



***Pillar 7***  
*Marketing and Communications*

**Why does marketing and  
communications matter in  
building a culture of health  
and well-being?**

*Insights from NEXTpert, Rebecca Kelly, PhD, MAE,  
RDN, FAND*



## Why is Pillar 7 – Marketing and Communications – important to employers?

“Marketing and communications as it relates to health is critical in promoting the value of being healthy to organization and participants. Verbal and written methods are used to improve health through influential and impactful strategies.”



## How does Pillar 7 – Marketing and Communications – contribute to a culture of health, safety, and well-being?

“Programs, services, and activities may exist; however, it takes the coordinated efforts of reaching individuals and helping them understand both the need and opportunity to improve health. A strategic marketing and communication plan with accompanying activities will allow for sustained messages and tactics that can be tailored to individuals and organizations. These messages and tactics are relevant in addressing the health, safety and well-being of an organization.”



## How does Pillar 7 – Marketing and Communications – affect the workforce population?

“Through the coordinated efforts of health promotion, individuals and organizations gain insight, education, and behavioral strategies to improve health. A strategic communication and marketing plan will identify the health priorities and leverage existing and new tactics to reach individuals and guide them on ways to improve the quality of life for participants.”



## How does Pillar 7 – Marketing and Communications – affect the workforce population? *Continued*

“ Health communication strategies can improve health by modifying the knowledge, attitudes, and behaviors of individuals through awareness, education, social norms, increased availability of programs, resources, and tools – as well as engagement support for individuals on their journey of health. The workplace is an excellent place to improve and change health behavior.”



## A NEXTpert's tips on incorporating Pillar 7 – Marketing and Communications – into a workplan:

- Ensure that research-based strategies are leveraged to identify programs and services that impact health
- Establish communication channels that reach the intended audience
- Communication concepts, language, and priorities will vary from location to location, so identify expertise in creating culturally appropriate communications



## A NEXTpert's tips on incorporating Pillar 7 – Marketing and Communications – into a workplan:

- Consider health literacy when developing written materials
- Explore the best methods of reaching the target audience (brochures, message boards, emails, supervisor messages, videos, digital tools, group sessions, social media platforms, health fairs, and more)
- Use a variety of communication channels to promote at the individual, interpersonal, department, and company level



When exploring the types of communication and marketing strategies, it is important to address three elements:

1. Are the communication and marketing messages relevant to the audience?
2. Was the target audience involved in providing insight into the preferred strategies?
3. Population segmentation is also critical to ensure that the message is tailored to the specific needs of an individual or group.

“Organizations often overlook the value of surveys and focus groups to learn from their own employees/participants as to how they would like to receive messages. Showcasing both group data as well as personal success stories can be very helpful in reaching a broader audience.” – *NEXTpert, Rebecca Kelly, PhD, MAE, RDN, FAND*

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