

STEP 3: PUT THE PLAN INTO ACTION¹⁵

Once the health promotion activity plan is created and your team is OK with the plan, you're ready to put it into action. Your co-workers will need to discuss the plan and find ways to promote activities to ensure staff will participate. If your unit or department is small, it may be easy to simply advertise a health promotion activity by word of mouth and ask co-workers to pre-register. However, if you have a much larger number of people that you are trying to engage, consider the following questions:

- What is the best way to reach co-workers?
- What kind of message will they respond to?
- What are some cost-effective ways to get the message out in the unit/department

Some suggestions include:

- Use email, Capital Health intranet, Capital Health Update, staff room bulleting boards, Healthy Workplace Intranet site
- Post signs throughout the workplace or facility in high traffic areas like the staff room, locker rooms, washrooms, photocopy room, by elevators.
- Ask the department manager or director to announce the health promotion activities at the next staff meeting
- If able, offer incentives to participate, like t-shirts, pedometers, water bottles, gift certificates, cookbooks, etc



Funding Ideas

Although many staff tend to share costs to participate in health promotion activities, and some community organizations will provide “no-fee” services, chances are you will need to come up with ways to fund your plan.

Having trouble coming up with enough funding to roll out your plan?

Every year Workplace Health Promotion Grants in the amount of \$500 to \$5,000 (up to a total of \$75,000) are awarded to support Capital Health employees and physicians in promoting health in the workplace. You must apply for these grants and applications are available mid-September. Contact Healthy Workplace at 902-473-3743 Email healthyworkplace@cdha.nshealth.ca or visit <http://cdhaintra/departmentservices/healthyworkplace/index.html>

Employees at Capital Health are creative and have come up with incredible ideas to raise money for health promotion activities. These ideas include:

- Selling tickets for bi-weekly 50/50 draws
- Making and providing coffee-break items to sell
- Creating a departmental cookbook, printing and selling
- Selling tickets on themed baskets from “trinkets co-workers don't really use” or community donated items
- Auctions or “yard sales” for donated items (usually from family members)
- Auctioning own services such as handyperson services for 4 hours, creating web pages, sewing, etc.

** If you have great fund-raising ideas, please share them with us (Healthy Workplace at 902-473-5817) and we will consider adding them to the next edition of this resource.

Fundraising Ideas*: www.fundraiser.com

Canadian Fundraising Companies*: www.canadianfundraising.com/ns.asp

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