

# Champion Health Engagement Pack



PAM Wellness





# INTRODUCTION



# Objective

This pack is designed to help you successfully launch and embed **Champion Health** within your organisation by giving you suggestions for:

- Driving awareness and engagement across all levels
- Equipping managers with tools to lead from the front
- Sustaining momentum through a strategic engagement timeline

Alongside this pack, please refer to the following documents:

- |                                   |   |
|-----------------------------------|---|
| • “Coming Soon” Poster            | • FAQ Guide                                 |
| • Manager Engagement Pack         | • Demo Video                                |
| • Certificate of Wellbeing Pledge | • Digital Engagement Pack for your helpline |
| • Challenge Guide                 | • Bingo Card                                |





# PREPARATION

# Management Preparation

## Purpose

Generate early interest, equip managers, and align senior leaders ahead of launch.

## Management Preparation

Share Champion Health “Coming Soon” Poster with:

- Senior leadership
- Key managers and internal wellbeing champions

Distribute the **Manager Engagement Pack** to all line managers, which includes:

- 7 simple steps on how to enhance engagement in the initial stages
- Guidance for supporting Champion Health in team meetings
- Key talking points to drive engagement

Provide Leadership Hub Information to those eligible, so they can familiarise themselves with the value to be gained.



# Organisation-Wide Preparation

## Purpose

Generate early interest, across your organisation ahead of launch.

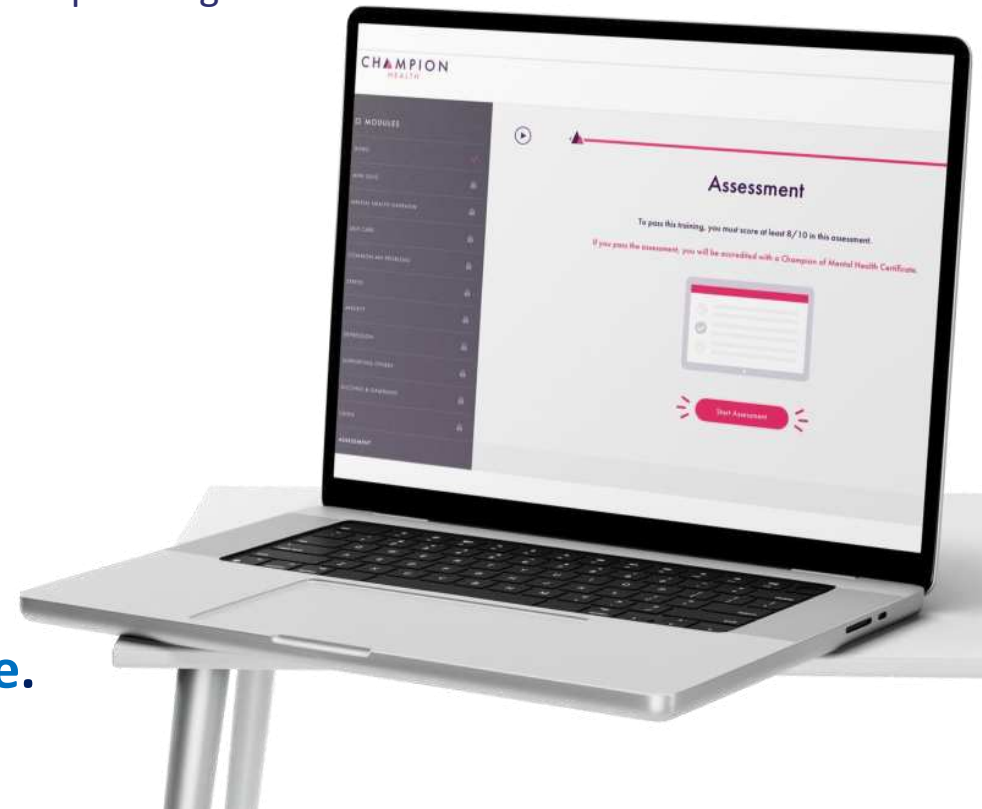
## Organisation-Wide Preparation

- Display the “Coming Soon” poster across high-traffic office areas to tease the upcoming launch.
- Display “Certificate of Wellbeing Pledge”

Share a brief internal comms message explaining:

- **What is Champion Health?**
- **Why it matters to your people**
- **What’s coming soon (and when)**

You might find it helpful to circulate your **user FAQ guide**.





# LAUNCH WEEK



# Launch Week

## Purpose

High-impact launch, drive traffic to the platform, inspire complete their first Health Assessment

## Launch Announcement Email

**Sent from the CEO or senior management to officially unveil Champion Health.**

- Include platform highlights and a bold call-to-action (e.g. “Log in now”).
- Reinforce that this is a key initiative in your wellbeing strategy.

