Congratulations!

We are excited that your organization has achieved our Health Champion Designation and applaud your commitment to making health and wellness a priority for your group. We understand that engaging people in healthy living and encouraging healthful habits is no easy task, but the rewards are great—a happy and healthy workforce, membership or community that is more productive!

To qualify for the Health Champion Designation, your organization has met healthy living criteria in three areas:

1. **Nutrition and Weight Management**: Five of the twelve criteria options such as offering healthy food choices, promoting nutritional information and providing healthy vending options.

2. **Physical Activity**: Four of the nine criteria options, such as participating in the physical activity events of the American Diabetes Association, facilitating walking or biking to work, encouraging taking the stairs, and more.

3. **Organizational Well-Being**: Having an organizational smoke-free policy and three more of the nine criteria options, such as having a designated wellness program coordinator, a wellness committee, or a contracted wellness company available to staff/members, integrating health topics/information into internal communications, and more.

Now that your organization has achieved this recognition, it’s time to get the word out about your commitment to wellness. As a Health Champion, you also have exclusive access to this helpful e-toolkit to help you promote your organization as one that cares about the health and wellness of its employees, members or community.

Here’s what you’ll find inside this toolkit:

**Internal Communications Materials—Page 2**
- Email announcement template for companies
- Email announcement for other types of organizations
- Email announcement template for your board
- Sample announcement content for your employee newsletter
- Sample announcement content for your member or community newsletter
- Sample content for other internal uses

**External Communications Materials—Page 3-4**
- Sample content for employee recruitment materials
- Press release template
- Social media messaging and images

**Celebration and Activation Ideas—Page 5**
- Executive Talking Points

If you have any questions or need guidance about the best ways to announce your organization’s Health Champion Designation, please contact us.

**In Good Health!**
The American Diabetes Association Team

The Health Champion Designation is part of the Wellness Lives Here initiative, which is designed to inspire and fuel our nation’s healthful habits at work and beyond.
Internal Communications Materials

Let your employees, members and other stakeholders know that their organization has received the Health Champion Designation via your internal communications channels with these easy-to-use resources:

1. Email announcement template for companies to let your employees know the good news.
2. Email announcement template for other organizations to let your members or community group know the good news.
3. Email announcement template for your board.
4. Sample content for other internal uses.
5. Prewritten article to include in your regularly scheduled employee e-newsletter.
6. Prewritten article for your member or community newsletter.
7. Health Champion Designation decal or signage to display in your lobby, lunch room, cafeteria, employee break rooms, locker rooms or gym. Please note: your decal will be provided to you. You also may create your own signs using the Health Champion Designation icon.

You’ll find icons, email templates, newsletter articles, and content for other internal uses in the Internal Communications Materials folder.

A note about icon use: You may use the Health Champion Designation icon exclusively for internal communications to your employees and external communications related specifically to employee recruitment efforts. The icon may not be used in conjunction with promotions for your company or its products or services.
External Communications Materials

EMPLOYEE RECRUITMENT

Let your prospective employees know about your company’s commitment to workplace wellness by including the icon and/or information about your designation in recruitment materials, including the career page on your website, job postings, signage at job fairs, and other communication channels used exclusively for recruitment.

You’ll find icons and suggested copy for employee recruitment materials in the External Communications Materials folder.

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MEDIA RELATIONS

Take advantage of this valuable opportunity to get coverage in the press about your company’s designation as a Health Champion. Here are some easy steps to follow to implement your media campaign:

1. If you don’t already do so, consider using an online press release distribution service to optimize your release for search engines (SEO) and exponentially increase your reach. These services offer easy instructions for uploading your release and targeting the right audiences.

2. Reach out to your existing media contacts. If you post your release via an online distribution service or on your website, you will have a custom URL to include in a friendly message announcing that a new press release is available for your company.

For your convenience, you will find a customizable press release template in the External Communications Materials folder.

The press release may be used one time only.
External Communications Materials (continued)

SOCIAL MEDIA MESSAGING AND IMAGES

Spotlight your organization’s designation on your social media channels. Add interest by sharing pictures of your group celebrating your organization’s accomplishment, applying your decal or sign, or doing a healthy activity together.

Facebook Message Thought Starters

Be sure to use #ADAHealthChampion in your posts.

- Our commitment to making the health and wellness of our [employees/members/community] a priority has been recognized by the American Diabetes Association. We are honored to be designated a #ADAHealthChampion by the American Diabetes Association.
- Exciting news! We’ve been designated a #ADAHealthChampion by the American Diabetes Association!
- Wellness Lives Here at [organization name]! We’ve earned the #AmDiabetesAssn #ADAHealthChampion Designation!
- One more reason to work at [company name]… our new #ADAHealthChampion Designation!
- Proud to get designated a #ADAHealthChampion for health and wellness by the American Diabetes Association!

Twitter and Instagram Message Thought Starters

Be sure to use #ADAHealthChampion in your posts.

- Proud to be named a #ADAHealthChampion by #AmDiabetesAssn
- Wellness Lives Here at [organization name]! We’ve earned the #AmDiabetesAssn #ADAHealthChampion Designation
- Time to celebrate! We earned the #ADAHealthChampion Designation from #AmDiabetesAssn
- We’re committed to our [employees'/members'/community’s] good health and it shows! #ADAHealthChampion Designation #AmDiabetesAssn
- Dedicating this honor to our [employees/members/community]! #ADAHealthChampion Designation from #AmDiabetesAssn

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Celebration and Activation Ideas

Be sure to celebrate your designation with your employees or members, not only to show your commitment to their well-being, but also to encourage them to participate in your wellness initiatives. Here are just a few suggestions. Please feel free to create your own unique celebrations to fit your culture or situation.

1. Host a snack break and have someone from your executive team say a few words to announce the designation. Celebrate with healthy snacks—fruit, veggies with low-fat dips/salsas, nuts, and no calories drinks like water or iced tea. Note: Executive talking points are available in the Celebration and Activation Ideas folder.

2. Since the designation’s icon features an apple, offer apples to all employees or members. Set up an apple station in your lobby, break room or other appropriate location. Be sure to include a sign with the Health Champion icon.

3. Announce your Healthy Champion designation and further demonstrate your commitment to health and wellness by announcing your organization’s participation in one or more of the Association’s Mission Engagement Days at the same time—American Diabetes Association Alert Day® in March, Get Fit Don’t Sit Day℠ in May, and National Healthy Lunch Day℠ in November.

4. If you don’t already participate in either Step Out or Tour de Cure, our signature physical activity events, leverage the announcement of your designation by co-announcing your organization’s participation in one or both of these events.

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