

# Wellness Week



## Online Planning Tool



Pan American  
Health  
Organization



World Health  
Organization  
REGIONAL OFFICE FOR THE Americas



This planning tool was created for local or national groups interested in having a Wellness Week event in their community, to join with PAHO/WHO in the annual celebration to promote health and well-being across the Region of the Americas.

[www.paho.org/wellnessweek](http://www.paho.org/wellnessweek)

# Table of Contents

<b>I. Introduction</b>	<b>Pages 4 and 5</b>
Background	
Goal & Objectives	
<b>II. Planning &amp; Implementation</b>	<b>Pages 6 to 8</b>
Planning Group	
Key Stakeholders	
Roles & Responsibilities	
Timeline & Milestones	
<b>III. Activities</b>	<b>Pages 9 to 11</b>
Recommended Activities	
Ideas for Sustainability	
<b>IV. Monitoring &amp; Evaluation</b>	<b>Pages 12 and 13</b>
<b>V. How to Get Involved</b>	<b>Pages 14 and 15</b>
<b>VI. Additional Resources</b>	<b>Page 16</b>

# I. Introduction

## Background

Wellness Week is an initiative of The Pan American Health Organization (PAHO/WHO) dedicated to promoting health and well-being across the Region of the Americas.

On 16 September 2011 in New York City, Wellness Week was originally launched in an effort to translate commitments from the UN Political Declaration on Noncommunicable Diseases (NCDs) in the Americas. The aim was to mobilize stakeholders in raising attention to NCDs and the societal action needed to prevent and control them. The initiative built upon Caribbean Wellness Day, celebrated the second Saturday of September by the English-speaking Caribbean countries since 2009.

Wellness Week has since expanded its focus and reach, and now embraces health and well-being broadly through an annual celebration by local, national, and regional partners across the Region of the Americas. Wellness Week has a clear emphasis and positive focus on well-being and health promotion, which is rooted in PAHO/WHO's understanding of health "as a state of complete physical, social and mental well-being and not merely the absence of disease". As well, this aligns with the Sustainable Development Goal 3 to "ensure healthy lives and promote well-being for all at all ages". With this background and framing, an annual theme related to a timely and relevant health topic is chosen each year to be highlighted during Wellness Week, usually including the theme of the WHO World Health Day. In this way, Wellness Week serves as a platform for advancing regional public health priorities, and brings stakeholders together in intersectoral action to build a social movement for healthy living, healthy environments, and healthy policy.

## Goals & Objectives

The goal of Wellness Week is to promote health and well-being across the Region of the Americas. To achieve this goal, Wellness Week seeks to build a social movement that mobilizes stakeholders in raising awareness of and influencing change toward healthy living, healthy environments, and healthy policy. The participation and mobilization of stakeholders includes various sectors, including health, education, civil society organizations, the private sector, media, community organizations, local and national authorities, and the public.

