



August Jackson Makes Everyone a Wellness Winner

August Jackson is a communications agency based in Bethesda, Maryland. Its “audience first” mantra shines through the strategy, creative and production capabilities they consistently provide to their clients.



HEALTH SOLUTIONS

ABOUT AUGUST JACKSON:

HEADQUARTERS: BETHESDA, MARYLAND

NUMBER OF EMPLOYEES: 75

LOCATIONS: BETHESDA, MD; CHICAGO, IL; LAKE BLUFF, IL

THE STORY

August Jackson’s executive team decided it could no longer let the company’s high health insurance costs go unnoticed. Although they already had a generally fit workforce, August Jackson recognized the need for tools that would inspire their employees to make healthy decisions. So in March of 2015, they launched a wellness program, using Fitbit Health Solutions as the cornerstone.

THE START

Recognizing the need for a wellness program was an important first step, but the real challenge was creating a fresh and motivating program for a community that was already fairly fit. August Jackson announced the program launch at their yearly national meeting and dove right in, brainstorming ways to get their employees moving.

THE ROADBLOCK

Like many small companies, August Jackson controls their resources tightly—and wellness is no exception. With a limited budget, the team needed to design incentives that were both motivating and affordable.

THE RESULT

August Jackson saw their small budget as a chance to be creative. The wellness team offered a monthly contest with prizes, like gift cards to an athletic store, then chose winners based on wellness successes like most improved step count. This encouraged employees to make better choices, while giving everyone a fair chance at winning. The team also began hosting healthy lunch and learns, created a wellness activity group, and crafted inspiring communications, fostering a culture of well-being.

EMPLOYEES SOUND OFF

“Fitbit devices, healthy eating, taking a midday walk, lunch and learns, and yoga all tie together to create a culture of wellness. That was our goal, and we’re well on our way to being a healthier team!”

– JENNIFER HOWELL, OFFICE MANAGER

TIPS & TAKEAWAYS



Reward Improvements: Don’t just reward employees with the highest steps. Level the playing field by rewarding employees for positive changes, like most improved step count.



Make Wellness Easy: Place healthy snacks in convenient locations around the office, and best of all, make them free! Make unhealthy options like soda available for purchase and place them in less convenient areas.



Help People Get Organized: Send calendar invites for company walking breaks, a friendly reminder for employees to get in their steps.



Start on Day One: Incorporate your wellness plan into orientation to get employees comfortable with the program and motivated to participate.

100%

of new employees have opted in to the Fitbit Health Solutions program since its launch

24%

increased their average daily step count over 6 months