

Operating Plan Resources

“Carefully Crafting Your Organization’s Wellness Plan,” David Hunnicutt PhD, WELCOA, 2007, www.welcoa.org *

“Building Your Wellness Budget,” Joseph A Leutzinger PhD, WELCOA, 2006, www.welcoa.org *

“The Fundamentals of Evaluation-Why, What, How, and When You Should Evaluate Your Wellness Program,” David Hunnicutt PhD, WELCOA, 2007, www.welcoa.org *

**After going to the website www.welcoa.org, click on “Free Resources,” then click on “Free Reports.”*

“Rolling Up Your Sleeves: One of the nation’s best wellness practitioners (Mike Wanetka of ConAgra Foods) speaks out on the wellness planning process,” WELCOA, 2007, www.welcoa.org **

***After going to the website www.welcoa.org, click on “Free Resources,” then click on “Expert Interviews.”*

Mission Statement Example: <http://www.iccc.net/home/depts.php/6303/site/missionstatement>

Strategic Operating Plan Example (includes goals, times, and responsibilities):
http://www.state.me.us/dafs/safety/prevention/health_improvement_sop.htm

Budget Example: http://www.mnscsc.org/acrobat_scsc/wellness_packet_fy2007.pdf

Marketing/Communication Example: Take the Stairs Campaign
<http://www.arlingtonva.us/Portals/Topics/FitArlingtonTakeTheStairs.aspx>

Evaluation Example (Participant Survey):
<http://www.womenshealth.gov/whw/activity-planning/evaluate/satisfaction-survey.cfm>