## Introduction

### Planning & Implementation

Page 6

### Activities

Page 9

### Monitoring & Evaluation

Page 12

### How to Get Involved

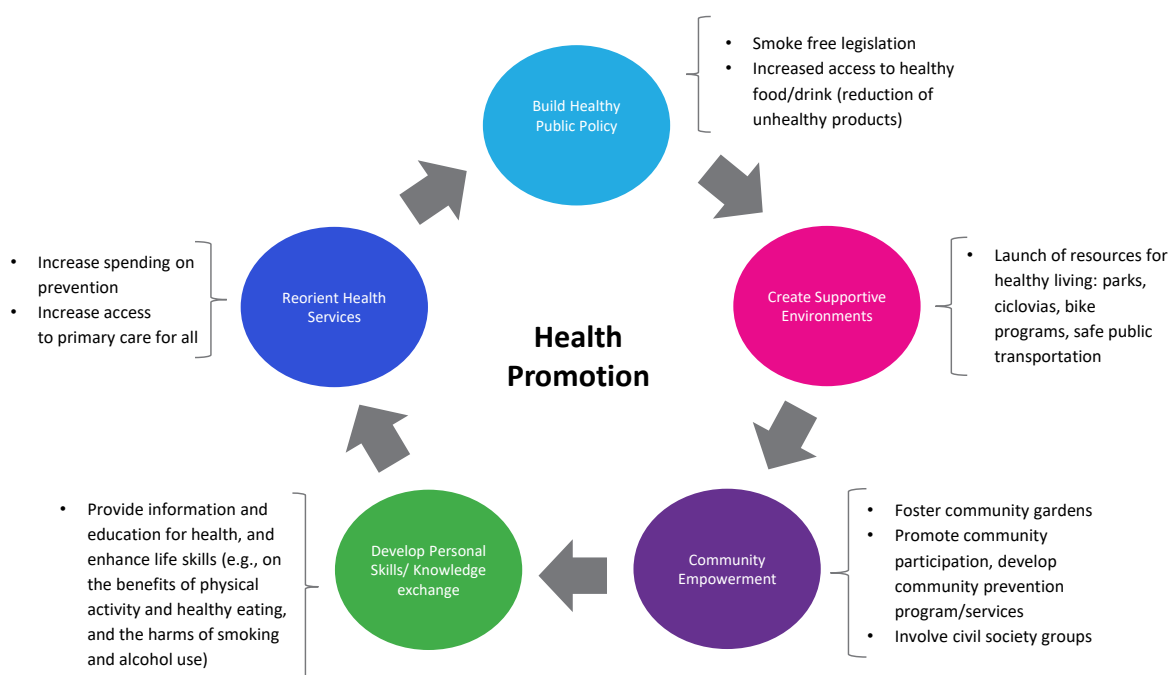
Page 14

### Additional Resources

Page 16

The objectives of Wellness Week relate back to the priority action areas as outlined in the Ottawa Charter for Health Promotion. The specific objectives of Wellness Week are:

- To encourage and facilitate personal skill development and healthy behaviors.
- To showcase and strengthen the work of organizations and networks engaged in health promotion within and across municipalities, schools and universities, workplaces, and other settings.
- To involve and collaborate with all sectors of society, from the local community to regional networks, to raise awareness and take action that promotes health and well-being.
- To highlight the need to reorient our approach to health and health services, and enhance community efforts that promote health and well-being.
- To promote the creation of healthy public policies and healthy environments that facilitate healthy choices and decrease health inequalities.



## Introduction

### Planning & Implementation

Page 6

### Activities

Page 9

### Monitoring & Evaluation

Page 12

### How to Get Involved

Page 14

### Additional Resources

Page 16

# II. Planning & Implementation

## Planning Group

For any organization, institution, or other group that wishes to celebrate Wellness Week, it is recommended to form a planning group or committee to coordinate and provide guidance on the planning, implementation, and evaluation of the event.

- The planning group can be comprised of staff of the lead organization, and/or involve additional stakeholders from the area.
- Assigning a chair or lead member of this group is an important role, necessary to oversee and coordinate the local Wellness Week event, and to communicate with the PAHO/WHO Country Office.

## Key Stakeholders

Wellness Week is a call to action for everyone - individuals, communities, organizations, and decision makers. It is an opportunity to work together across multiple sectors and at local, national, and regional levels. In planning a Wellness Week event, think about who the key stakeholders that can be involved are.

### 1. Institutions & organizations

Local and national organizations and institutions, including government, civil society, schools and universities, workplaces, and more, are invited to organize their own Wellness Week event. Wellness Week can involve campaigns and activities for employees, partners, and the wider community.

### 2. Networks & partners

Institutions and organizations are encouraged to partner with other stakeholders in their wider network and local community to increase the reach of Wellness Week. Celebrate and showcase the health promoting work being done in your community, invite stakeholders to participate in your Wellness Week event, and/or work together to offer joint activities.

### 3. People & communities

Individuals are encouraged to participate and become engaged in Wellness Week events in their local communities!

