



Ambassador Academy:
Engage to Excel
Tips for Increasing
Engagement In
Worksite Wellness Programs

Facilitator: Sabrina Baronberg

TigerEye Strategies
Nov 2025

Ambassador Academy



Workshops created with you in mind!

- Purpose: to help Ambassadors develop and expand on your professional skills.
- Topics include designing promotional materials, evaluating programs, building a healthier workforce, and more!
- You'll receive a certificate of completion for each workshop you complete.

Welcome!

Our Goals for Today:

- Share useful data around importance of worksite wellness programs
- Discuss best practices around engagement
- Provide access to helpful tools and templates
- Leave energized for success!

Meet the Facilitator



TIGEREYE STRATEGIES

Sabrina Baronberg, MPH
Principal

917-696-5563
Sabrina@TigerEyeStrategies.com

- Academic background in public health, specifically developing and implementing large-scale programs and policies
- Professional background in developing and growing teams, program planning and evaluation, organizational development, people and culture
- Expertise in working with non-profit organizations to connect mission to impact through strategic planning, measurement, and people development
- Almost a decade of experience working at NYC DOHMH and with City Government



Why Do We Do Workplace Wellness?



Employees want and need Worksite Wellness Programs:

- 61% think their employers are partially responsible for helping them maintain their mental health. ([AARP](#))
- Over 90% of employees believe well-being is as important as salary. ([Wellable](#))
- 8 of 10 NYC employees reported that WorkWell NYC supports their healthy lifestyle goals. ([WorkWell NYC Pulse Survey](#))

Studies Show Worksite Wellness Programs Work:

- Retention
- Productivity
- Improved teamwork
- Lowered health care costs
- Culture creation
- Reduction of burn-out
- Potential to reach large population

Poll!

What do you hear from your people about the benefits of Workplace Wellness?

- Sense of Community
- Sense of Purpose
- Investment from Employer
- Work/Life Balance

**So...What is
Workplace Wellness?**

Real Life Example: Discuss!



I asked google, do employees really want pizza parties?

Google Said:

Employees want more than pizza parties:

- Offering food can be seen as just the bare minimum. Meets current needs but not enduring...
- Pizza parties can feel patronizing: Many employees see pizza parties as a way for companies to cut corners on what really matters, like fair compensation and benefits.
- Lack of individual value: A generic pizza party doesn't acknowledge individual contributions in a meaningful way.
- Ineffective for motivation: Pizza parties are a poor substitute for true motivators like fair wages, opportunities for skill development, autonomy, and work-life balance.
- Not everyone likes pizza: Individual preferences vary, and what one person considers a fun reward, another might find unappealing.

But...should we have pizza parties?

Holistic Approach: 8 Dimensions of Wellness



8 DIMENSIONS OF WELLNESS

Financial: Satisfaction with current and future financial situations

Social: A sense of connection, belonging, and a well-developed support system

Spiritual: Expanding our sense of purpose and meaning in life

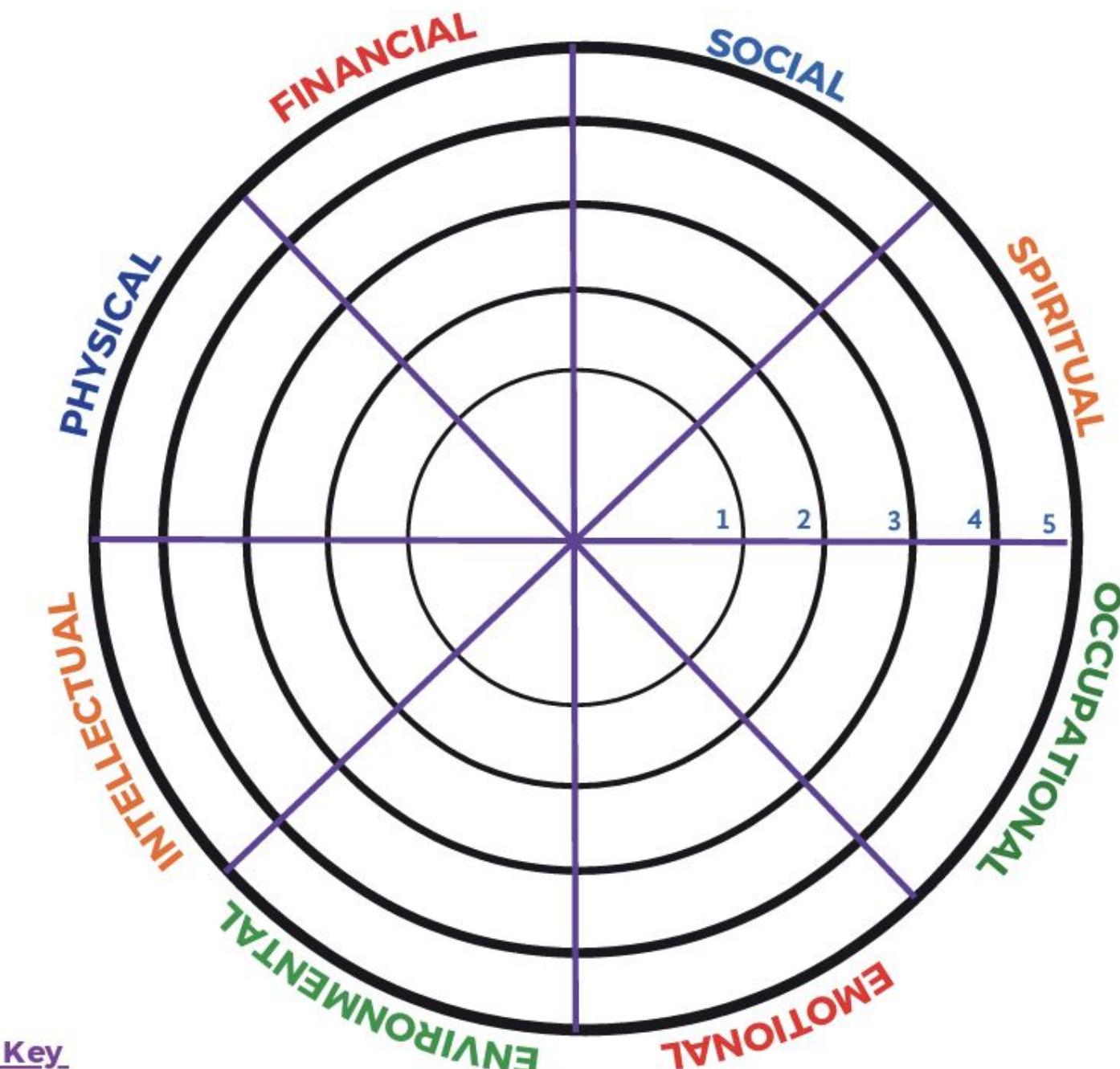
Occupational: Personal satisfaction and enrichment derived from one's work

