

Employee Wellness Incentives

Engage Them, Motivate Them and Keep Them Coming Back for More!

According to a recent survey conducted by Virgin HealthMiles, the four most common wellness programs offered by employers are physical activity programs (58 percent), smoking cessation programs (50 percent), weight management programs (49 percent), and health risk assessments (47 percent). Virgin HealthMiles surveyed about 1,300 business and 10,000 employees for the report, and found that of the 1,300 businesses it surveyed about 80 percent offered health and wellness benefits

Below are a few of the “healthy” perks shared in the survey that staff stated they liked and/or needed:

Healthy food on-site (79 percent) was the most desired perk, while physical activity programs (78 percent) and on-site fitness centers (73 percent) trailed in second and third. Health risk assessments (70 percent), health club memberships (69 percent), and nutrition programs (68 percent) rounded out the top five most desired programs.

List of Incentives

Low Cost/No Cost:

- “Get Out of” Bus Duty or Lunchroom Duty Coupon
- Jeans or flip flop days
- Free fitness club passes
- Free planning period - leave school early
- Free incentive items from local hospitals such as: water bottles, pedometers, etc.
- Free incentive items from insurance providers
- Registration for a charity walk/run 5k
- Gift certificates to local restaurants
- Gift certificates to athletic retail stores
- iTunes gift cards
- Discount coupons to golf courses, bowling allies, water parks, etc.
- Workout DVDs
- Healthy cookbooks
- Publicity: Featured on the district website, district billboard or school marquee
- VIP parking space
- Discount to subscription of Cooking Light or comparable magazine

Health Equipment:

- Stress balls
- Game balls
- Pedometers

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- Sweatbands
- Key holders
- Shoe laces
- Resistance bands
- Towels
- Gym bags
- Jump ropes
- Frisbee
- Visors/caps
- Co-branding of fitness items

Big Ticket Items:

- Spa treatment
- Personal Trainer session
- Massage
- Gym membership
- Cooking Light class
- Fruit of the Month Club through Harry and David
- Decrease in Health Insurance
- Sporting equipment (i.e. running shoes, bike, tennis racquet)
- Sporting event tickets
- Vacation day

Team Incentives:

- Catered meal or lunch out
- Registration for a 5K or other race/triathlon
- Planning period off
- Group personal trainer session
- Healthy cooking demonstration by local chef
- Wear jeans, flip flops or casual attire
- Group sports tickets
- Team T-shirts
- Article and picture in district newsletter
- Space set aside at the workplace to exercise/ staff wellness room

Source: Virgin HealthMiles, The Business of Healthy Employees: A Survey of Workplace Health Priorities, 2013