Indiana University Health Engagement Implementation—Know, Feel, Do Exercise

To shape the overall communication and change strategy, it's important to identify what Indiana University (IU) would like employees to know, feel, and do as a result of the health engagement program. It's just as important to identify any barriers that may prevent employees from adopting desired behaviors and achieving better outcomes for themselves and IU. Please fill out each column below for the first audience listed, Professional Staff and Academic Employees. Then, look at next two audience groups and fill in only those things that are unique in terms of know, feel, do, and barriers. We'll assume the information in the first row will apply in rows two and three. To help get you started, we've given an example (or two) of what we mean in each column.

Audience	Know (i.e., what, when, how)	Feel (emotion)	Do (actions or behaviors)	Barriers (what is getting in the way)
Professional Staff and Academic Employees	■ The rationale for introducing the health engagement program (and incentives) ■ How this type of program has impacted employees at other organizations (individual employee testimonials would help) ■ How this type of program has contained overall health expenses at other institutions ■ Exactly how all employee information will be kept confidential ■ Specifics of how IU will support health engagement ■ Impact on future freedom of choices of health options ■ Percent increase of health care cost assumed by or transferred to the the employee—single and family plans	■ Indiana University cares about your health ■ "I want to do this" ■ "I CAN do this" ■ "It's worth the effort to do this" ■ "I feel that there is no room for compromise given the economic climate and university's demand for reducing the health care for all." ■ This will benefit me longterm. ■ I am not doing this alone. ■ I have control over my health status ■ I am, at least in part, responsible for my health status	■ Participate in the biometric screening ■ Take a health risk assessment ■ Stop using tobacco products ■ Change diet ■ Exercise ■ Negotiate with primary care physician about personal health care plan ■ Encourage spouse to join ■ Regular checkups ■ Follow physician directives ■ Assume attitude of personal responsibility and accountability for health-related decisions and behavior	■ Time ■ Concern about confidentiality (particularly as it affects health care coverage) ■ Awareness/Understanding of the program ■ Motivation ■ Continued motivation over time ■ Compliance ■ Monitoring compliance component ■ Costs ■ Tracking health care assessment schedules and prescription renewal and usage as well as the course of action to be followed by the employee ■ Managed care and employee narrowing choices.

Audience	Know (i.e., what, when, how)	Feel (emotion)	Do (actions or behaviors)	Barriers (what is getting in the way)
	■ Joining the program is optional. ■ Program enrollment periods ■ Joining the program will save x-amount of $ ■ This is a proactive wellness program. ■ Program supercedes typical health care coverage ■ Precise steps of the program ■ Each employee will follow a "personal" plan ■ Availability of a "help desk" to answer questions 24/7 [if such help desk is not planned move this item to barriers] ■ Availability of a support system (coaching) [if such system is not planned move this item to barriers]			
Support and Service Staff	■ As above ■ Potential costs associated with program (tobacco cessation products; special diets; gym fees)	■ As above ■ I can afford this	■ As above	■ As above ■ Lack of flexible work schedule may interfere with compliance or result in loss of pay ■ Possible perceived lack of support from supervisors/departments

Audience	Know (i.e., what, when, how)	Feel (emotion)	Do (actions or behaviors)	Barriers (what is getting in the way)
Spouses/ **DOMESTIC PARTNERS**	■ As above	■ As above .	■ As above	■ As above ■ Commute may interfere with compliance ■ Family obligations (children etc.) may interfere with compliance ■ Conflict with work schedule ■ Relying on IU-employed spouse for information