



# Communications Guidelines

These guidelines have been established to support effective two-way communication while developing and implementing WorkWell within your workplace and to ensure correct use of the WorkWell identity.

## Internal Communication Strategies for WorkWell

### 1. Identify your key audience

For example: CEO, senior management, HR team, managers, supervisors, team leaders, staff and/or their whanau, union representatives.

Different audiences may need different messages, for example, senior managers may want to know about how WorkWell can improve productivity, whereas staff may be more interested in the individual benefits.

### 2. Establish clear communication goals

Your communication goals may include:

- Ensuring all staff understand WorkWell and the benefits it will bring to them as individuals and as a workplace
- Encouraging staff to embrace WorkWell and participate in creating a healthier workplace for themselves and their workmates
- Sharing information openly and emphasising the privacy of individuals will be respected
- Providing timely and relevant information for all key audiences

### 3. Identify the key stages when communication is required

For example raising awareness of WorkWell, advising of upcoming actions or activities, sharing information that has been gathered (such as staff survey results), and consulting on ideas, plans or decisions.

WorkWell is something that is done with staff, rather than something that is done to them. Ongoing communication is key. For information about when and what to communicate to managers and staff throughout the WorkWell Stages and Steps, please see the Implementing WorkWell Manual.



# Communications Guidelines

## WorkWell Identity

As well as being the name of Toi Te Ora – Public Health Service’s workplace wellbeing programme, WorkWell is a trademarked logo.

The WorkWell identity consists of the WorkWell name and logo as well as the member and accreditation logos. WorkWell members are able to use the WorkWell name, logos and images as part of their internal and external communication strategy as long as the guidelines contained in this document are respected. We hope that WorkWell members will make use of the WorkWell name and identity and support our aim to improve the wellbeing of staff and indirectly their families/whanau.

## Examples of using WorkWell to add value to communications

Use the WorkWell Member or accreditation logos:

- When providing a webpage link to the WorkWell website
- As a door sticker on the entrance to your business premises
- In graphics or sidebars in internal and external newsletters and on your organisation’s intranet
- In your recruitment advertisements
- In your organisations annual report (when reporting on WorkWell)

## Key messages to use when communicating about WorkWell

- WorkWell is a workplace wellbeing programme with huge benefits for staff and employers
- WorkWell is available free for workplaces in many areas of New Zealand
- WorkWell provides a framework that supports workplaces to develop and implement an effective and sustainable wellbeing programme for staff
- WorkWell is based on best practice and encourages workplaces to follow a step-by-step process in order to enable continues improvement in staff wellbeing



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- WorkWell promotes a multi-level approach, encouraging workplaces to consider staff wellbeing across three levels; organisational, environmental and individual
- WorkWell will recognise your workplace's progress with three standards of achievement; bronze, silver, and gold. These standards provide quality assurance for staff and the community that a sustainable health promoting environment is created and fostered
- WorkWell is about empowering staff to increase control over and improve their own wellbeing by making the healthy choice the easy choice

## WorkWell Member Accreditation Logos

Once accredited, WorkWell Members are able to use the WorkWell accreditation logos for Bronze, Silver or Gold, depending on the standard of accreditation achieved

### Format

The WorkWell Member and accreditation logos are available for use as a RGB jpg.

It is preferred that the accreditation logos always appear in colour, however, if you require a greyscale version please discuss with your WorkWell Advisor

### Size

The logos should be no smaller than 36mm in width

### Clear Space

A clear space rule ensures the logo is not 'crowded' by typography or other graphic elements wherever it is being used. The WorkWell clear space rule is as follows; the top, bottom and side clear space are equal to the width of the 'W'.

### Alterations to WorkWell Logos

Please do not make any alterations to any of the WorkWell logos, this includes; altering the brand image or parts of the logo, embossing, shadowing or other 3D effects, adding words or names to the logo or altering the proportions of the logo.



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## No Lock-up Rule

The logo is not to be restrained by a logo lock-up (i.e. a box or circle placed around the logo) in any instance.

## Guidelines for use of the WorkWell identity

- The WorkWell name, logos and images may never be used in any manner that would imply Toi Te Ora – Public Health Service’s endorsement of a company, its products or services. WorkWell accreditation gives endorsement for improvements made in the area of workplace wellbeing only
- The WorkWell name, logos and images may not be altered, cut apart, separated or otherwise distorted in perspective or appearance
- The WorkWell name, logos and images may never be used in a manner that would disparage WorkWell or Toi Te Ora – Public Health Service
- WorkWell Members are responsible for their own use of the WorkWell name, logos and images
- The WorkWell name should always be written as such – capital W for Work and capital W for Well, with no spaces between the words.