

Communicating about WELL Strategies

The WELL Building Standard™ (WELL) provides a set of evidence-based strategies (or features) for advancing health and well-being. This fact sheet, centered around WELL strategies, will help you create engaging communications and marketing materials for your employees and other stakeholders. You can utilize these talking points and quick facts in emails, posters, social media posts and other resources – or host them on your organization's intranet site.

Scan your WELL reports, identify your organization's achievements, customize the templates below and integrate them into your storytelling.

Note: WELL is backed by over 7,000 citations. Sources for the facts in this sheet can be found within the [WELL Standard](#). For more information, reference our [research digests](#).

Option 1: WELL At a Glance

When introducing your stakeholders to WELL, start with a high-level snapshot of your organization's achievements. These quick facts can be used to raise awareness, inspire and motivate your team.

- Did you know...this space has implemented verified WELL strategies to support your **health, safety and well-being**?
- Did you know...the space you're in right now implemented WELL strategies designed to **improve air quality**? Now that's a breath of fresh air.
- Did you know... in this indoor space we have incorporated WELL strategies to **improve water quality** so you can stay hydrated knowing that you're drinking cleaner, healthier water?
- Did you know...this space uses WELL strategies to improve lighting conditions designed to help you feel **more energized, comfortable and productive** during your day?
- Did you know...this space incorporates WELL strategies into the building's design and operations to help you **get more physical activity throughout the day**?
- Did you know...this space was designed with WELL strategies in mind to help meet **your thermal comfort** needs each day?
- Did you know...this space was designed with WELL strategies that promote your **acoustical comfort** needs each day?
- Did you know...the materials in this indoor space were selected using WELL strategies to help **reduce your chemical exposure**?
- Did you know... this space has been transformed by WELL strategies designed to promote **your cognitive and emotional health**?

- Did you know... this space incorporates WELL strategies designed to build a **culture of health** and establish an **inclusive, engaged community**?
- Did you know... this space is designed to reduce the chance of infection transmissions because it has implemented WELL strategies around **rigorous cleaning and sanitization** procedures?
- Did you know... this space has established WELL strategies to support **emergency preparedness**? We're ready for whatever challenges come our way!
- Did you know... this space has incorporated WELL strategies to provide you with **access to health service programs and support**? We're all in this together.
- Did you know...this space has implemented WELL strategies to **manage and monitor the air and water quality**, so you can breathe (and drink) more easily?

Option 2: The Science Behind WELL

The rich evidence behind the WELL Building Standard can be easily leveraged in an educational campaign to both inform and engage the people in your space about the value of implementing strategies to support their health and well-being. Browse the content below (organized around key themes) and extract relevant portions to provide a deeper level of understanding to your stakeholders.

GENERAL

Did you know...the average person spends approximately **90%** of their time indoors?

- Approximately 90%! That's about 22 hours each day. Now think about those indoor spaces. Are they good for your well-being? Your space now has implemented WELL strategies curated to improve your well-being.

AIR

Did you know...you breathe around **3,000 gallons** of air every day?

- Each breath not only brings vital oxygen to your body, but also carries thousands of additional particles and contaminants. This space filters the air you breathe to improve its quality.

Relevant WELL feature: A12 Air Filtration

Did you know...indoor air quality can be **2-5 times** worse than outdoor air quality?

- Luckily, **<company name>** is taking steps to improve indoor air quality through cutting-edge design and maintenance measures.

Relevant WELL features: All Air features

WATER

Did you know...chlorine, a chemical commonly found in drinking water for disinfectant purposes, can be harmful in excess amounts?

- Chlorine is added to public water supplies through a process called chlorination to disinfect the water and kill germs. In small doses, chlorine is beneficial for the water supply. In large doses, it can have serious health effects. This building's water quality has been tested so you can feel more confident when you drink.
Relevant WELL feature: W02 Drinking Water Quality

Did you know... humans should drink 9 - 13 cups [two - three liters] of water daily? Do you get enough water to keep your body hydrated?

- Water is necessary for lubricating and cushioning joints and carrying nutrients and oxygen to cells, among other essential bodily processes. The conveniently located hydration stations around your space make staying hydrated easier. Track your water intake to determine if you may be dehydrated. If so, drink up!
Relevant WELL feature: W06 Drinking Water Promotion

NOURISHMENT

Did you know...fiber does more than keep you full! Dietary fiber has been linked to a lower risk of heart disease, stroke, hypertension, diabetes and obesity and is associated with improved digestive health.

