



## Spotlight on Carhartt

Carhartt creates a wellness strategy all their own in a push for associate well-being!

Vitality caught up with Carhartt to discuss the evolution of their Vitality program. Meanwhile, their wellness strategy manager (WSM) divulges tactics Carhartt uses to make Vitality an integral part of its day-to-day workplace environment, including creative communication and competitive challenges.

The team at Carhartt has leveraged the support of its WSM to engage Carhartt's diverse population and create a culture of wellness. The strong partnership has resulted in tremendous success, including more than 62 percent of associates completing a Vitality activity in 2018!

Can you tell us a little about your health culture before you actually initiated the wellness program with Vitality?

Prior to our partnership with Vitality, we had a home-grown program and did a variety of initiatives in-house, including leveraging our medical plan vendor for some of the tools they had around wellness, and conducting biometric screenings. We did our own weight-loss challenges and offered raffles. We also organized lunch-and-learn programs and health fairs to promote wellness.

We had a lot of things happening, but our partnership with Vitality pulled everything together under one umbrella, which has made it a lot easier to administer. One of the things we really like about Vitality is how comprehensive the program is. It is not just focused on physical wellness, but incorporates mental, nutritional and financial wellness. It offers a large variety of different categories all under the wellness program.

What made you pick Vitality over other vendors?

We worked closely with our consultant to identify the best wellness partner for Carhartt. Some of the things that we were doing prior to the implementation of Vitality were things that we wanted to continue doing, such as the biometric screenings and health assessment questionnaires. That drew us to select Vitality as our wellness partner of choice. Also, the incentives component of Vitality is another area that helped us make the decision that Vitality was the best program for our associates.



*The variety of communication methods available within the program makes it work.”*

## What has your experience with account management been like thus far?

Our WSM is great! She really understands the Carhartt culture and is always coming up with new ideas and ways to increase employee engagement with the program. We have a diverse population here: from our corporate level associates, plant workers in Kentucky and Tennessee, and our retail associates in 29 different stores. There is a wide range of backgrounds, and she really does a good job of making sure we focus on engaging associates from all the different areas. We have our monthly Vitality Champs meetings and she makes sure that we communicate as much as we can about the wellness program, not only to our Champs but to our associates as well. We really have to give our WSM kudos. She has been a great partner from the beginning.

## How has Vitality taken your particular program to the next level?

It has really pulled all the things that we were doing prior to Vitality into one program so that our associates can get everything they need from a wellness perspective in one place. People know when they see the Vitality logo what that means, and it's taken a lot of the burden off our team to come up with creative ways to promote health and wellness within our organization.

It's nice that it's a one-stop shop. Vitality offers a lot of help with communicating all of the program's different components. We are able

### Carhartt WSM Insights

*Carhartt came to Vitality with specific goals in mind. Along with their WSM, they created an engagement and communications strategy to keep those goals in focus while finding creative new ways to create excitement and increase participation across all segments of their organization:*

- Being a Vitality Champ at Carhartt is fun and super competitive! The Champs meet monthly to talk about what's working well, upcoming campaigns and events, and to create goals around engagement. They love making it a competition by challenging each other to meet their goals!
- Communication has been key to reaching all of their associates. Carhartt takes advantage of all of the messaging tools on Power of Vitality, such as Newsfeed posts, alerts, messages, and push notifications. They also send out Vitality information via social media (their company Facebook page, for example) and the company intranet, while posting offline newsletters and flyers in breakrooms, bathrooms and on bulletin boards.
- Teams compete against each other in regular challenges, not only for bragging rights, but also for a traveling trophy! The Wellness Warrior trophy has been a big motivator and has traveled to ALMOST all of the company locations. It takes "going for the gold" to a whole new level!

### Carhartt Member Insights

*“My goal was to look good and feel confident for my wedding day, and thanks to the help of the Vitality program and my fitness tracker, I was feeling fabulous and continue to be healthier overall.”*

- Anna C.

*“One HealthFYI webinar led me to seek out a specialist in this area, and after a sleep study I discovered that I have severe sleep apnea. I appreciate that Vitality makes all types of information available to all of us. We should never assume we know everything there is to know about good health and wellness. There is always something more to learn.”*

- Karen H.

to use the communications that are already out there to help promote different areas.

## What are the two aspects of Vitality that drive engagement or create that lasting impact and why?

I think that the challenges are really nice. This year, we started out with a big Vitality Health Review challenge that had high participation. I think it is something fun and competitive. Right now we're doing a Steps challenge, and before this one, we did the Mental Well-being challenge. I think the variety of challenges is

nice, and the challenge reminders are a way to get associates back into the portal. So, I think that has helped to increase engagement in other areas of the program.

And as previously mentioned, the variety of ways to communicate things going on within the program makes it work. We communicate via email, posters, flyers, social media, and have TV monitors set up at each of our locations that advertise Vitality. We have a monthly benefits bulletin in which we share information about things happening with the Vitality program. So, we use a variety of different ways to communicate to our associates because we want to constantly keep the program in front of associates.

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### Program Results

55% 

of members have achieved Silver Status or above

2.8x 

increase in activities completed per member per month

5.9% 

net improvement in overall risk groups

2.59   
ROI

over a three-year span

