

Fall Well-being Support Planner

12 WEEKS TO WELLNESS COACHING

A research-backed guide to increasing utilization and choosing the right supports for employees, managers, and leaders

For HR, benefits, and workplace wellness leaders

Many organizations already offer wellness benefits, EAP/EFAP services, digital resources, coaching, health benefits, webinars, or manager supports. The challenge is often not that support does not exist. The challenge is whether employees understand what is available, trust it, and know where to start.

This creates a utilization-to-impact gap.

Well-being support only creates impact when employees can access the right support at the right time and see how it connects to their real-life needs.

This planner brings together workplace wellbeing research, global best-practice frameworks, and practical planning tools to help HR and wellness leaders choose the right mix of support before fall pressure builds.

Use this guide to consider:

- Why wellness benefits often go underused
- What best practice tells us about proactive workplace wellbeing
- How to increase utilization of wellness benefits and resources
- How personalized digital pathways can help employees start where they are
- When to use webinars, coaching, registered dietitian support, manager training, or leadership coaching
- What support may be most relevant for your workforce this fall

1. Why this guide, why now

Fall is a predictable pressure point for many workplaces.

Workloads increase, routines shift, caregiving and back-to-school demands return, year-end planning begins, and employees may come back from summer already feeling stretched or disconnected from their usual health habits.

For managers and leaders, fall can also bring added pressure: supporting employees, managing priorities, preparing for year-end, navigating change, and maintaining team energy while managing their own workload. When organizations wait until employees are already overwhelmed, support becomes reactive. A proactive fall wellbeing plan helps

employees, managers, and leaders access practical support earlier, before stress affects engagement, health, absenteeism, productivity, or retention.

The World Health Organization describes burnout as an occupational phenomenon resulting from chronic workplace stress that has not been successfully managed. Burnout is associated with exhaustion, mental distance or cynicism toward work, and reduced professional efficacy.

Canadian workplace mental health data also points to the need for prevention. Mental Health Research Canada reported that 39% of Canadian employees felt burned out in 2025, up from 35% in 2023.

The takeaway for HR and wellness leaders is clear:

Fall wellbeing planning should not be limited to reminding employees to “take care of themselves.” It should help people access practical, timely, and relevant support before pressure builds.

2. What best practice tells us

Across Canada, the UK, Europe, Australia, the United States, and global health organizations, workplace wellbeing guidance is moving in a similar direction.

The strongest approaches are proactive, practical, and layered. They support individual wellbeing while also recognizing that work conditions, manager confidence, communication, and access to resources all affect whether employees can stay well.

Five best-practice principles

1. Move upstream before stress escalates

Support is most useful when it is offered before employees are already in crisis.

For fall planning, this means using July and August to identify likely pressure points, promote supports, prepare managers, and create clear pathways into available resources.

2. Support both individual wellbeing and the work context

Individual habits matter. Sleep, nutrition, movement, stress management, recovery, and social connection all affect energy, focus, health, and resilience.

But wellbeing is also shaped by workload, role clarity, communication, support, change, and access to resources.

A strong fall wellbeing strategy helps employees build practical skills while also making support easier to find and use.

3. Make support easy to understand and access

Employees should not need to decode a benefits booklet when they are stressed, tired, or overwhelmed.

They should understand what resources are available, which support fits which concern,

what is confidential, and how to take the next step.

4. Equip managers without expanding their role too far

Managers are often the first to notice when employees are struggling, but they should not be expected to diagnose burnout, provide counselling, offer medical advice, or become health coaches.

They need awareness, confidence, clear boundaries, and referral pathways.

5. Offer layered support

Not every employee needs the same level of support.

Some employees may benefit from a webinar or self-directed digital resource. Others may need coaching, registered dietitian support, chronic disease support, or a more personalized pathway.

A layered model allows employees to start where they are and step up to more individualized support when needed.

3. The utilization-to-impact gap

Many organizations already invest in employee well-being.

They may offer EAP/EFAP services, health benefits, wellness accounts, mental health resources, digital tools, webinars, coaching, manager training, or HR support pathways.

But access does not automatically lead to use.

A benefit only creates impact when employees understand it, trust it, and use it early enough.

