

Presentation Title::
Engaging Millennials in Workplace Wellness

Primary Track:
General Wellness

Population Addressed:
Millennials, Young Adults

Additional Track:
Worksite Wellness 2

Breakout Abstract/Program Book Listing:

More than 33 percent of American workers are Millennials. While they don't currently drive healthcare spending, they do influence a company's culture and benefits package. As millennials are the most educated, diverse, and tech-savvy workers, they are more likely open to change. As employers shift from generic wellness programs, they need to implement programs that incorporate tools like mobile apps with gamification, health trackers, and social challenges. Doing this will engage workers and increase retention.

Objective 1::

To understand the characteristics, behaviors, barriers, and triggers for millennial employees.

Objective 2::

How to incorporate a millennial population strategy into their benefits design and company culture.

Objective 3::

How to develop an holistic program that caters to the needs of millennials.

Instructional Level:

Introductory

Primary Teaching Method:

Lecture with audio/visual (e.g., slide presentation)¹

Additional Teaching Method:

Experiential or Participatory Activity (e.g., practice using a skill)

Total Score:	31.00
Relevance and Value:	4
Learning Objectives:	5
Teaching Methods:	5
Evidence-based/Best Practices:	3

References:	4
Practical Application:	5
Practical Tools:	5
Please select (1) main track YOU think this session best fits.:	Worksite Wellness
Select one (1) additional sub-track YOU think this session best fits into. If you do not feel it fits into multiple tracks, please select "none.":	Wellness for Special Populations2
Would you recommend this program?:	Yes, 90 minute

Please share any additional comments about this proposal:

Great topic and area of interest. The portion of the session that includes brainstorming in groups may need to be revisited. Research has shown brainstorming as largely ineffective and with the limited time, it would be beneficial for all participants to have an opportunity to contribute (references below). Aside from the brainstorming active learning activity, this would be a great addition to the worksite wellness section.

Kolfschoten, G. L. (2011, January). Cognitive Load in Collaboration-Brainstorming. In *System Sciences (HICSS), 2011 44th Hawaii International Conference on* (pp. 1-9). IEEE.

Evans, N. (2012). Destroying collaboration and knowledge sharing in the workplace: a reverse brainstorming approach. *Knowledge Management Research & Practice, 10*(2), 175-187.

Kalargiros, E. M., & Manning, M. R. (2015). Divergent Thinking and Brainstorming in Perspective: Implications for Organization Change and Innovation. In *Research in Organizational Change and Development* (pp. 293-327). Emerald Group Publishing Limited.