

## THIS ISSUE

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EDITOR:  
Lucie Hughes  
LUCIE.HUGHES@BENECARD.COM

WWW.BENECARDASSOCIATION.COM

## Effective Ways You Can Encourage Employees to Use Their Benefits

In today's workplace, encouraging employees to utilize their benefits has become increasingly difficult. Being such a complex topic, many workers often leave enrollment meetings confused and unsure of what their benefits actually have to offer. It is important for Human Resource (HR) teams to outline benefit packages in detail to both inform and entice workers to take advantage of their benefit offerings.

**1. Keep it simple:** First and foremost, HR teams must make sure to schedule meetings to go over all the benefits the company has to offer. During these meetings, it is imperative to break details down simply, while simultaneously encouraging staff to ask questions. The *HR Daily Advisor* reported, "One of the easiest ways to get your employees to engage with their benefits is to simply communicate their availability. Nearly half of employees report that they don't fully understand their benefits"<sup>1</sup>. Employees are less likely to use their benefits if they are too complicated to understand. To combat any lingering confusion, consider providing a main point of contact that employees can reach out to with any questions.

**2. Provide visual content:** Secondly, creating educational documents and tutorials for your employees will help better communicate the terms of their benefits and provide materials they can refer to at any time. An [article](#) from *Forbes* featuring tips from twelve HR professionals suggested to, "Entice prospective and current employees with a simple, visual, compelling, and succinct narrative when highlighting company benefits and perks. Promote using approachable language, employee testimonials, colorful infographics, and other snack-sized communications"<sup>2</sup>.

**3. Share relatable experiences:** Another great way to show just how benefits can support employees is to have management and other team members share their experiences. By sharing experiences, co-workers can relate, which in turn may assist with their selection of benefits.

**4. Make information accessible:** Choosing the right benefit options is an important task not to be taken lightly. Your employees may want to bring materials home to review or share with their family members. HR teams can provide them with materials that are convenient to access and share such as digital content that can be accessed from anywhere and at any time. For example, National Vision Administrators (NVA) provides clients with a virtual open enrollment platform that lays out all the important information an employee needs to learn about their vision benefit. Employees can access the platform when and where they want using a simple web link. [Click here](#) to view the demo NVA Open Enrollment Platform.



Overall, while employee benefits always seem to be a convoluted topic that is met with confusion, there are many steps HR teams can take to make sure employees understand how to best utilize their benefits.

### Sources:

- <https://hrdailyadvisor.blr.com/2018/03/16/5-ways-increase-employee-benefits-engagement-no-additional-cost/>
- <https://www.forbes.com/sites/forbeshumanresourcescouncil/2019/11/27/12-effective-methods-to-encourage-employees-to-use-their-benefits/?sh=4bc95b7722c7>
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## How to Beat the Winter Blues in Your Company

The winter blues are something many employees experience. Whether working from home or going into the office every day, the monotony of the winter season can put a damper on any employee's motivation to work.

Also commonly referred to as Seasonal Affective Disorder (SAD), the winter blues is a type of depression that is triggered by the change in seasons. About 5% of adults in the U.S. experience SAD in some form<sup>1</sup>. This type of seasonal depression can have an impact on employee performance and "make it particularly difficult for employees to remain motivated and can lead to a significant decrease in performance and mental energy, as well as an increase in frustration, absenteeism and even turnover"<sup>2</sup>. However, companies can be proactive and create incentives to help pull their employees out of a seasonal rut. We put together a few ways you can help your employees beat the winter blues.



- 1. Break up the routine with trainings:** One way to combat the winter blues is to encourage team members to attend new trainings and webinars. Trainings allow employees to learn new material while breaking up their daily routine.
- 2. Organize social gatherings:** Providing employees with appreciation days can help increase morale. Some companies schedule breaks where people can gather around for coffee or breakfast to catch up with fellow employees. Other ideas include hosting theme parties or peer recognition lunches, as well as hosting mental health and wellness checks during meetings to boost optimism in the workplace.
- 3. Add natural light and greenery:** Even something as simple as making sure there is a lot of natural light and adding some plants to the office can help elevate the workplace environment. If an office is lacking natural light, creating a wellness area with a couple of light therapy lamps could be a great way to help boost employee morale as well as their Vitamin D intake throughout the long and dark winter months.

Remember, while the winter can be a challenging time mentally, there are many things you can do for yourself and for your employees to make sure you beat the winter blues. No matter what action you choose to take to combat these struggles, it is important to always remain engaged with your workforce so you can monitor employee morale, progress, and gauge what techniques are and/or are not working in promoting mental health amongst your employees.

Sources:

1. <https://my.clevelandclinic.org/health/diseases/9293-seasonal-depression> | 2. <https://www.payrollmedics.com/blog/10-tips-to-help-your-employees-beat-the-winter-blues/>  
<https://thinkhealth.priorityhealth.com/how-to-help-employees-beat-the-winter-blues/> | <https://www.hrmonline.com.au/mental-health/workplace-winter-blues/>

## Which One Doesn't Belong? How to Foster Belonging in the Workplace



**Spark Team at ADP** (Originally published on ADP's blog, "Spark")

*One of the most impactful strategies companies can utilize in the workplace is the power of belonging. As human beings, we are hardwired to motivate ourselves towards connection. In fact, [recent research](#) by neuroscientists suggests that social needs such as belonging are actually managed by the same neural networks as our basic needs, such as food and water.*

**But what exactly is belonging?** *Belonging has been defined as a unique and subjective experience that translates into an emotional and physical desire for connecting with others. It's rooted in positive relationships, interpersonal connections and interestingly, it does not depend on participation with or proximity to others or groups. Instead, a sense of belonging stems from the satisfaction, quality, and meaning that we derive from our social connections. That means, we feel a sense of belonging when we feel accepted fully for who we are. The benefits for creating and experiencing a sense of belonging are countless.*

[Click here](#) to read the full article and learn more about how to better help those who don't feel like they belong in the workplace.

