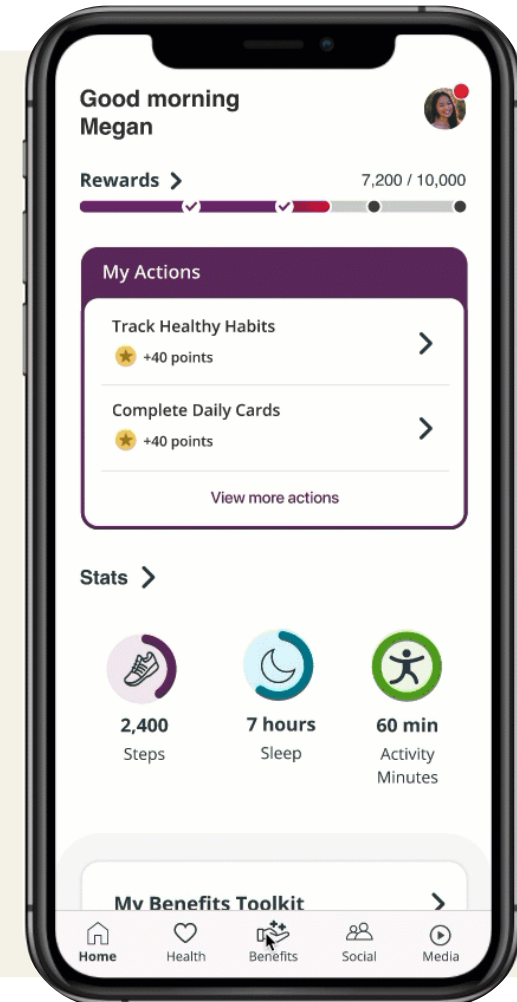- Work readiness
- Being productive

Focus areas

Great, now you know what topics members are focusing on.
Here are a few ways you can support them in the workplace:

Nutrition

Recipe swaps

Have a board set up where employees can share their favorite recipes.

Collate all recipes together to create a unique recipe book and share this to support them.

Food companies

Do you have a cafeteria or vending machines? Take a look at the food you're offering. It might be time to refresh your catering business for additional healthy options.

Social events

Events

Wellness on Wheels (WOW) events, where you walk around the workplace to promote health topics, provide handouts and give away healthy snacks.

Health fairs

Host a fair to bring local healthy businesses, gyms, and food gurus to help educate your workforce.

This is a great way to help your people get free swag too!

Recognition

Competitions

Scorecards

Let's celebrate

Healthy competition is an extremely effective method of encouraging and engaging this group.
Particularly with sites/business units that know each other already. Rewards do not need to be monetary to be effective.

Physical

Trophies

Members love having physical trophies and medals to reward their hard work.
A physical representation of the hard work they have done to improve their wellbeing.

Rewards

Have a think about other ways you can reward your members off platform.

Here are some ideas: extra PTO, free lunch, gift vouchers, a food hamper, and more.

Measure

Leaderboards

All staff will want bragging rights, but this is even more powerful when site by site. Shout out about their great wellbeing work across the organisation.

Score cards

How will different sites measure the effectiveness of their health and wellbeing platform? You set the rules. This could include employee satisfaction, reduced sick leave, fewer accidents etc.

A more connected, resilient global workforce

A blue-collar client success story

Setting up the client for success

Global Mining Company, 2021

The client

Background and goals

A global mining company operating in 35 countries with over 35,000 employees. Mix of population of hard-to-reach and office-based employees.

- **Background:** Client wanted to create a culture of health across all sites, improve wellbeing and resilience due to high burnout and wanted an engaging and accessible app for every worker

- **Goal 1:** Unite varying demographics and focus on hard-to-reach population to sign up.

- **Goal 2:** Improve mental health and resilience across the organisation.

- **Goal 3:** 10% uptake across organisation minimum with minimum with both white- and blue-collar workers

The solution

Overarching strategy

- Partnered with Personify Health to solve for a holistic, mobile first wellbeing solution to be offered to all employees using a turnkey wellbeing solution.
- Launched to entire organisation across all 35 demographics. Utilised multiple language assets to localize approach.
- Had strong Leadership buy in and use of champion network to spread the word.
- Incentive for champions to win a fitness device with leaderboard for area sign-ups.

Levers to drive results

- Company-wide team-based, physical wellbeing challenge rolled out to all members.
- Each member offered a Health Check to reflect on their wellbeing goals.
- Members educated in holistic wellbeing suited to their needs as a global mining org.
- 2 anonymised data insight reports produced for Baseline and Final health results.
- Marketing and Engagement resources provided to support successful rollout.
- Supported in key holistic areas: physical wellbeing, nutrition, sleep, stress and productivity.
- A focused strategy to target both white- and blue-collar workers.

The results

Global Mining Company, 2021

Results

Engagement:

