



Griffin Communications Steps Back to the Basics

Griffin Communications reaches 90% of Oklahoma households through their television stations, statewide radio network, websites and mobile distribution. Veterans of step-based wellness programs, they recently changed gears by switching to a simple, transparent solution with Fitbit.



HEALTH SOLUTIONS

ABOUT GRIFFIN COMMUNICATIONS:

HEADQUARTERS: OKLAHOMA CITY, OK

NUMBER OF EMPLOYEES: 400

LOCATIONS: 2

THE STORY

Griffin Communications launched their wellness program in 2008 with a simple walking challenge. Since then, they've expanded their program to be more comprehensive and holistic, including a focus on nutrition, water consumption, tobacco cessation, health coaching and fitness.

THE START

Griffin Communications launched their first step challenge using simple pedometers. Even with little internal marketing and basic devices, administrators saw a 75% participation rate and a noticeable boost in morale.

THE ROADBLOCK

The company wanted to maintain momentum of their wellness program, and added additional elements to it including a focus on nutrition, tobacco cessation, and health coaching. But as the wellness offers began to increase, employees' attention spans decreased, causing participation rates to drop.

THE RESULT

Leaders of the wellness program decided to go back to basics—with a twist. In 2013, they relaunched their program with Fitbit devices, a simple platform for step challenges and a more diverse wellness offering. They also designed their new program to appeal to individuals at any fitness level, ensuring broad appeal across their diverse workforce. Since revamping their program, Griffin Communications has seen an increase in both employee steps and participation.

“We developed our first walking challenge in 2008 and began incorporating Fitbit devices in 2013. The challenge had become so popular that we needed a way to effectively and efficiently track the activity of all our participants since we had outgrown the ‘honor system’ of self-reporting. Since we added Fitbit, we have seen a 58% increase in participation compared to our previous walking challenge. Our employees love the program and their Fitbit devices.”

- Kathy Haney, Vice President, Human Resources

TIPS & TAKEAWAYS



Less is More: To maximize participation, keep the scope of your wellness program simple and consider focusing on one wellness initiative at a time.



Offer Variety: Griffin Communications started with Fitbit Zip devices, but soon began to subsidize more advanced Fitbit devices to help broaden the appeal of their program.



Pick Up the Pace: Increase goals throughout challenges to drive momentum and excitement.



Make It Fun for Anyone: Create a program that takes into account various fitness goals and activity levels so that all employees will feel encouraged to join.

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To learn more about how Fitbit Health Solutions can help you develop successful programs, create engaging challenges and improve employee health, contact us at www.healthsolutions.fitbit.com. CS-006-C