Introduction

Page 4

Planning & Implementation

Activities

Page 9

Monitoring & Evaluation

Page 12

How to Get Involved

Page 14

Additional Resources

Page 16



# Roles & Responsibilities

The success of Wellness Week hinges on the participation and mobilization of diverse stakeholders across the region. As such, **we all have a role to play!**

## Participating Local Organizations & Institutions

- Plan a local Wellness Week event
- Coordinate and involve local stakeholders in the event across multiple sectors
- Communicate with the relevant PAHO/WHO Country Office

## PAHO/WHO Country Offices

- Act as liaison with PAHO/WHO HQ, and with national and local partners
- Support national and local partners in planning their own Wellness Week events
- Plan the PAHO/WHO Country Office Wellness Week event, serving as a template for stakeholders to model as relevant

## PAHO/WHO HQ

- Provide overall support and guidance for the implementation of Wellness Week to PAHO/WHO Country Offices
- Communicate the annual theme and key messaging
- Create and share promotional communication materials
- Coordinate and implement a social media campaign
- Plan the PAHO/WHO HQ Wellness Week event, serving as a template for stakeholders to model as relevant

Introduction

Page 4

Planning & Implementation

Activities

Page 9

Monitoring & Evaluation

Page 12

How to Get Involved

Page 14

Additional Resources

Page 16

## Timeframe & Milestones

In planning a Wellness Week event, consider following the suggested timeline and reaching the key milestones as outlined below.

Month	Milestones
Jan-Apr	PAHO/WHO HQ shares information on the annual theme, messaging, and recommended activities
May-Jun	Create a local planning group Create a budget Begin planning activities and initiatives for the local Wellness Week event Register the local Wellness Week event on the PAHO/WHO website
Jul-Aug	Finalize logistics and other preparations for the local Wellness Week event Download communication materials from PAHO/WHO HQ (i.e. key messaging) Develop communication materials specific to local event (i.e. schedule) Begin promotions (i.e. media, public relations, social media)
September	Launch Wellness Week event! Implement the schedule of local activities
Oct-Dec	Debrief and evaluate the local Wellness Week event Begin planning for next year's Wellness Week



### Introduction

Page 4

## Planning & Implementation

### Activities

Page 9

### Monitoring & Evaluation

Page 12

### How to Get Involved

Page 14

### Additional Resources

Page 16



# III. Activities

## Recommended Activities

The activities of Wellness Week should address all levels of health and well-being – from healthy living to healthy environments to healthy policy! Activities, both in person and online, should be interactive, meaningful, fun, and informative.

Activity	Examples
Promotion	<p>Promote Wellness Week with clear notice of the date and schedule of activities</p> <ul style="list-style-type: none"><li>• Posters, banners, videos, social media posts, website, and email</li></ul>
Public and/or Staff Education	<p>Provide educational information on the annual theme and key messaging through multiple mediums</p> <ul style="list-style-type: none"><li>• Social media campaign (including posts and videos)</li><li>• Interactive web-based tools and links to online resources</li><li>• Presentations and/or webinars</li><li>• Display and/or health fair</li><li>• Ask an expert forum</li><li>• Showcase healthy living practices of individuals (e.g., taking the stairs)</li></ul>
Skill Building	<ul style="list-style-type: none"><li>• Skill demonstration (e.g., healthy cooking)</li><li>• Group fitness class during breaks or after work</li></ul>
Healthy & Supportive Environments	<ul style="list-style-type: none"><li>• Group challenges and/or team building activities (e.g., pedometer competition, acts of kindness)</li><li>• Showcase and/or provide incentives to organizations who have made successful healthy environment changes (e.g., offering healthy cafeteria menu options)</li><li>• Announce commitment to working toward healthy environment changes (e.g., installing bike parking outside of workplace)</li></ul>
Community Partnerships & Engagement	<ul style="list-style-type: none"><li>• Lead, collaboratively plan, or participate in relevant community events (e.g., Walk for Health, information booth at community-wide event)</li></ul>

Introduction

Page 4

Planning & Implementation

Page 6

Activities

Monitoring & Evaluation

Page 12

How to Get Involved

Page 14

Additional Resources

Page 16

#### Advocacy & Policy

- Showcase and/or provide incentives to organizations who have implemented healthy policies (e.g., employers with comprehensive workplace wellness programs)
- Announce commitment to working toward and/or launch the creation of new healthy policies (e.g., limiting the marketing of junk food to children)