## Internal Comms Post

- A short and clear message posted to Teams, Slack or your intranet explaining:
- What Champion Health is
- How to access the platform
- Why it’s being introduced now

**You might find it helpful to circulate your [user FAQ guide](#) and use your [digital engagement pack](#).**



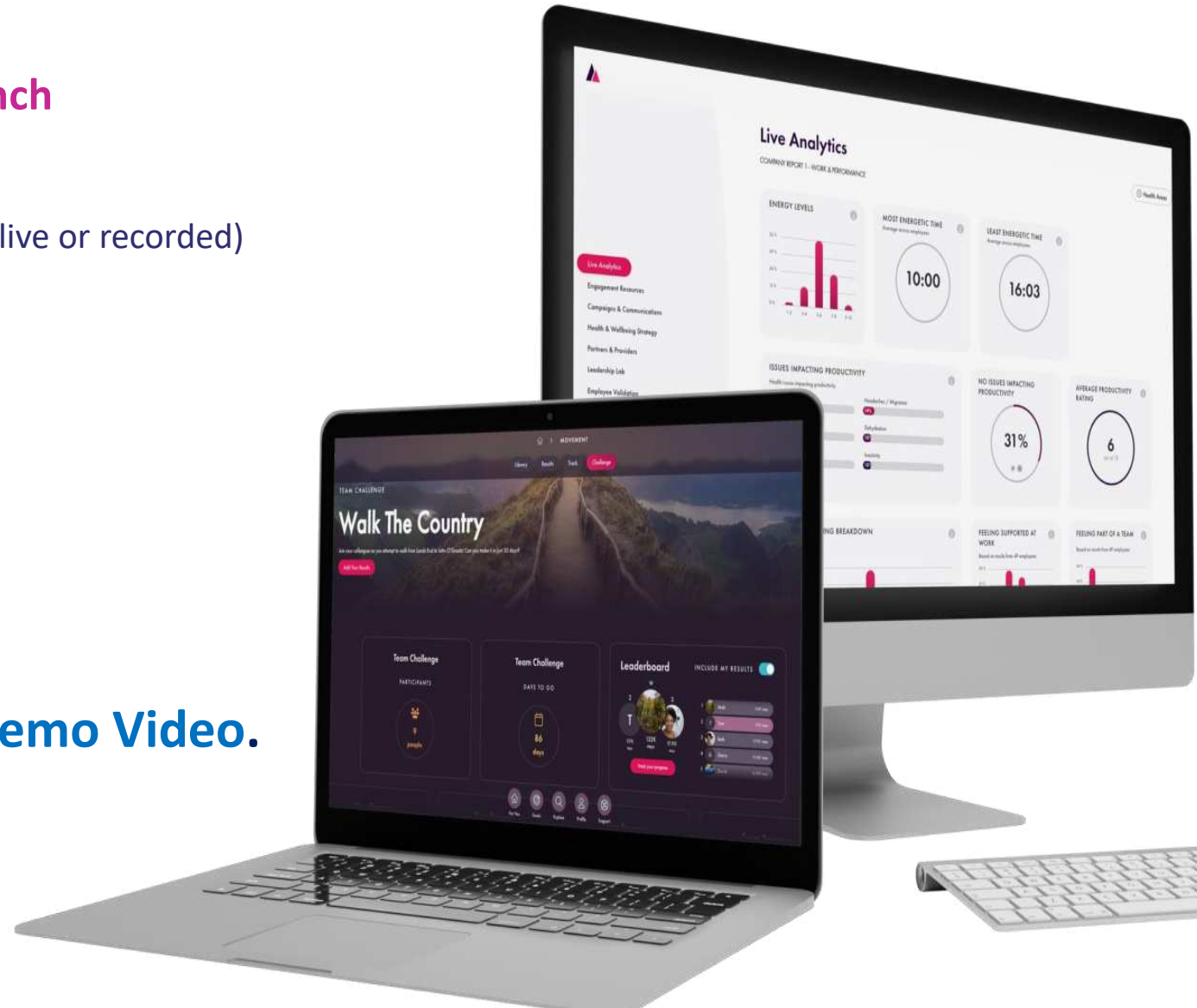
# Launch Week

## Dedicate scheduled time to Champion Health Launch

Invite all members to a dedicated 30-minute Launch Demo Call (live or recorded) to walk through:

- Key platform features
- How Champion Health can help you
- How to register on the platform

**You might find it helpful to circulate the Demo Video.**





# ONGOING ENGAGEMENT



# Ongoing Engagement

## Purpose

Sustain engagement with Champion Health by making wellbeing part of your everyday culture. Keep the energy alive, adapt to employee needs, and utilise the platform resources for better employee wellbeing

