

6 Essential Wellbeing Programs to Survive Another COVID Winter

Winter is in full force, and with it another wave of increasing COVID-19 cases. The collision of COVID with winter blues means people are going to need your help more than ever before. You can help them come out stronger on the other side. Here are 6 wellbeing programs your people need to survive another COVID winter.



#1 Mental health and emotional resiliency

Nearly half of Americans say that COVID-related stress and worry has negatively impacted their health. With holiday and the ongoing pandemic stress, that figure is sure to grow.

Support your population's mental health needs by offering a variety of resources, giving them access to telehealth visits, an EAP, and/or apps covering the diverse aspects of mental health.

Pro tip: Working with a partner like us, which has pre-vetted partners in the mental health benefits category, will ensure you select, contract, integrate and deploy these programs faster than you could on your own.



#2 Financial education and support

Holiday budgeting and ongoing spending worries are putting many Americans in a tough financial spot. And these worries aren't limited to the unemployed; recent data also show that 70% of employees say they are stressed about their financial situation.

People need help making the most of what they have today - whether that's being able to put food on the table, paying a mortgage or continuing to save for the future.

Pro tip: If you don't already, add financial resources into your wellbeing program. Our partnership with Prudential Financial makes this an easy one to check off your list.



#3 Physical Activity

Even before winter's cold temperatures and shorter days arrived, the pandemic had significantly decreased levels of physical activity universally. With less movement comes increased risk for conditions like obesity, diabetes and heart disease.

Offering ongoing physical activity programming is essential, especially during quarantine and colder months when it's easy for people to stay inside and overindulge.

Pro tip: Use a “Race Around the World” step tracking challenge to creatively get people moving, and incorporate an incentive to boost engagement. We make it easy to offer a variety of incentives, from gift cards to merchandise, like tracking devices, to drive participation.



#4 Nutrition

Making healthy eating a priority isn't a new concept but doing so has become infinitely more challenging because of COVID. Millions of Americans experienced changes in social determinants of health that limited access to transportation and healthy foods, while others have lost a reliable paycheck and the ability to even afford groceries.

Help consumers stay or get back on track by offering nutrition programs that help them search for healthy recipes and shop for lowest-cost healthy foods.

Did you know? Programs like those offered by our partner Foodsmart allow SNAP-eligible people to use their benefits to order healthy foods and have them delivered to their home.



#5 Tobacco Cessation

Tobacco use leads to increased risk for many conditions, including cancer, COPD and severe COVID illness. The New Year is a common time people resolve to kick the habit for good, so make sure you are prepared to help them succeed.

Maximize the impact of your outreach by delivering targeted tobacco cessation resources to those who are known to use or are at high-risk for using tobacco products.

Pro tip: We can analyze data, including consumer data with SDOH insights, to not only predict who is at risk for tobacco use within your populations but also who is likely to respond to your messages to help them quit for good.



#6 COVID Testing, Screening and Vaccines

COVID testing, screening and vaccine tracking tools continue to be critical components of the pandemic response plan, giving people critical information they need to determine if it is safe to do things like return to the worksite or visit with friends and family.

Support your people and give them peace of mind by offering access to on-site and/or at-home screening and testing options for COVID, as well as information they can use to make decisions about getting the shot.

Did you know? VP Passport™ makes it easier for you to adhere to national vaccine mandates and keep your people safe with real-time reporting, vaccination and testing status, symptom monitoring, and next steps guidance.



How to Choose a Wellbeing Program

The explosion of digital health resources makes it hard to understand and choose the right programs to invest in. Here are a few questions to use when searching for a new wellbeing program.

- What does the program offer and what are sample results it has delivered?
- How long will contract negotiations take?
- What about integration; can the program fit seamlessly into your existing wellbeing offering?
- What is the program's plan for driving engagement?

Feeling overwhelmed asking these questions of multiple vendors across several benefits yourself? Welltok can help. We offer 50+ programs covering the full spectrum of total wellbeing – from condition management to resilience training and financial coaching. We hand-selected these pre-vetted programs, will simplify the administrative process, and will leverage data to personalize the consumer experience to drive higher engagement and value from the programs you invest in.

Email activation@welltok.com to speak to our experts.