## What's Next? Ideas for Living Well Beyond Wellness Week

Wellness Week is an opportunity to celebrate and showcase the work taking place year-round to promote health and well-being across the Region of the Americas. By thinking beyond the annual social media campaign and local activities, the goal of Wellness Week can also be pursued beyond the week itself. Ideas for sustainable action during Wellness Week and beyond include:

### Individual

- Find ways to include physical activity in your daily life. Walk/bike to school or work, take the stairs, incorporate fit breaks throughout your day, go to an exercise class – at least 150 minutes of moderate exercise a week is recommended. Have fun and keep moving!
- Learn how to read and understand nutrition labels on food and beverages – be informed to make the healthy choice.
- Nourish your loved ones with fresh and natural products grown locally, and limit processed foods. When choosing processed foods, opt for those with less fat, less salt, and less sugar.
- Noncommunicable diseases such as diabetes, cancer, and cardiovascular and lung disease can be prevented. Visit health services early to detect and control your risks.
- If you are feeling down or stressed, talk to someone you trust about your feelings or seek professional help.
- Reuse and recycle containers, compost food waste, and reduce the amount of waste you produce at home, work, school, and community events.

### Organizational & Community

- Promote breastfeeding friendly policies at businesses and workplaces.
- Replace vending machines selling junk food and sugary drinks with healthier choices at schools and workplaces.
- Upgrade school and workplace cafeteria menus to serve more fruits and vegetables, and offer safe drinking water.

#### Introduction

Page 4

#### Planning & Implementation

Page 6

#### Activities

#### Monitoring & Evaluation

Page 12

#### How to Get Involved

Page 14

#### Additional Resources

Page 16

- Support cycling infrastructure and enable spaces in your community for everyone to safely ride their bikes – from bike lanes in the streets to bike racks at schools, workplaces, and businesses.
- Promote community events free of junk food, alcohol, and tobacco products.
- Welcome socially and environmentally responsible industries and business to your city and neighborhood.

### Public Policy

- Discourage collaborations and sponsorships with the alcohol, tobacco, and junk food industry.
- Support policies to limit the marketing of unhealthy foods and beverages to children.
- Improve access to healthy food for the most vulnerable groups in your community, including children, pregnant women, the elderly, and economically disadvantaged individuals.
- Exposure to second-hand smoke kills and causes illness. Get 100% behind smoke free policies in public places and workplaces.
- Increase outpatient coverage for mental health services.



## Introduction

Page 4

## Planning & Implementation

Page 6

## Activities

## Monitoring & Evaluation

Page 12

## How to Get Involved

Page 14

## Additional Resources

Page 16

# IV. Monitoring & Evaluation

Monitoring and evaluating the process and outcomes of Wellness Week is important to inform and improve future events, and to measure the impact of the initiative toward your goals and objectives.

## Local / Organizational Level

Those organizing a Wellness Week event are encouraged to develop a local monitoring and evaluation plan, based on the specific objectives and activities in your community. Examples of quantitative and qualitative indicators you may want to consider are proposed below:

### Monitoring indicators:

- Attendance at activities and/or events
- Reach of communication campaign. For example: social media views, website visits, video streaming, impressions and interactions of social media posts, location mapping

### Process indicators:

- Level of engagement of stakeholders in the planning
- Feedback from participants and organizers on areas for improvement

### Outcome indicators:

- Progress of organizations toward healthier environmental and/or policy changes

All organizations or institutions hosting a Wellness Week event are asked to [REGISTER YOUR EVENT](#) on the Wellness Week webpage, and to report on the attendance and reach of your activities.

Introduction

Page 4

Planning & Implementation

Page 6

Activities

Page 9

Monitoring & Evaluation

How to Get Involved

Page 14

Additional Resources

Page 16

## National / Regional Level

In addition to the monitoring and evaluation being done at the local or organizational level, PAHO/WHO Country Offices and HQ also measure the reach and impact of Wellness Week overall. This may include:

### Monitoring indicators:

- Commitment of local and national authorities
  - Number of cities/communities involved
  - Number of stakeholders involved
  - Type of sectors involved
- Number of Wellness Week activities and/or events organized by stakeholders
- Number of participants in Wellness Week activities and/or events
- Evaluation of social media strategy