- WELL promotes consumption of whole grains, a great source of fiber! Visit the kitchen here to see what's new to support healthy eating!
Relevant WELL feature: N03 Refined Ingredients

Did you know...poor diet is linked to a 66% increased risk of loss of productivity?

- Food is your fuel! Your space is designed to help you make healthy food choices so you can give your body the best possible nourishment.
Relevant WELL features: N01 Fruits and Vegetables, N03 Refined Ingredients, N05 Artificial Ingredients

Did you know...that 75% of the American population's diet is low in vegetables, fruit and dairy?

- Regular consumption of fresh fruits and vegetables can help build a healthy diet, lowering your risk of cancer, diabetes, heart disease and obesity.
- Consuming plants, cooked or raw, is a necessary part of maintaining a healthy diet. Plants provide our body with essential vitamins and nutrients, as well as water!
- Visit the kitchen here to see what's new to support healthy eating!
Relevant WELL feature: N01 Fruits and Vegetables

LIGHT

Did you know...exposure to daylight is essential?

- A lack of exposure to daylight can disrupt the circadian rhythms of humans and decrease sleep quality. And, indoor spaces with daylight exposure have been shown to have fewer bacteria, compared to spaces without any light exposure. WELL addresses this by taking daylight prioritization into account during building design and planning.

Relevant WELL features: L01 Light Exposure, L06 Daylight Simulation

Did you know...electric lighting can alter our circadian rhythm by pushing back bedtimes?

- Sleep and other biological rhythms evolved in the natural light-dark cycle and electric lighting may disrupt these rhythms by reducing the amount of natural sunlight most people are exposed to during the day. WELL addresses this by setting circadian-appropriate levels for your electric light, and encouraging access to natural daylight.

Relevant WELL features: L01 Light Exposure, L03 Circadian Lighting Design, L06 Daylight Simulation

MOVEMENT

Did you know... that standing burns 50 more calories per hour than sitting?

- **<company name>** has invested in sit-stand desk options to enable you to burn those extra calories throughout your workday. Be sure to utilize your new desk and stand during some of your working hours.
- An easy way to burn more calories throughout the day is by taking a micro break. Getting up to move around every now and then stimulates your body and could increase your metabolic rate substantially.

Relevant WELL feature: V07 Active Furnishings

Did you know... 86% of Americans sit for at least eight hours of their workday?

- Sitting for prolonged amounts of time can increase your risk for many adverse health effects, such as high blood pressure, heart issues, weight gain and chronic back and neck pain. Take advantage of the sit-stand desks and flexible working options to reduce your sitting time and risk of chronic disease.

Relevant WELL feature: V07 Active Furnishings

Did you know... only about 50% of American adults report meeting the recommended amount of weekly exercise? Luckily, there are easy ways to increase your physical activity.

- The CDC recommends people complete 30 minutes of moderate-intensity aerobic physical activity five days a week. This can be anything from brisk walking to yoga, playing Frisbee or doubles tennis, to water aerobics. Carrying golf clubs or gardening also counts!

Relevant WELL feature: V06 Physical Activity Opportunities

Did you know... the chair at your workstation is unique and can be customized to fit your body?

- Yes! A variety of seating positions are available to make you more comfortable and productive while at work. Take control of your environment where you can by adjusting your chair or learning more about proper ergonomic alignment in your wellness library.

Relevant WELL feature: V02 Ergonomic Workstation Design

THERMAL COMFORT

Did you know...your sweater could be the key to your success!

- Uncomfortable temperatures in the workplace can decrease productivity by 4 to 6%. Fortunately, <company name's> building mechanical system is designed to provide a comfortable work environment to as many people as possible.

Relevant WELL feature: T01 Thermal Performance

Did you know...unfavorable levels of health, humidity and ventilation can cause itchy eyes, headache and throat irritation?

- Fortunately, this space monitors your thermal comfort by using sensors that provide feedback for building managers and users to take appropriate actions.

Relevant WELL feature: T06 Thermal Comfort Monitoring

SOUND

Did you know... the human ear does not respond equally to all sound frequencies?

- The ear responds best to sounds in the same frequency range as the human voice. We are most sensitive to sounds with a frequency between 1,000 and 6,000 Hz. In order to improve your acoustical comfort, this space has been performance tested to confirm both internal and external noises are limited.

Relevant WELL feature: S02 Maximum Noise Level

Did you know...that traffic noise can impact your physical health?

