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Department of Health Services



M3 Insurance Solutions



Unity Health Insurance

Wisconsin Worksite Wellness Resource Kit

Today's Purpose

- Interactive
- Assist you in leveraging the tools and assessments
- Trainers to show you how you can use the kit as an additional tool that you can add to your list of services provided
- Networking opportunity
- Keep you engaged!
- Takeaway = Tool You Can Use Today!

Our Guarantee: You'll get at least what you paid in!

Binder Contents

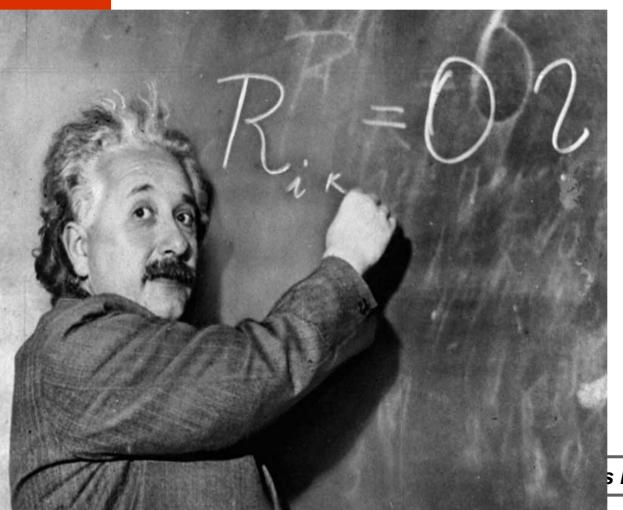
Front Sleeve

- Agenda (white)
- Workshop Evaluation Form (yellow)
- Socio-Ecological Model Triangle (tan)
- Learning Circle Overview (pink)
- What Works in Worksites
- DHFS Website Flyer
- NPA State Plan Summary (orange)
- WELCOA Conference
- Tobacco Toolkit Flyer
- M3's Wellness Resources

Back Sleeve

- Assessment Checklist (yellow)
- Recommendation Table (blue)
- Action Plan (green)

The significant problems we face cannot be solved at the same level of thinking we were at when we created them.



- Albert Einstein

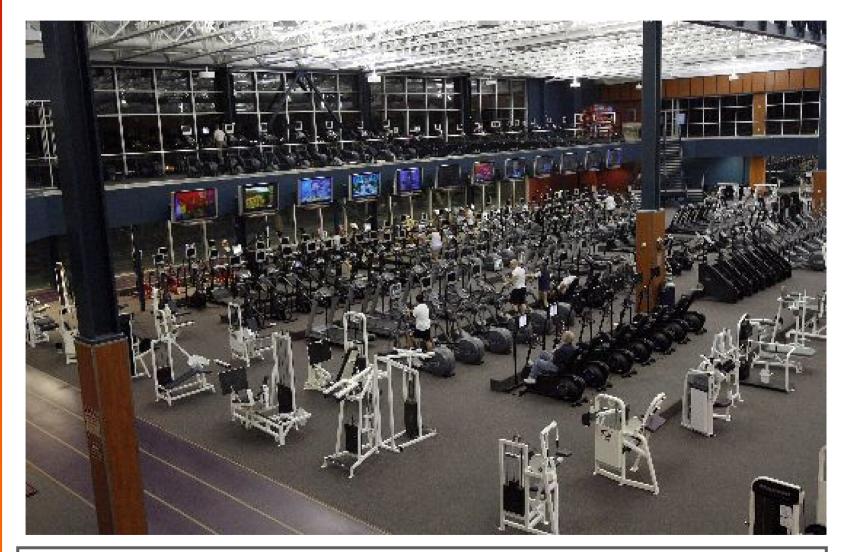
Resource Kit

Today's Agenda

- Introductions & Overview
- Data & How Did We Get Here?
- Factors in Changing Behavior
 - Exercise: 3 Prong approach
- Wisconsin Worksite Wellness Resource Kit
 - In-depth Review of Steps 1-3
 - Exercise: Assessing Your Worksite
 - In-depth Review of Steps 4-6
 - Exercise: Recommendations and/or Action Plan
- Resources & Opportunity to Share/Roundtable

......Plus: A little humor

Ideas for the Rich



Wisconsin Worksite Wellness Resource Kit

...and Not So Rich



Wisconsin Worksite Wellness Resource Kit

Who Am I?

