



the SANDBOX

www.TheWellnessSandbox.ca

IF YOU BUILD IT, THEY WILL COME

ASEBP presentation
Jennifer Carson, CEO



Agenda

- Background
- Opportunities & Challenges
- Audiences
- Goal & Objectives
- Solution
- Partnerships
- Samples of the SANDBOX
- Evaluation & Next Steps



Background

- Partner with organizations, collaboration
- Support and improve access and use of available wellness recourses
- Determine gaps in accessibility of wellness promotion tools
- Online survey of known wellness champions to determine appetite



Opportunities & Challenges

- Opportunities
 - Support initiatives from wellness champions
 - Align consistently with ASEBP strategic directives
 - Strong partnerships with others in comprehensive school health community in Alberta
- Challenges
 - Inability to communicate directly with wellness champions
 - No social media program to drive traffic to the site
 - Time constrains of primary audience



Audiences

- Primary
 - Wellness champions in Alberta K-12 education sector
 - One per school plus district office
- Secondary
 - Members of the Alberta School Employee Wellness Working Group
 - Others throughout the country who are invested in health and wellness initiatives

All employees and organizations must be approved to participate



Goal & Objectives

Create a simple-to-use, centralized forum for Alberta's education sector to access and share workplace wellness promotion ideas and resources

- Objectives
 - 15% of target audience (n=300) registered in one year
 - Demonstrate that The Sandbox is being used as a collaborative site



the SANDBOX
www.TheWellnessSandbox.ca

Solution

The Sandbox: Your space for healthy school workplaces





Solution

- Fully-accessible, public and collaborative space
- Assist wellness champions in getting their workplace health initiatives off the ground
- The Sandbox website:
 - Weekly blogs (written by experts)
 - Resource hub for workplace wellness tools
 - A forum to share ideas and ask questions
 - Find learning and professional development opportunities
 - Events calendar



the SANDBOX
 www.TheWellnessSandbox.ca

asebop



alberta healthy school
Wellness community
fund

advancing comprehensive school health



**Alberta Health
 Services**



Ever Active Schools
 www.everactive.org



**apple
 SCHOOLS**

Alberta Project Promoting
 active Living & healthy Eating



be fit for life
 moving alberta





Sample blog titles from The Sandbox

“Sport is a Powerful tool to Belonging and Wellness”

“Time to Disable the Label”

“The Benefits of Friendship”

“Emotional Wellness: The Importance of Making
Connections” (CASS)

“A Day to Remember” (interview with Elk Island Catholic)

“Through the Looking Glass”

Sources:

AHS, Apple A Day, U of A, doctors, pharmacists, dental hygienist, Everactive Schools, ASEBP staff, CASS Exec Dir, primary care networks



Evaluation & Next Steps

	Target	Actual
Registrants:	300 by Oct/16	513 as at Apr/16
E-news subscribers:	300 by Oct/16	488 as at Apr/16
Unique visitors monthly:	500 on average	600-1,300 on average
Average session on site:	over 1:30 minutes	3:50 minutes
Total blog comments:	60 for year	64 as at Apr/16

Month of April

- represents 75 different workplaces
- 57% new visitors & 43% returning visitors
- 89 resources on site; 331 views of resources & 110 downloads
- 15 social shared; 41 sessions via referral



Evaluation & Next Steps

- Evaluate all tools on the site to determine utilization
- Revisit initial design and enhance where beneficial (platform, access)
- Broaden readership as much as possible
- Further engage school jurisdictions wellness champions and ASEBP health advisors in strategic planning for initiatives
- Consider survey of users and partners to ensure needs continue to be met



the SANDBOX
www.TheWellnessSandbox.ca



Award-winning!

Award of Excellence
Capital Awards 2016 for
Digital Communications
International Association of
Business Communicators
(IABC)





And so in closing...

- Stumped for workplace wellness initiative ideas?
- There's room in The Sandbox for everyone!
- Let's build in The Sandbox!

www.TheWellnessSandbox.ca



the **SANDBOX**

www.TheWellnessSandbox.ca

LET'S PLAY!