- Studies have shown that exposure to traffic noise can lead to increased risk of cardiovascular system issues, diabetes, hypertension, stroke, depression and high blood pressure. For children, chronic aircraft noise exposure impairs reading comprehension, mental arithmetic and proofreading. <company name> has implemented various design strategies to control interior noise levels.

Relevant WELL feature: S02 Maximum Noise Level

MATERIALS

Did you know... some materials that were widely used in the past, such as lead-containing pipes and asbestos roofing, have demonstrated adverse health effects that triggered restrictions or bans in many countries? WELL addresses these hazards by restricting asbestos, mercury, and lead in building materials.

- Historical use of hazardous materials in construction and furnishing, specifically asbestos, mercury and lead, has presented serious and negative health impacts on humans. Disease caused by exposure to these chemicals, such as asbestosis, developmental issues in children and various forms of cancer, still affect millions of people.

Relevant WELL feature: X01 Material Restrictions

Did you know...to be wary of that “new building” smell?

- Newly installed furniture, insulation, flooring as well as wet-applied products such as paints, adhesives, sealants and coatings can significantly introduce volatile organic compounds (VOCs) into living spaces. <company name> has selected products with low or no VOC emissions, to help protect the indoor air quality in this space.

Relevant WELL feature: X06 VOC Restrictions

MIND

Did you know...green walls and plants are more than just pretty. They're an expression of biophilia – elements, patterns or designs found in nature!

- Many of us feel better after a walk in the mountains or by the sea. That's why nature is intentionally featured within your space! Not only do plants purify the air, but biophilia – the idea that humans have an innate affinity with the natural world – means that the presence of nature supports our physical and mental well-being. A study found that recovering patients in an intensive care unit who were exposed to images of natural settings reported less anxiety and a lower need for strong pain medication than those exposed to abstract art and a blank canvas. So, look at that greenery and appreciate the beauty that surrounds you!

Relevant WELL feature: M02 Nature and Place

Did you know...meditating and practicing mindfulness can reduce your stress levels and help enhance your memory?

- Meditating and engaging in mindful practices help focus your attention and increase awareness to control mental processes and foster general well-being. Give it a try! It can be as simple as taking five minutes of your day to find inner calm. Whether at your desk or in a designated quiet, focus room, meditation has health benefits regardless of where you do it.

Relevant WELL features: M07 Restorative Spaces, M08 Restorative Programming, M09 Enhanced Access to Nature

COMMUNITY

Did you know...diversity includes race, gender, socioeconomic background, physical ability, gender identity and other factors? Yet in industrialized countries, 50-70% of persons with disabilities of working age are unemployed, and 35% of LGBT employees in the United Kingdom hide that they are LGBT at work in fear of discrimination.

- WELL promotes diversity and inclusion throughout all of an organization's operations, including hiring practices, determination of salary and wages, workplace culture and organizational structure.

Relevant WELL feature: C12 Diversity and Inclusion

Did you know... your knowledge is power. Practice health literacy!

- Improve your health by first understanding why "healthy habits" are beneficial. Educate yourself using the literature provided in your space or online tools such as the WELL Building Standard. WELL takes a holistic approach to health in the buildings where we live, work and learn by addressing behavior, operations and design.

Relevant WELL feature: C01 Health and Well-Being Promotion

CLEANING AND SANITIZATION PROCEDURES

Did you know... that viruses are spread primarily through close contact with an infected person and that soap has been found to be more effective than hand sanitizer in removing pathogens?

- **<company name>** has provided sufficiently large sinks, as well as soap containers and hand-drying towels or dryers to reduce pathogen transmission associated with washing and drying hands.

Relevant WELL features: SC1 Support Handwashing (WELL Health-Safety Rating), W08: Hygiene Support (WELL Building Standard)

Did you know... cleaning product ingredients can contain vapors or gases that irritate the nose, eyes, throat and lungs and can cause or trigger asthma attacks?

- **<company name>** works towards reducing your exposure to pathogens, allergens and hazardous cleaning chemicals with the use of verified cleaning products and protocols. This space has implemented a rigorous cleaning protocol that addresses high-touch surfaces, provides annual training, maintains cleaning logs and restricts use of hazardous or harmful ingredients in cleaning, disinfection and sanitization products.

Relevant WELL features: SC4 Select Preferred Cleaning Products (WELL Health-Safety Rating), X11: Cleaning Products and Protocols (WELL Building Standard)

EMERGENCY PREPAREDNESS PROGRAMS

Did you know... natural disasters affect close to 160 million people worldwide every year and beyond that, the COVID-19 pandemic spread to almost every continent within just five months?

