



Wisconsin Wellness Program Favorites

Worksite Name: Wisconsin DOT, EAP Wellness Works

Contact Person

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How would you categorize your company?

Government

How many employees are in your company?

> 300

How would you classify the initiative?

Behavioral Program, campaign or intervention (i.e. 10,000 step program, or exercise classes)

What's the primary focus area for your initiative?

Physical Activity

Nutrition

Mental Health / Stress Management

Safety

Other, please describe

Wellness Program Favorite Overview:

Name of the initiative: Choose To Move Challenge

Purpose: Develop and maintain healthy habits prior to winter while donating to charity.

Brief Description (1000 character maximum): The Challenge runs from September 1 - November 30. Employees, retirees and family members statewide form teams, donate \$10 per person if they wish (in conjunction with the State's annual combined giving campaign), and keep track of points earned for physical activity, healthy nutrition, and safe behaviors. Team captains turn in points each month. The top five winning teams decide where the funds will be donated, and the first-place team keeps the coveted "traveling trophy" for a year with the team's name engraved on it. Last year more than 200 employees participated and raised \$2,000 for charity. A local celebrity or athlete is invited to a brown bag seminar to "kick off" the Challenge and motivate participants, and there is another brown bag seminar afterwards to recognize the top

teams and outstanding participants (those who recruited a lot of employees to participate, etc.). Participants complete a survey about what went well and how things might be improved the following year.

Evaluation:

Why was this initiative successful?

Several reasons: having family member involvement helped some participants succeed in changing behaviors. Top managers formed (or joined) teams and were actively involved. The Challenge awards points for things like housework, yoga and meditation, wearing seat belts or helmets, and in other ways appeals to individuals at all levels of fitness, not just already-active athletes.

What did employees like/not like about this initiative or receive from this initiative?

Some employees reported positive health outcomes, others said they appreciated the friendly competition and the support of colleagues and family members in tracking their progress. Some requested more communication during the Challenge, in terms of being able to view team results and know their overall standings.

What would you do differently if you were going to implement this again or what words of advice would you have for another worksite looking to implement this initiative?

It is important to adapt the program to your organization's culture. Try to ensure it is inclusive as possible for all levels of ability. For those employees taking "first steps" in beginning to be active, and those who are already very athletic and appreciate a challenge, we created opportunities for both to have chances to "win" during the Challenge.

Attachments? Please check here if you have attachments that further describe your initiative and that you are willing to share with others.

Yes