Emotional: Coping effectively with life and creating satisfying relationships

Environmental: Occupying pleasant, stimulating environments that support well-being

Physical: Recognizing the need for physical activity, diet, sleep and nutrition

Intellectual: Recognizing creative abilities and finding ways to expand knowledge and skills



Scoring Key

- 1) Definitely need to work on this
- 2) Okay, but I can do better
- 3) Pretty solid
- 4) Very satisfied
- 5) Completely happy

8 Dimensions of Wellness: Application



8 DIMENSIONS OF WELLNESS

Financial: Satisfaction with current and future financial situations

Social: A sense of connection, belonging, and a well-developed support system

Spiritual: Expanding our sense of purpose and meaning in life

Occupational: Personal satisfaction and enrichment derived from one's work

Emotional: Coping effectively with life and creating satisfying relationships

Environmental: Occupying pleasant, stimulating environments that support well-being

Physical: Recognizing the need for physical activity, diet, sleep and nutrition

Intellectual: Recognizing creative abilities and finding ways to expand knowledge and skills

Social: Connection, Belonging, Teamwork

Post Trivia questions around the office, start the water cooler conversations

Occupational: Meaning, Recognition, Service

Highlight people, groups, successes regularly

Emotional: Stress, Mindfulness, Resilience

Choose a month for managers to try a mindful moment before every meeting

Physical: Activity, Sleep, Ergonomics

Normalize walking meetings, post maps or instructions

Poll!

Now we know, Workplace Wellness can have many dimensions.

But...once we build it, will they come?

What is your biggest engagement challenge right now?

- Low participation
- Lack of support from leadership
- Communication/Gathering fatigue
- Hard to measure/share impact/results
- Same people over and over
- Other?

What Makes Workplace Wellness... Work?

4 Keys to Success

1. Know your audience
2. Offer a variety
3. Be persistent
4. Test and learn

1. Know Your Audience



- **Wellness means different things** to different people at different times
- Understanding this and how it applies to the **ways of working at your organization** is critical to engagement
- How can you be **responsive to and reflective** of this in a way that works for your site?

1. Know Your Audience: Examples



- Use a **survey** to assess the current state and population (and do it again!)
- Post **key quotes or data** from the survey around the office
 - 90% of you want more opportunities for physical activity during the day!
 - 9 out of 10 respondents would like a workshop on office ergonomics
- **Relate the data back** when doing your outreach
 - You asked for more physical activity, here it is!
 - 1 of 4 of workers here are over 50, so here is a workshop tailored to you

Pro Tips:

- When you ask for input, be specific (types, times, how to communicate, etc)
- Share back the results!



2. Offer a Variety



- **Consider Diverse Needs:** Employees have different interests, abilities and wellness priorities that change over time. Offering varied options ensures more people find something that resonates with them!
- **Showcase Inclusivity:** When people see options tailored to different backgrounds and lifestyles they feel seen and valued
- **Keep the Program Fresh:** Variety prevents monotony and encourages attendance/engagement for both repeat and new “customers”
- **Increase the Opportunity for Positive Outcomes:** More entry points can lead to greater participation and amplify potential wellness impact

2. Offer a Variety: Examples



- **Review your data, what do people want?** What activities do people tend to attend?
- Look back on the 8 Dimensions of Wellness. **What ideas do you have for each?**
- **Review your space**, what options do you have?
- Think big picture, **who might you be missing** with your activities? Consider work hours, location, etc.

