

Sample Internal Communications

Successful approaches to change requires good communication with all the stakeholders. It's important that employees, medical staff members, volunteers, patients and families are aware of policy changes and the reasons the hospital/system is making them. Internal and external newsletters as well as direct communication with all stakeholders should be done in advance of implementation of new programs and/or new policies.

Sample Email to Hospital Employees

TO: All Staff
FROM: [HOSPITAL CEO OR ADMINISTRATOR]
SUBJECT: Commitment to a Healthier Workplace and community

At [Name of Hospital], we value the health of each employee and want to provide an environment in which you can thrive. In the coming weeks, the hospital will be making a few changes intended to help the hospital fulfill its mission of not only treating, but also preventing chronic diseases.

As major employers and health care providers, hospitals can establish strong community norms and influence the health decisions of the public.

[Name of Hospital] has chosen to take a proactive role in improving the health of its employees, medical staff and volunteers, as well as patients and their families.

[Name of Hospital] has partnered with the Kansas Hospital Association and Healthworks, to create healthier policies. Making these changes will take time and cooperation. Our intent is to create a healthier environment that will benefit those who work here as well as those who receive care at or visit [Name of Hospital].

I ask you to support this program, and I welcome your feedback during this transition process. Thank you for helping make [Name of Hospital] a caring, healing facility.

With appreciation,
[CEO OR ADMINISTRATOR AT YOUR HOSPITAL]

Sample Article for Internal/External Newsletter

[NAME OF HOSPITAL] Focused on Improving Worksite Wellness

[Name of Hospital] has partnered with the Kansas Hospital Association and Healthworks on the Health Kansas Hospitals program.

"Our intent is to create a healthier work environment that will benefit those who work here as well as those who receive care at or visit [Name of Hospital]," said [Name of CEO], [title]. "[Name of Hospital] is committed to fostering a culture of health in the workplace where healthy choices are the easiest choices," [Last name of CEO] added.

In the coming weeks, the hospital will be establishing a worksite wellness committee that will discuss healthy changes. "These changes are intended to help [Name of Hospital] fulfill its mission of not only treating, but also preventing chronic diseases," [Last name of CEO] said.

[Add specific details about your effort.]

As major employers and a primary source of health care in many communities, hospitals have the opportunity to establish strong community norms and influence the health decisions of the public. Hospitals in Kansas and across the nation have taken up the challenge by working to implement policies and practices to promote healthy behaviors.

"[Name of Hospital] wants to be a role model for other employers and health care providers in the community. With the support and participation of all our stake-holders, we can help lead our community to a healthier future," said [Last name of CEO].