

Helping everyone, everywhere in Washington state move toward better health and well-being.



What is Be Well WA?

Be Well WA (BWW) is a new long-term and multi-layered initiative promoting wellness and health equity for all people in Washington state. Anchored by the Washington State Department of Health (DOH), BWW is an innovative collaboration with partners and communities to help empower people throughout Washington with information, resources, and opportunities to improve their individual health and well-being.

BWW is a transformative approach to wellness that spotlights and supports ways of building better health and well-being for everyone, everywhere in our state.

Be Well WA is for everyone

Health and well-being don't look the same for every person, and BWW isn't a one-size-fits-all approach. It's not about counting steps; it's about taking steps to improve personal wellness in one or more of the four BWW Pillars of Health:

- Social connection
- Emotional wellbeing
- Nourishment
- Movement

Why now?

As we move past the pandemic, many are still struggling with health and well-being challenges that may have been amplified over the last several years. By meeting people where they are and working with partners and communities across the state, we can promote a wide range of strategies, activities, systems, and policies to support healthier lives and decrease health inequities.



What is DOH doing?

- Launching a broad awareness and social marketing campaign on BWW and the Pillars of Health.
- Leveraging the data and expertise of public health to help inform, create, and support innovative approaches that empower people throughout the state with tools and resources to improve their health and well-being.
- Establishing and supporting initiatives to help communities — particularly those where the most severe health inequities exist.
- Identifying and prioritizing policies that support a healthy ecosystem throughout Washington to make it easier for people to improve the quality of their health and well-being.
- Collaborating with public, private and community partners.



Partner with Be Well WA

We can't do this without our partners—join us! There are so many ways to be a part of BWW:

- Promote BWW messages and resources.
- Develop new or innovative activities around the BWW Pillars of Health for employees to explore.
- Help employees make healthier choices the easier choices.
- Work with us as thought partners and/or invest in community or statewide BWW resources or activities.

Together as public-private-community collaborators, we can make BWW a catalyst for improving health and well-being for everyone, everywhere in Washington.



DOH 820-284 CS July 2024

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov



For more information, please contact the Office of Strategic Partnerships at OSP@doh.wa.gov