### Process indicators:

- Level of engagement of stakeholders in the planning
- Feedback from organizers on areas for improvement

### Outcome indicators:

- Track progress of organizations and/or countries toward healthier lifestyles, environments, and/or policies
- Monitor health outcome trends of countries and regions



### Introduction

Page 4

### Planning & Implementation

Page 6

### Activities

Page 9

## Monitoring & Evaluation

### How to Get Involved

Page 14

### Additional Resources

Page 16

# V. How to get involved

You are invited to plan your own Wellness Week event, or participate in a local Wellness Week event being planned in your area. There are lots of ways you can become involved!

- Take the lead in organizing a Wellness Week event
- Support the planning and/or management of local Wellness Week activities
- Provide expertise to support Wellness Week activities
- Lead or host an activity at one's organization (such as a school or workplace)
- Advertise/promote the campaign materials
- Sponsor activities (financial and/or in-kind contributions)
- Provide technological resources

## Support from PAHO/WHO

For those organizations or institutions who intend to host a Wellness Week event in their community, please refer to the Wellness Week website at [www.paho.org/wellnessweek](http://www.paho.org/wellnessweek).

In addition to this online planning tool, the website contains communication and promotional materials to support you. To get started, consider the following guidelines:

- Seek support from and communicate your plans with the PAHO/WHO Country Office
- **Register Your Event** on the Wellness Week website
- Activities and events should be positive, inspiring, engaging, and appealing to audiences, and align with the annual theme and key messaging developed by PAHO/WHO
- Make use of the communication materials and resources developed by PAHO/WHO
- Use social media to spread the message to a wider audience
- Incorporate ideas on how to sustain action during Wellness Week and beyond

Introduction

Page 4

Planning & Implementation

Page 6

Activities

Page 9

Monitoring & Evaluation

Page 12

How to Get Involved

Additional Resources

Page 16



## Wellness Week Logo

If your organization or institution wishes to make use of the official Wellness Week logo, the following guidelines must be adhered to:

- The logo is only to be used on activities which are part of the Wellness Week program of events
- It must be used according to its actual design and color (or black and white version)
- It cannot be changed in any way, redrawn, re-proportioned, cropped or modified
- It cannot be used in relation to images/texts which promote activities against the goals and objectives of Wellness Week
- It cannot be used on any materials or websites that violate laws or regulations
- It cannot be used to imply affiliation with PAHO/WHO
- It cannot be used to promote enterprises, products, or services.



**Introduction**

**Page 4**

**Planning & Implementation**

**Page 6**

**Activities**

**Page 9**

**Monitoring & Evaluation**

**Page 12**

**How to Get Involved**

**Additional Resources**

**Page 16**

# VI. Additional Resources

Helpful resources that can support the planning of a Wellness Week event can be found on the following webpages:

Resources
<a href="#">Wellness Week, PAHO</a>
<a href="#">World Health Day, WHO</a>
<a href="#">High Level Meeting on the Prevention and Control of Non-communicable Diseases, 2011, United Nations</a>
<a href="#">Global Action Plan for the Prevention and Control of NCDs, 2013-2020, WHO</a>
<a href="#">Plan of Action for the Prevention and Control of NCDs in the Americas, 2013-2019, PAHO</a>
<a href="#">Preparing the Region of the Americas to Achieve the Sustainable Development Goal on Health, 2015, PAHO</a>
<a href="#">Health Promotion &amp; Well-being (homepage), PAHO</a>
<a href="#">Healthy Cities, Municipalities, and Communities (homepage), PAHO</a>
<a href="#">Health in All Policies (homepage), PAHO</a>
<a href="#">Noncommunicable Diseases &amp; Mental Health (homepage), PAHO</a>
<a href="#">Workers' Health Program (homepage), PAHO</a>
<a href="#">Plan of Action on Workers' Health 2015-2025, PAHO</a>

Introduction

Page 4

Planning & Implementation

Page 6

Activities

Page 9

Monitoring & Evaluation

Page 12

How to Get Involved

Page 14

Additional Resources



[www.paho.org/wellnessweek](http://www.paho.org/wellnessweek)