Pro Tip: Use the [Culture of Health planning](#) tool and the [WorkWell NYC Toolkit](#) as resources for ideas for activities that might appeal to your audience

3. Be Persistent



- **Regular communication** keeps wellness top of mind
- Being visible builds trust and participation **over time**

Pro Tips:

- Schedule ongoing activities or communication in addition to one-time events
- Suggest ways people can incorporate Workplace Wellness into their daily work routines
- Don't let the perfect be the enemy of the good! What easy things can you do in-between events to keep Workplace Wellness top of mind?





4. Test and Learn

- **Be gracious with yourself!** Not every activity is going to hit the mark. Set your own metrics of success and keep track of what worked and what didn't
- **Ask for feedback** regularly and (in a way that works for you!)
- Be open to **adapt and change**

Pro Tip: Provide an opportunity for people to provide suggestions or feedback ad hoc in addition to after events. Can you have an open form? A comment box? A comment wall?

Poll!

What has worked for you?



- Customer Service Week, it was something I did on my own, the outcome turned out great and everyone was very happy with the results
- Being organized and promoting the programs well
- Our Shades of Support event - giving staff a platform to support causes they are passionate about or have experience with
- Celebrating personal birthdays. People love and enjoy being celebrated
- New types of Events: Soundbath, Relaxation Station, Outdoor Scavenger Hunt, Self Defense Class, Clothing Swap, Human Slot Machine

Our Path Forward: Summary



- **Know Your Audience:** Consider using a survey (see WorkWell NYC's sample [here](#)) to assess staff interest, availability, and motivation. **You may be surprised what you learn**
- **Offer a Variety:** Develop and implement programming based on people's interest and capacity. **Consider all Dimensions of Wellness**
- **Be Persistent:** Don't be afraid of low-hanging fruit
- **Test and Learn:** Collect feedback. **If it doesn't work, let it go**

Our Path Forward: Get the Support You Need!



- **Involve Your Leaders:** Report back to managers and leadership to create a true organizational [Culture of Health!](#)
 - Share proof and [organizational ideas](#) up the ladder to support change
 - Nominate or sign up as an [Executive Wellness Sponsor](#) via our [Executive Wellness Program](#).

Organizational change is key to sustainable impact.
- **Connect with other Ambassadors and Champions** for support, encouragement, and learning opportunities. [It takes a village](#)
- Take the time to **congratulate yourself** on small and big wins. [What you do matters](#)

Next Steps



What is one thing you are going to do next as a result of this workshop?

WorkWell NYC Resources



WorkWell NYC Resources



- [Ambassador Website](#) for Ambassador information and resources, including materials from Ambassador Academy workshops
- [Ambassador Listing](#) – List of Ambassadors across the City (updated monthly)
- [Ambassador Office Hours](#) – schedule time to meet to discuss WorkWell NYC programs or get support with planning programs (for Ambassadors at non-Partner agencies)

WorkWell NYC Resources



- Ambassador Newsletter - includes upcoming programs, “**Ambassador Spotlight**” and Ways to get involved sections designed to support wellness program ideas
- [Wellness That Works Worksite Toolkit](#) – program ideas with step-by-step details on how to implement
- [The Business Case for Increased Investment in the Health and Well-Being of NYC Employees](#) on how to make organizational changes to support workplace wellness
- WorkWell NYC sample survey [here](#)

UPCOMING EVENTS

Upcoming Events



November 20 @ 6 PM | In the Kitchen - Savor the Season

- Did you know? Seasonal foods taste fresher and are more nutritious! Join us for the next In the Kitchen - Savor the Season cooking demo, where we'll make delicious recipes using some of your favorite seasonal fruits, herbs, and veggies.



December 2 @ 1 PM | Ending the HIV Epidemic in NYC

- About 131,000 New Yorkers live with HIV/AIDS, but many don't seek out education or treatment. For World AIDS Day 2025, join our webinar in partnership with NYC Health to learn about transmission, diagnosis, current infection trends, and treatment resources.



Reminder | Get Your Flu Shot

- It's your final chance in November to get a [flu shot](#) before the holidays! Protect yourself and others for this holiday season by visiting an in-network medical office or going to a participating pharmacy.

Let us know your thoughts



We'd love to know your thoughts on today's workshop. Your feedback informs future programs.

Scan the QR code for a brief survey.

Survey will also be shared in the follow up email.





Connect and Explore:



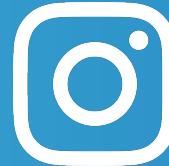
wwnycambassador.com



nyc.gov/workwellnyc



workwell@olr.nyc.gov



[@workwellnyc](https://www.instagram.com/@workwellnyc)



[linkedin.com/company/wwnyc](https://www.linkedin.com/company/wwnyc)



[youtube.com/workwellnyc](https://www.youtube.com/workwellnyc)

thank
you!

