

### Step 7: Sustainability

Sustainability means the ability of your physical activity program to survive or grow over time. By taking a few extra steps, you can ensure sustainability.

The Champion and the Wellness Committee should think long-term. If your company only hosts a brown bag lunch and learn session, sustainability is not an option. If your Wellness Committee plans a comprehensive program that builds upon itself, then it is more likely that the program will be sustained. Taking care of your employees is a long-term issue and requires a long-term commitment.

Securing and maintaining buy-in begins the sustainability process. This goes back to the first step, building support, but also to maintain that support along the way. If wellness becomes part of the corporate culture, chances are the physical activity programs will be sustained over time.

#### Maintaining Buy-In

Work with the original Champions and leaders as well as the new members of the Wellness Committee on a regular basis. Keep them involved. Have them evaluate your company's programs, policies, and practices to ensure that you are providing the best you can for your employees. Continually look for others who can be involved. In addition, consider adding Wellness Committee responsibilities to employee job descriptions for those employees who have volunteered to help out. Even allowing 5% of their time to be used toward committee work may help solidify their engagement.

#### Ways to Maintain Buy-In

- Identify leaders and employees who are active in your programs.
- Have them encourage others to take part in the programs.
- Get them involved in the Wellness Committee.
- Have them become physical activity ambassadors, promoting the program in their offices or divisions.

## Finding Financial Resources

Sustaining physical activity and wellness programs over time takes resources. Budgeting is an important part of planning for your programs. Equally as important is maintaining funding. There are many places you can go to find information about potential funding opportunities, including foundations and nonprofit organizations and government agencies.

In addition, have your benefits manager determine if your state offers tax incentives to establish or maintain employee wellness programs. Many states are looking to provide small and medium sized businesses with tax breaks for such programs. The savings can be put back into the program.

For more on funding, visit: <http://www.cdc.gov/nccdphp/dnpao/hwi/programdesign/funding.htm>

## Leveraging State and National Programs

There are several local, state, and national programs that are well-established to help encourage adults to increase physical activity, including CDC's LEAN Works! and the President's Council on Fitness, Sports and Nutrition. These programs can serve as resources to you and your Wellness Committees as you look to build upon your program, and many of the programs can be adapted for the workplace. Check with your local or state health department to see what resources they may have to support your programs. And consider what programs are available through local chapters of the American Heart Association, American Cancer Society, and the American Red Cross, among others.

### Legislative Support for Physical Activity and Wellness Programs

Some states have legislated programs that provide incentives to small- and medium-sized businesses that implement worksite wellness programs. These incentives may be in the form of tax or financial credits, which can in turn be reinvested in physical activity and wellness programming. To determine if your state has a program to encourage physical activity and wellness programming, contact your local state representative.