Jon Morgan, MS

Physical Activity Coordinator

Division of Public Health

Voice: (608) 266-9781

Fax: (608) 266-3125

jonathon.morgan@

wisconsin.gov



Wisconsin Worksite Wellness Resource Kit

Nutrition, Physical Activity & Obesity Program (NPAO)

- o Located in the WI Dept of Health
- o CDC Cooperative Agreement Requirements:
 - 3.5 staff dedicated to grant
 - Develop a State Plan
 - Intervention
 - Collaboration with partners
 - Evaluation and surveillance
- o 5 years
- o \$450,000 a year from 2003-2008
- o Just Renewed through 2013 at \$823,000 a year

Wisconsin Partnership for Activity and Nutrition (WIPAN)

200+ Members
130 Organizations
Made Up Of Chairs,
Bylaws and Executive
Committee



Standing Committees:

- Schools
- Advocacy
- Families and Communities
- Environment
- Surveillance
- Business and Industry
- Healthcare

WIPAN

To improve the health of Wisconsin residents by decreasing overweight and obesity, improving nutrition and increasing physical activity

- Resource for nutrition & physical activity information
- Coordinate nutrition & physical activity efforts
- Plan, implement and evaluate the State Plan
- Advocate for policy change at all levels
- Encourage individual and population-based lifestyle changes

What we do...

- o Help promote and implement State Plan
- o Provide Technical Assistance
- o Expand and Strengthen Partnerships
- o Develop and Disseminate Resources
 - What Works documents
 - Governor's School Health Award
 - Got Dirt Initiative
 - 5 a day
 - Worksite Wellness Resource Kit
 - Active Community Environment Resource Kit

Wisconsin Worksite Wellness Resource Kit



2008

6 Workshops April – July (350 Attendees)

2009:

2 Trainer Workshops:

St. Point - June 2 Madison - June 10

2 General in Pittsville & West Bend + others

Delivering the Message/Resource: An Intermediary is Key

Public Health Coalition

Resource Kit

Individual Worksites Wellness Programs

Others?

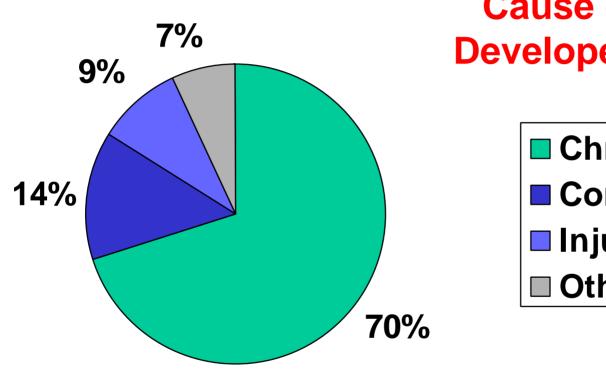
Wisconsin Worksite Wellness Resource Kit