## Success Stories & Recognition

**Shine a light on real impact and celebrate wellbeing wins to keep motivation high.**

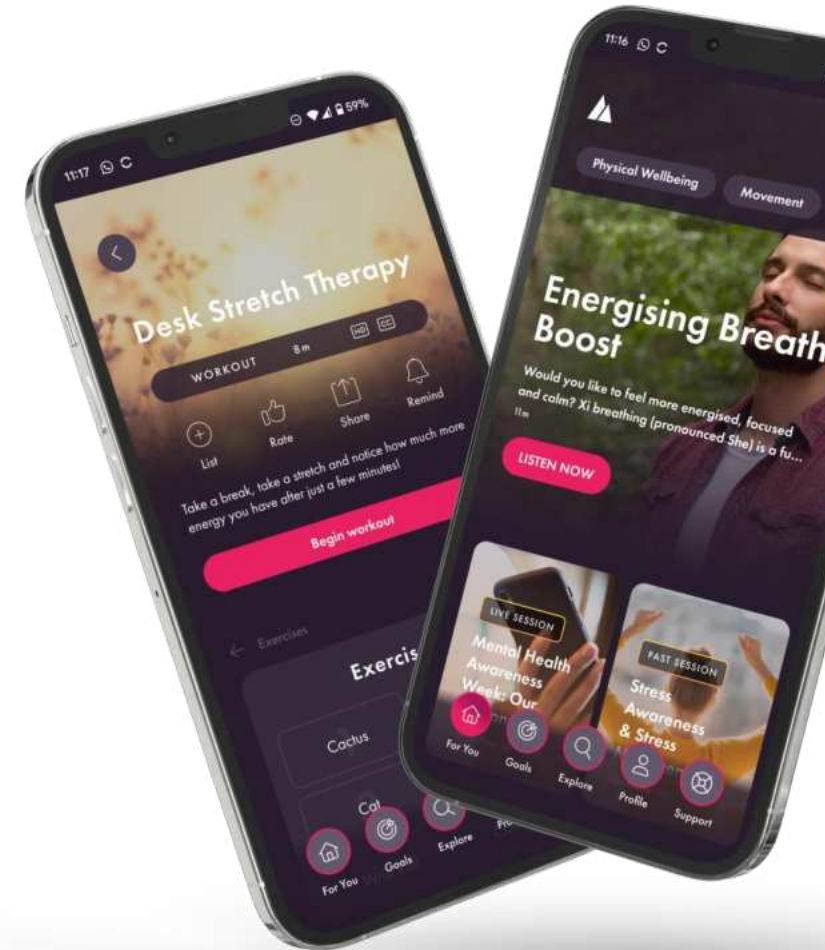
- Share anonymous success stories or user stats in internal newsletters or Slack - e.g., “85% of your colleagues have completed their Health Assessment - have you?”
- Run ‘Manager Spotlights’ to recognise leaders who are actively promoting wellbeing in their teams through conversations, drop-ins and using Champion Health to help support these conversations.

# Ongoing Engagement

## Wellbeing Champions Network

Keep the energy alive by building a network of internal ambassadors.

- Recruit and train a team of Wellbeing Champions from across the organisation
- Equip and encourage them to:
  - Run informal wellbeing check-ins
  - Share platform tips
  - Share platform content
  - Collect team feedback to shape future campaigns & wellbeing initiatives





# Ongoing Engagement

## Team Challenges (Platform Feature)

Drive collaboration, friendly competition, and mass participation.

Use Champion Health's built-in Team Challenge feature to run Organisation-wide wellbeing competitions

- Choose from challenge types like:
  - Step Count
  - Mindful Minutes
  - Hydration Goals

Challenges can be fully personalised to your organisation and set for a length and format that fits your culture. Great for:

- Cross-team bonding
- Supporting campaign months (e.g. Stress Awareness, Men's Health)

**You might find it helpful to refer to your [Challenge Guide](#).**



# Ongoing Engagement

## Utilise Push notifications (Platform feature)

Drive people to specific platform content or highlight a Organisation specific task that needs completing and can link to any external resource (that's hosted online) to appear as a notification within the app.

(Please ask your Account Manager if this is something your interested in).

## Embed Wellbeing into Organisation Culture

Make wellbeing part of your rhythm - not just a one-off launch.

- Add Champion Health's Monthly Webinars to your shared Organisation calendar
- Use the [Bingo Card](#) quarterly to refresh engagement
- Include Champion Health updates in team meetings and leadership briefings
- Share relevant features seasonally (e.g., stress toolkit during busy periods)
- Create a specific Champion Health/ Wellbeing Slack/ internal comms channel and regularly share wellbeing activities inside and outside of the workplace



**Together** we want to create a world where being healthier is easier for everyone - no matter where they are and where they are from.