Exceeded target of 10% of population and doubled goal to 20%
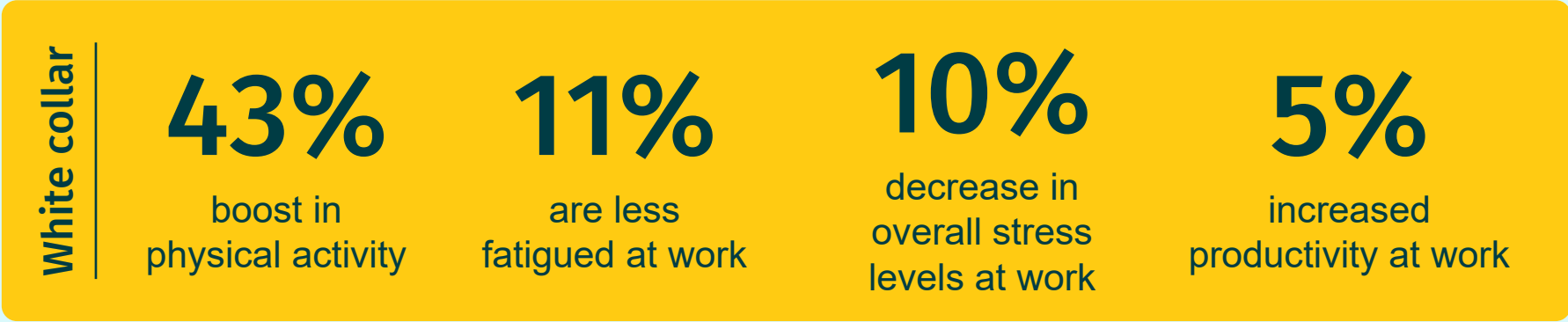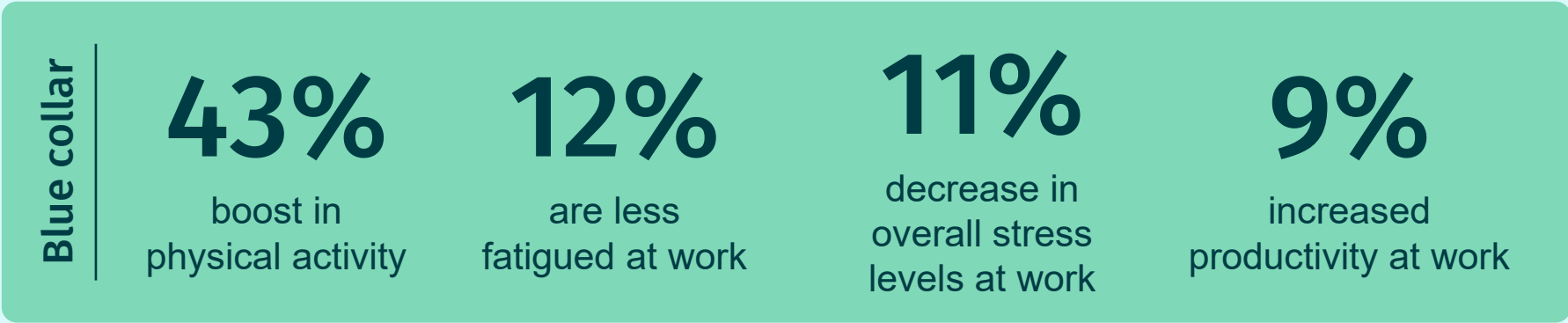
Equality:

Attracted both white- and blue-collar population to sign up

Health results:

Reduced stress, increased productivity, and developed a healthier culture

Key final health report statistics

Blue collar

43% boost in physical activity	**12%** are less fatigued at work	**11%** decrease in overall stress levels at work	**9%** increased productivity at work

White collar

43% boost in physical activity	**11%** are less fatigued at work	**10%** decrease in overall stress levels at work	**5%** increased productivity at work

Programme ideas

How to get the best out of your platform

Boosting sign ups

Programme ideas

How to get the best out of your platform

Create social groups

Create a social group and get them to join as a way to start using the platform for a social aspect

Get everyone involved

Get a leader / champion/ union rep to invite their department to a personal challenge

Popular for HTR employees:

Hydration Challenges – Create a healthy habit challenge to boost water intake.
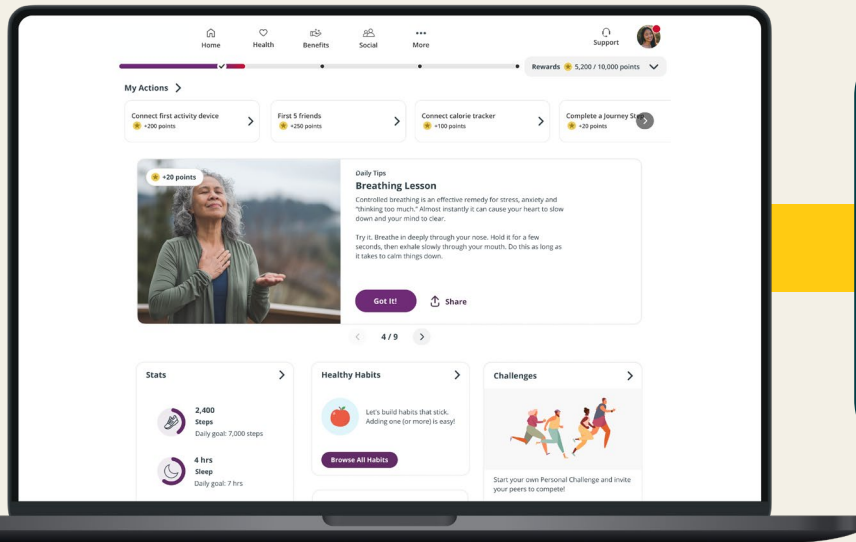
Use the events calendar

The events calendar is a great way to promote upcoming onsite events, webinars, challenges, initiatives – you name it.

Programme ideas

Boosting sign ups / Off platform

Signing up

Laminate sign up instructions and place on shared computers in open spaces

Have a stop by table with computers to have employees sign up during breaks

Allow time during an all-staff meeting for employees to download the app and sign up

Create a paper tracker that coincides with on platform challenges

Because health is personal™

It's time to drive real change. Together, we'll make your employees – and your business – healthier.

Our personalised, world-leading digital health & wellbeing platform connects seamlessly to every individual's needs, giving your people the right wellbeing support, whenever they need it.

Contact us.

Learn more at personifyhealth.com/global/en

Find us on facebook | twitter | linkedin