A Little Data

Communicable Diseases Get Headlines



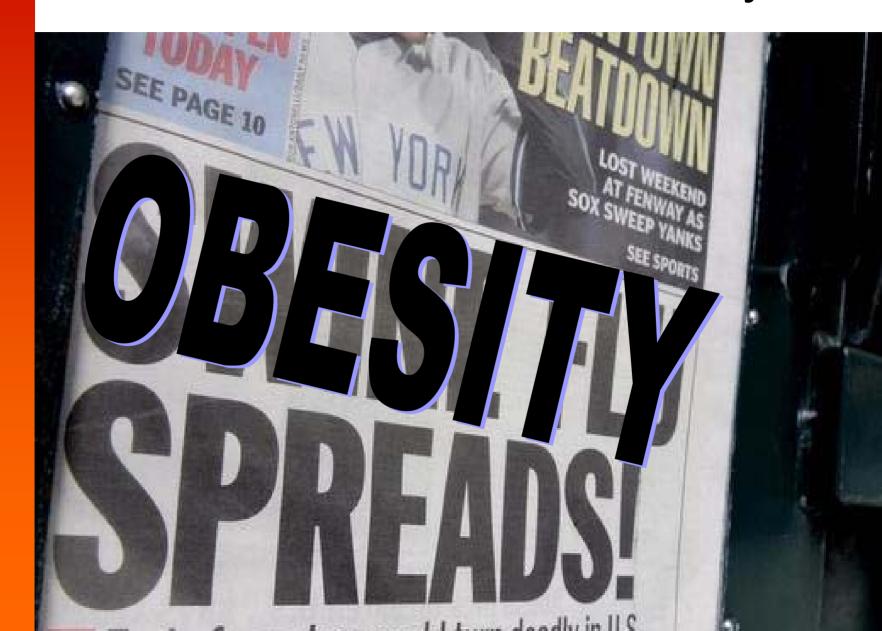
But, Chronic Diseases will kill more



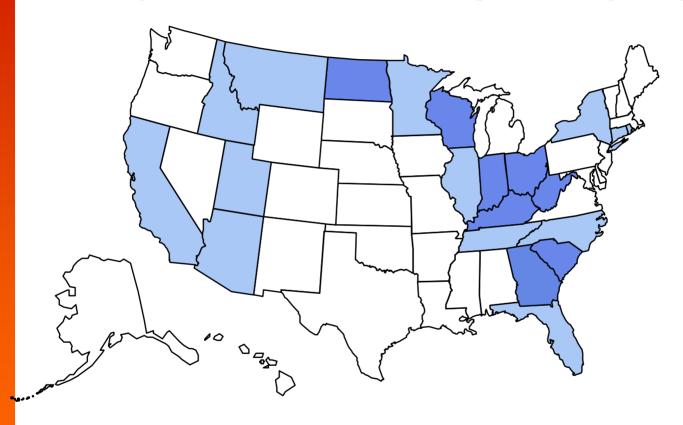
Cause of Death in **Developed Countries**

