

Operating Plan Resources

“Expediting Employee Behavior Change by Implementing the Right Incentives,” WELCOA, 2006, www.welcoa.org *

“Utilizing Incentives to Maximize Participation,” WELCOA, 2008, www.welcoa.org *

“The Power of Utilizing Incentive Campaigns,” WELCOA, 2008, www.welcoa.org *

“Choosing Appropriate Interventions,” David Hunnicutt, PhD, WELCOA, 2007, www.welcoa.org *

“Big Steps for Small Businesses: 10 Health Promotion Programming Ideas Every Small Business Should Consider,” David Hunnicutt, PhD, WELCOA, 2007, www.welcoa.org *

“Planning Wellness: Getting Off to a Good Start, Part 1,” WELCOA, 2006, www.welcoa.org *

“Designing Wellness Incentives, Part 2,” WELCOA, 2006, www.welcoa.org *

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

“Understanding Wellness Incentives,” Larry Chapman, MPH, WELCOA, 2007, www.welcoa.org **

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

Choosing Appropriate Interventions Example: www.welcoa.org/freeresources/pdf/wiv1n6.pdf

“Step By Step” Incentive Campaign: www.welcoa.org/freeresources/index.php?category=22

Get Healthy Clark County—Physical Activity and Nutrition Programs:
www.gethealthyclarkcounty.org/chronic_disease/hepac07_campaign.htm