Why wellness supports often go unused

Employees may not access support because:

- They do not know what is available
- They are unsure which resource fits their concern
- They worry about confidentiality
- They think their issue is not serious enough
- They are too busy or overwhelmed to figure out where to start
- The support feels too generic
- They do not see how the resource applies to their situation
- They are not ready for one-on-one support
- Managers are not equipped to refer or normalize support-seeking

This is especially important during busy seasons. When employees are already under pressure, they are less likely to search through multiple resources, compare options, or initiate support unless the pathway is simple and relevant.

Key planning question

Are our wellbeing supports easy enough to understand and relevant enough for employees to use before they are in crisis?

4. Seven ways to increase wellness benefit utilization

Increasing utilization is not just about sending more reminders. It is about making support visible, trusted, timely, and relevant.

1. Create a simple “where to go for what” map

Employees need a clear starting point.

A simple map can help employees understand the difference between available supports.

If you need support with...	Consider...
Stress, anxiety, emotional concerns, family issues, or crisis support	EAP/EFAP or mental health support
Sleep, energy, movement, stress habits, routines, or resilience	Wellness coaching or wellness webinar
Blood sugar, cholesterol, blood pressure, heart health, digestive health, meal planning, menopause, or nutrition concerns	Registered dietitian support or nutrition coaching
General awareness and practical strategies	Webinar, workshop, or digital resource
Habit tracking, self-directed learning, or starting point guidance	Digital wellbeing platform
Workplace-specific concerns, accommodations, leave, or policy questions	HR or manager support
Leadership strain, decision fatigue, emotional labour, or sustainable leadership	Leadership coaching or leadership wellbeing support

2. Repeat the message more than once

One email is rarely enough.

Use multiple touchpoints, such as email, intranet, benefits newsletters, manager talking points, webinar follow-up emails, digital platform prompts, onboarding, seasonal campaigns, and leadership messages.

Utilization is built through repeated, timely, and relevant communication.

3. Explain confidentiality clearly

Confidentiality concerns are a major barrier to support-seeking.

Employees need plain-language answers to questions such as:

- Is my participation confidential?
- What information is shared with my employer?
- Is only aggregate data reported?
- Can my manager see whether I used a service?
- Who provides the support?
- How is my personal information protected?

If employees are unsure, they may avoid support entirely.

4. Use low-barrier entry points

Not every employee is ready to book coaching or contact an EAP/EFAP.

Low-barrier options such as webinars, digital modules, self-assessments, habit trackers, short challenges, tip sheets, or group education sessions can help employees take a first step.

These options can normalize common challenges and make it easier for employees to move toward more personalized support when needed.

5. Personalize the experience

Generic wellness libraries can be useful, but they can also be overwhelming.

Personalized pathways help employees move from:

“Here is everything available”

to:

“Here is a helpful next step based on what I need.”

6. Build step-up pathways to coaching

Education creates awareness. Coaching helps people apply what they learn.

Examples:

- A sleep and energy webinar leads to sleep tools, habit tracking, or wellness coaching.
- A nutrition for energy session leads to meal planning resources or registered dietitian support.
- A burnout prevention session leads to resilience coaching or leadership support.
- A menopause session leads to nutrition, movement, sleep, and stress support.
- A chronic disease prevention session leads to registered dietitian coaching or health coaching.

7. Measure more than attendance

Attendance matters, but it does not tell the full story.

To understand utilization and impact, consider tracking webinar registrations, attendance, repeat participation, platform activations, module use, tracker use, coaching inquiries, coaching uptake, referrals to next-step resources, post-session confidence, aggregate feedback themes, and clicks to benefits or resource pages.

The strongest wellbeing strategies measure whether employees are moving from awareness to action.

5. From one-size-fits-all wellness to personalized support pathways

Employees enter fall with different needs.

One employee may need help rebuilding a sleep routine. Another may need nutrition support for blood sugar, cholesterol, digestive health, menopause, or heart health. Another may be ready for coaching but unsure where to begin. A leader may be carrying decision fatigue. A manager may need support recognizing when an employee should be referred to a resource.

A one-size-fits-all approach often misses these differences.

A personalized wellbeing platform can help employees start where they are and step up to the right level of support when needed.

Depending on their needs, employees may be guided toward:

- Self-directed resources
- Goal-setting tools
- Habit trackers
- Educational modules
- Webinars
- Secure messaging
- Wellness coaching
- Registered dietitian support
- Chronic disease support
- Leadership or manager support pathways

During busy seasons, employees may have less time and energy to search for support. Personalization helps reduce friction by answering:

- What is relevant to me?
- Where should I start?

- What can I do now?
- When should I step up to coaching?
- What support is available if I need more help?