- Chronic
- Communicable
- Injury
- Other

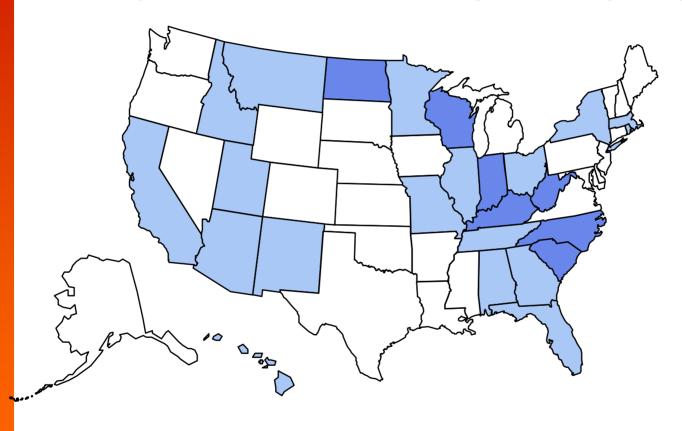
Future Headline....Unlikely

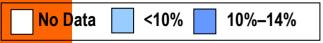


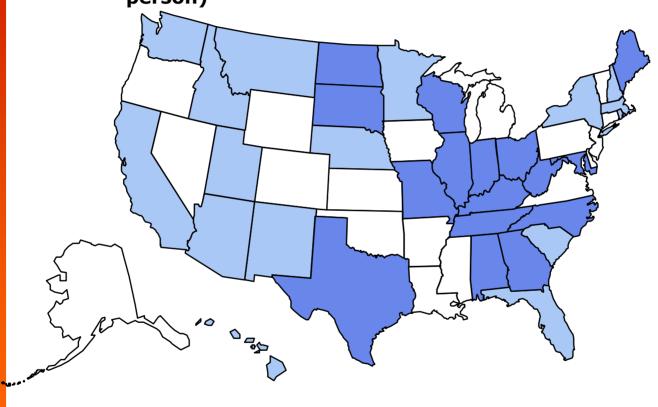
BRFSS, 1985



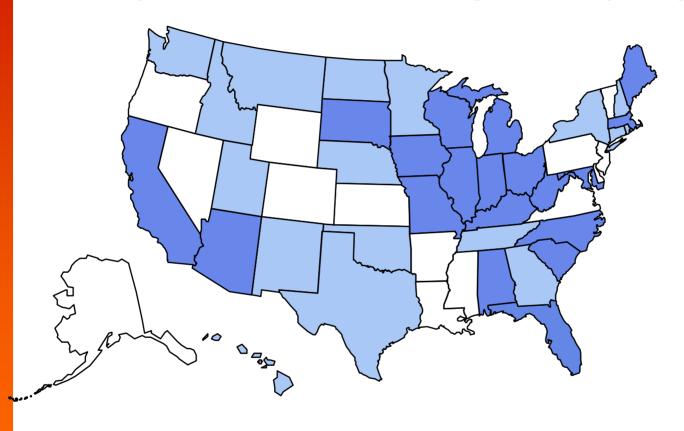


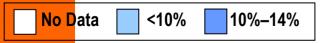


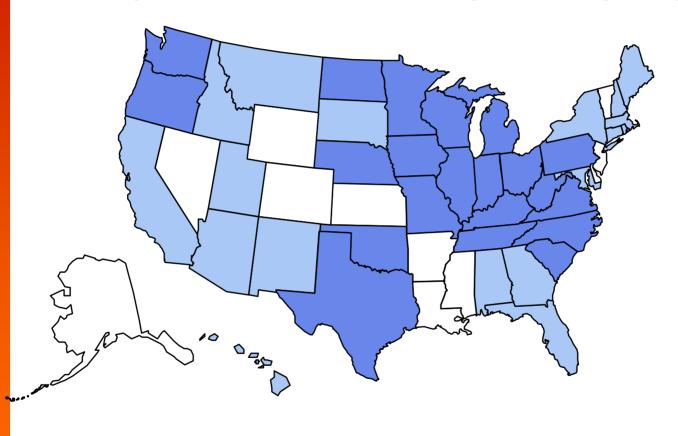




