

Workplace Wellness Newsletter

Active Southern West Virginia



Main Goal

Target WV's workforce to provide actionable tips, advice, and resources for increasing health and wellness in the workplace.



390

Individuals received the January 2026 newsletter



45%

Open rate of the January 2026 newsletter



7

Key areas of health that the newsletter applies to

Active SWV has been training worksites in Work@Health®, a CDC developed evidence-based program. However, many of the Work@Health trained individuals needed help. When surveyed, 90% of respondents chose a monthly wellness newsletter for employees.



System Changes

One person can only do so much on their own. So, in January 2026 Active SWV's First Workplace Wellness monthly newsletter was published to support Active SWV's network.



ActiveWV 2030 Physical Activity Plan Sector:



Media and Communications

Building Capacity

Stronger Communities



Successfully identified a need and a method of supporting individuals committed to wellness in WV workplaces.

A healthy WV workforce will help bring jobs and economic development to WV.

The Bottom Line

Active SWV has an extensive network of workplace wellness champions across WV. As many do, these champions perform multiple roles within the workplace and wellness, though a passion, is often not their full-time role. Many individuals juggle human resource and benefit responsibilities, while trying to get buy-in for wellness from higher-ups. This newsletter gets these individuals more support through a preferred modality.