6. Choosing the right fall wellbeing support

Use the table below to match what you are noticing in your workforce with the type of support that may be most useful.

If your organization is noticing...	The likely need may be...	Consider...
Broad stress, fatigue, or overwhelm	Shared language and practical coping tools	Employee wellness webinar or resilience workshop
Employees are struggling to apply healthy habits	Personalized support and accountability	Wellness coaching
Employees have nutrition, energy, blood sugar, cholesterol, blood pressure, digestive health, or menopause-related concerns	Evidence-based health and nutrition guidance	Registered dietitian nutrition coaching
Employees are managing chronic disease risk or lifestyle-related health concerns	Behaviour change support and practical health strategies	Chronic disease support or health coaching
Employees have different needs and are unsure where to start	Personalized guidance and clear next steps	Digital wellbeing platform with tailored pathways
Managers are unsure how to respond when employees are struggling	Confidence, boundaries, referral pathways, and stigma reduction	Manager training
Leaders are experiencing emotional labour, decision fatigue, or burnout risk	Confidential support for resilience and sustainable leadership	Leadership Vitality Coaching
Existing benefits are underused	Better communication and lower-barrier entry points	Webinar plus communication campaign

Employees attend sessions but need more follow-through	Ongoing support to apply strategies	Webinar plus coaching pathway
Multiple groups are under pressure	Coordinated support across employees, managers, and leaders	Customized fall wellbeing plan

7. Fall well-being planning worksheet

Use this worksheet to identify the right next step for your organization.

Our top three fall wellbeing concerns are:

The group most likely to need support is:

- Employees
- Managers
- Senior leaders
- All of the above

Our biggest utilization barrier may be:

- Employees do not know what exists
- Employees are unsure where to start
- Employees worry about confidentiality
- Support feels too generic
- Managers do not know how to refer
- Employees need more personalized support
- We are not communicating often enough
- Support is promoted too late
- We are not creating clear next steps after webinars or wellness sessions

The most relevant wellbeing themes for our workforce are:

- Stress and resilience
- Burnout prevention
- Sleep, recovery, and energy
- Nutrition and meal planning
- Movement and healthy routines
- Chronic disease prevention or support
- Digestive health
- Menopause or midlife wellbeing
- Mental health awareness
- Manager confidence and referral pathways
- Leadership vitality and decision fatigue
- Benefits and wellness resource utilization

The type of support that may fit best is:

- Employee wellness webinar or workshop
- Digital wellbeing platform pathway
- Wellness coaching
- Nutrition coaching with a registered dietitian
- Chronic disease support
- Manager training
- Leadership Vitality Coaching
- Benefits and wellness communication support
- Customized fall wellbeing plan

One support we could put in place before fall pressure builds is:

One existing resource we could promote more clearly is:

One group we should communicate with first is:

One next step we can take this month is:

8. Move from planning to action

A strong fall wellbeing plan does not need to be complicated. It needs to be timely, practical, and connected to the needs of your workforce.

Start with one question:

What support would help our employees, managers, or leaders maintain energy, resilience, and well-being before fall pressure builds?

From there, consider the right mix of employee wellness webinars, digital wellbeing resources, personalized platform pathways, wellness coaching, nutrition coaching, chronic disease support, manager training, Leadership Vitality Coaching, and customized workplace wellbeing planning.

The most effective support is not always the most complex. It is the support employees can understand, access, trust, and use when it matters.

Need help choosing the right fall wellbeing supports?

12 Weeks to Wellness helps Canadian organizations support employee wellbeing through practical, evidence-informed coaching, training, and wellness education.

We support organizations with:

- Employee wellness webinars and workshops
- Wellness coaching
- Nutrition coaching with registered dietitians
- Chronic disease and lifestyle health support
- Personalized digital wellbeing pathways
- Virtual Wellness Challenges
- Manager training
- Leadership Vitality Coaching
- Customized fall wellbeing planning

Book a Fall Wellbeing Planning Call

In a 30-minute conversation, we can help you identify:

- Which well-being needs are most likely to show up this fall
- Where employees may be underusing existing supports
- How to create lower-barrier entry points through webinars or digital resources
- Where personalized coaching, registered dietitian support, or chronic disease support may be needed
- Whether manager training or Leadership Vitality Coaching would strengthen your strategy
- How to move from awareness to action before fall pressure builds

[Book a Fall Wellbeing Planning Call to explore the right mix of supports before fall pressure builds.](#)