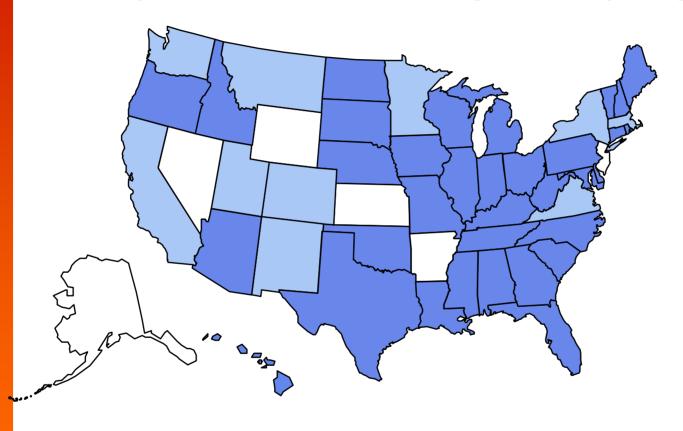




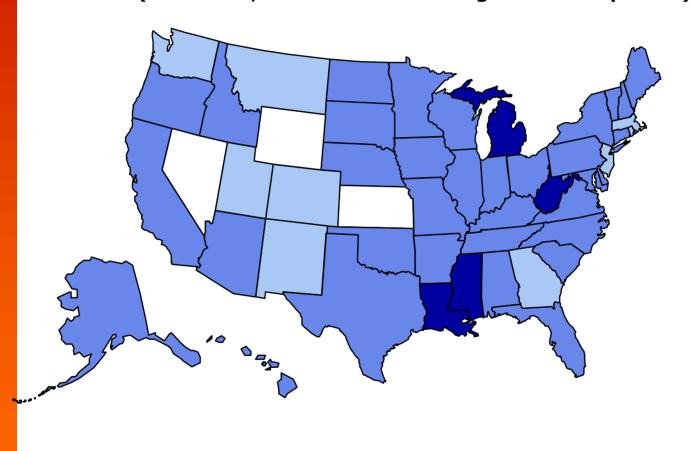




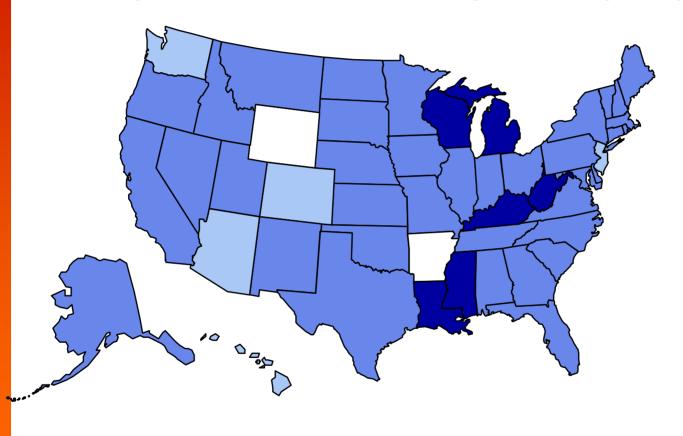


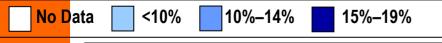


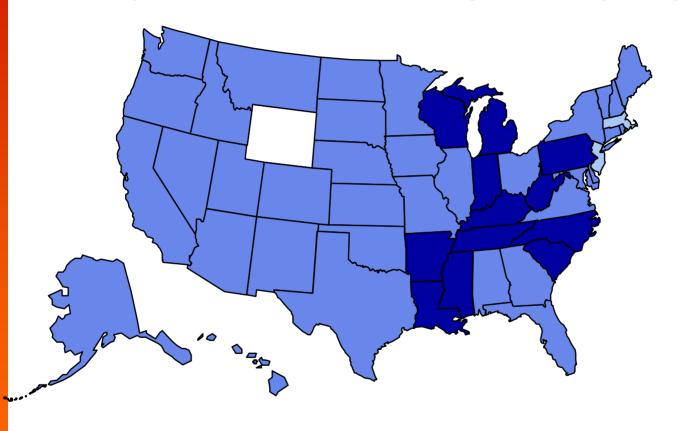




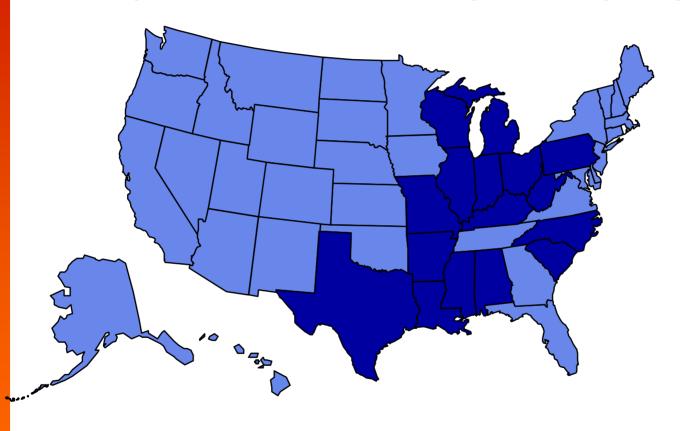




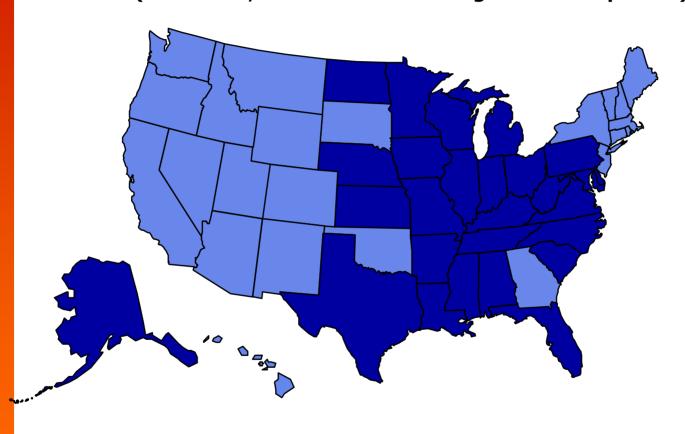




