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Are you a wellness professional looking for different markets in which to offer your services? Do you know all of the settings offering wellness programs today? This chapter addresses national initiatives such as the National Physical Activity Plan, the U.S. Department of Health and Human Services Physical Activity Guidelines, and the First Lady's *Let's Move* campaign. The chapter also addresses the National Governors Association Healthy America call to action: wellness where we live, work, and learn. Learn how these calls to action can involve you!

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Have you observed or read about an organization that is offering an excellent wellness initiative and wondered how it got there? Or, have you thought, Where do I begin? If so, this chapter is for you! Step-by-step guidelines help you develop a best-in-class wellness program. Read this chapter and next year we could be reading about you!

3 Creating Engaging Wellness Initiatives 43

Have the usual suspects been showing up at your wellness programs? If you are looking to engage different participants, retain the same, and draw in more, this chapter is for you! This chapter reveals several innovative techniques and strategies and outlines several ways to engage new, as well as more, people in your programs. This chapter will help you think outside of the box to pump up your participation rates.

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PART I



Understanding Wellness Initiatives

Part I of this book provides a framework for developing a comprehensive wellness initiative, as well as innovative strategies to increase engagement in single, stand-alone wellness programs. This part begins by discussing the variety of settings in which health and wellness initiatives are being implemented. Chapter 1 (Making Wellness Work in Various Settings) offers health and wellness practitioners suggestions on where and how to market your services and programs to enhance revenue and grow client base by presenting the rationale for implementing wellness strategies in a variety of settings. If you are working in one particular setting, such as a worksite, this information may be useful as you seek additional resources within and outside of your industry or setting to support your efforts. Chapter 2 (Developing Successful Wellness Initiatives) lays out effective, comprehensive, and evidence-based strategies for designing, implementing, and evaluating your wellness initiative or program using a step-by-step approach. Chapter 3 (Creating Engaging Wellness Initiatives) details creative strategies for engaging your target population and provides practical examples for applying evidence-based behavior change theories and techniques to engage and sustain the active engagement of your target audience over time. Finally, chapter 4 (Improving and Expanding Existing Wellness Initiatives) may appeal to readers with more mature or seasoned wellness initiatives by discussing strategies for maintaining and sustaining the growth of wellness initiatives or programs, return on investment (ROI), and positive health outcomes. All chapters provide real-world examples from model and proven wellness initiatives and programs, evidence-based practices, and advice from experts in the wellness industry.

You may read the chapters in part I in the order presented or refer to them on an ongoing, individual basis depending on your needs, interests, and goals. In summary, part I provides a detailed explanation of the components and step-by-step approaches necessary to develop new wellness initiatives or to enhance existing wellness initiatives in worksite, community, or school settings. Part I also includes engagement strategies that you can apply to your existing wellness programs or any of the model programs presented in part II of this book.