- An effective emergency management plan requires an understanding of potential local hazards, the needs of vulnerable groups, the responsibilities of the emergency response team and building response capabilities. **<company name>** has thoughtfully created a robust emergency management plan with all of these factors at the forefront to help us better prepare to handle unforeseen events, minimize occupant confusion and improve coordination and safety during emergency situations.

Relevant WELL features: SE1 Develop Emergency Preparedness Plan (WELL Health-Safety Rating), C03: Emergency Preparedness (WELL Building Standard)

HEALTH SERVICES RESOURCES

Did you know...tobacco is responsible for an estimated six million deaths per year globally among direct users? In addition to those deaths caused by direct use, an estimated 890,000 annual deaths can be attributed to non-user exposure to secondhand smoke.

- Since there is no safe and acceptable level of cigarette smoke exposure, the only way to protect people from secondhand and thirdhand smoke is to implement a 100% smoke-free environment, which is what this space does!

Relevant WELL features: SH5 Promote a Smoke-Free Environment (WELL Health-Safety Rating), A02: Smoke-Free Environment (WELL Building Standard)

AIR AND WATER QUALITY MANAGEMENT

Did you know... research has shown that increased ventilation in a building can reduce the chance of influenza?

- A study published in 2019 found that ensuring even minimum levels of outdoor air ventilation reduced influenza transmission as much as having 50-60% of the people in a building vaccinated. This building protects against viruses by bringing fresh air in from the outside through mechanical and/or natural means to dilute human and product-generated air pollutants.

Relevant WELL features: SA1 Assess Ventilation (WELL Health-Safety Rating), A03 Ventilation Design (WELL Building Standard)

STAKEHOLDER ENGAGEMENT AND COMMUNICATION

Did you know... 68% of reported foodborne illness outbreaks in the U.S. originate from a food service setting?

- Restaurant grading and public posting programs have been implemented in some communities, resulting in increased public awareness of restaurant cleanliness and quality, as well as incentivizing food establishments to uphold and maintain sanitary measures and hygiene practices. Any food service establishments in this building prominently display food inspection information on-premises.

Relevant WELL feature: SS2 Share Food Inspection Information (WELL Health-Safety Rating)

Did you know...low health literacy is linked to lower use of preventive care and lower self-reported mental and physical health?

- This space has implemented people-first strategies that support awareness of health and well-being programs, promote health literacy and encourage engagement with health resources.

Relevant WELL features: SS1 Promote Health and Well-Being (WELL Health-Safety Rating), C02 Integrative Design (WELL Building Standard)

WELL: beyond this space

The benefits of your company's commitment to WELL extend beyond your physical space. Remote team members can also benefit from the policies and programs you've enacted. Here are a few benefits to highlight for remote workers:

- **<company name>** recognizes the importance of physical activity to your health and well-being. As part of our commitment to WELL, we offer incentives to get moving. **[Insert details about incentives offered]**

Relevant WELL feature: V09 Physical Activity

- Knowing how much you move is likely to get you moving more! Because of our commitment to health and wellness, **<company name>** **<provides or subsidizes>** fitness trackers. **[Insert details about options offered]**

Relevant WELL feature: V10 Self-Monitoring

- **<company name's>** commitment to health and wellness includes mental health. We offer mental health support through mental health screenings and services. **[insert details about options offered]**.

Relevant WELL feature: M03 Mental Health Services

- Knowledge is power! **<company name>** is committed to helping our team support your mental health by providing mental health education. **[insert details about options offered]**.

Relevant WELL feature: M04 Mental Health Education

- Workplace stress is bad for your health. <company name> is helping by developing stress management plans as part of our commitment to WELL.
Relevant WELL feature: M05 Stress Management
- Time away from work is not a luxury - it's a necessity. As part of our commitment to WELL, <company name> supports healthy working hours by [insert details of strategies used].
Relevant WELL feature: M06 Restorative Opportunities
- Tobacco is responsible for an estimated six million deaths per year globally among direct users. <company name> recognizes the importance of tobacco cessation and offers resources to help. [insert details about options offered].
Relevant WELL feature: M10 Tobacco Cessation
- Substance abuse contributes significantly to the global burden of premature death and disability. <company name> recognizes the importance of offering substance use education and addiction services. [insert details about options offered].
Relevant WELL feature: M11 Substance User Services

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