

FedStrive: Driving HRA Participation

The Health Risk Appraisal (HRA) is the cornerstone of the integrated FedStrive program. This makes HRA promotion a high priority for all FOH sites.

HRA data provides a snapshot of the employee population's health status, and it enables strategic interventions to be planned to address identified health risks.

The key to success is a flexible strategy that applies solid education and outreach tactics that correspond to the specific interests of the employee population. It is essential that your local team review existing HRA data for the site/location, discuss perceived health risks of the current population, and collaborate to determine the appropriate HRA promotion tactics. Such tactics would fall under the following key areas:

Collateral Support: Develop and disseminate materials and environmental graphics that are informative, engaging, and create a sense of relevance with the audience. (Existing FedStrive marketing materials will support as available.)

- Ensure all clinics have elliptical displays with the HRA signage prominent.
- Display/disseminate “Take Your HRA Today” online toolkit materials (posters, table tents, flyers, etc.).
- Display printed testimonials that reference the relevance of the HRA in clinics, fitness centers, flyers, TV monitor messages, and other communications, where possible.
- Distribute FedStrive overview handout, which includes a section on the HRA, at all special events and via clinics/fitness centers.

Local Outreach: Adopt new outreach tactics that incorporate HRA promotion into existing events and activities, in an effort to localize the promotion. Collateral materials will support activities where applicable.

Host special “HRA Lab” events. Set up laptops in visible locations to provide a convenient opportunity for employees to complete the HRAs on their lunch break.

Insert promotional message “plugs” at all program activities:

- Health promotion sessions
- Fitness classes
- Health education presentations
- Clinic visits
- Special events

Insert promotional message “plugs” at all employee orientations

- Host an agency-wide HRA challenge. The agency with the highest number of completed HRAs by designated date will be recognized as the winner.

Tailored, Targeted Communications: Disseminate messaging and content that promotes the HRA and facilitates its completion (channels include email, Website, video, social media outlets, etc.).

Send email marketing messages:

- Send emails to end user clients that promote the HRA and provide follow up information for completion after initial encounter. (e.g. promote the HRA during clinic visit and follow up with an email proving the website URL)
- Use Center for Health Communications (CHC) blanket emails to promote the HRA to the entire population.
- Add campaign graphics, themes and slogans (e.g. “Take you HRA today at...”) to the email signature block of people who regularly send mass emails to the employee population.
- Add campaign graphics, themes and slogan to newsletters, fitness center listserv, Farmer’s Market email blasts, and other population-wide publications.

Enhance online presence. Use eye-catching HRA marketing blurbs that will drive end users to HRA information on the Web. Leverage social and mobile media outlets wherever possible.

Influential Supporters: Engage partners and supporters among leadership and other opinion influencers. The delivery of strong, branded positive messages that communicate the importance of the HRA by these allies and role models will inspire the audience and prompt them to act.

Engage management as ambassadors to cultivate a personalized campaign for employees. Equip management with talking points and other campaign tools to reinforce the importance of the HRA, to remind employees to take a few minutes to complete HRAs on their breaks, to motivate them to reach the campaign goal, etc. Staff meetings and targeted email messages are prime communication vehicles.

- Establish a partnership to disseminate allowable incentives for HRA completion by a specific date (e.g. coupons for building cafeterias, farmer’s market).



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AND HUMAN SERVICES