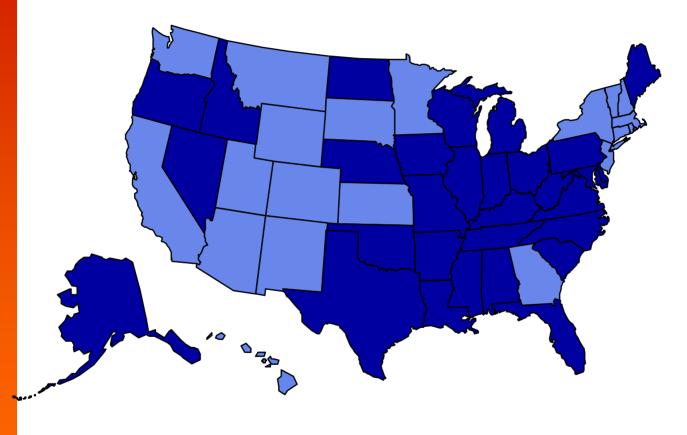


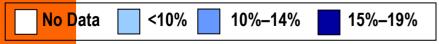


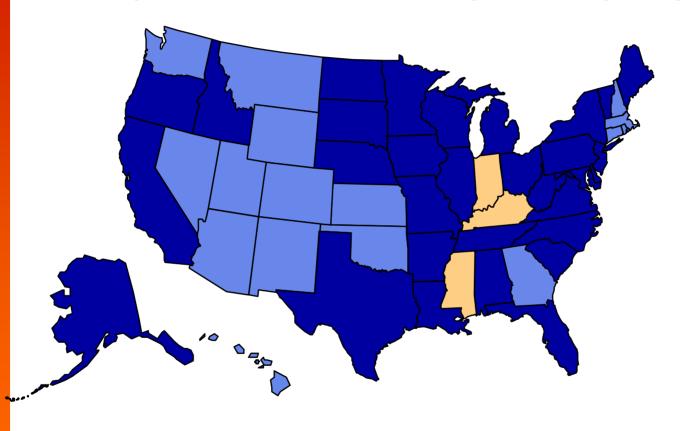


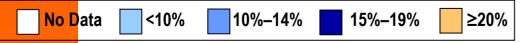


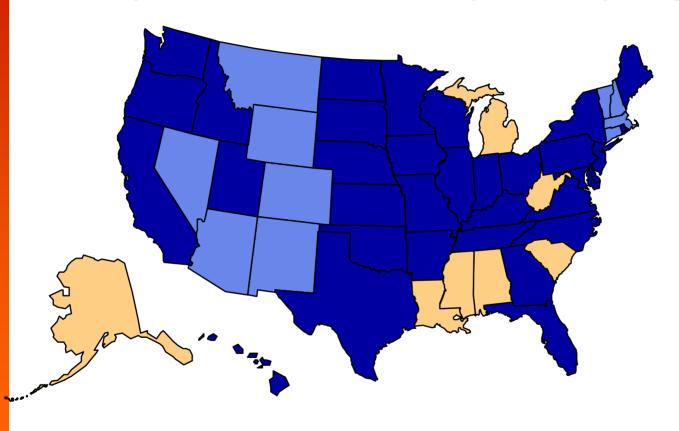




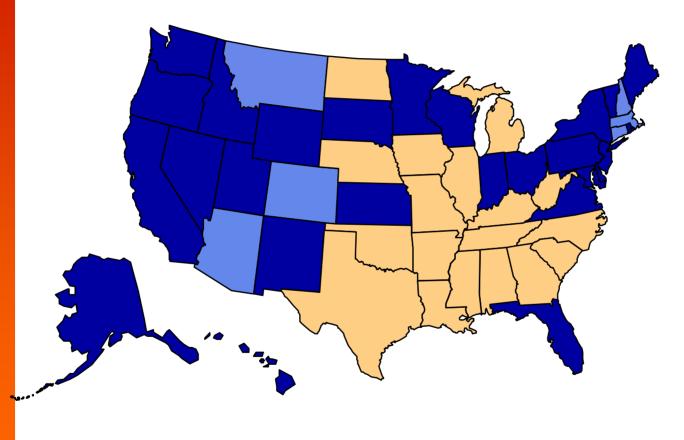




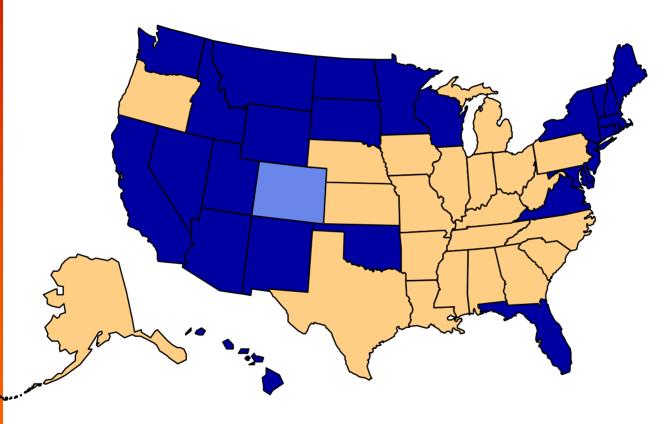


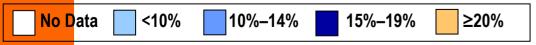


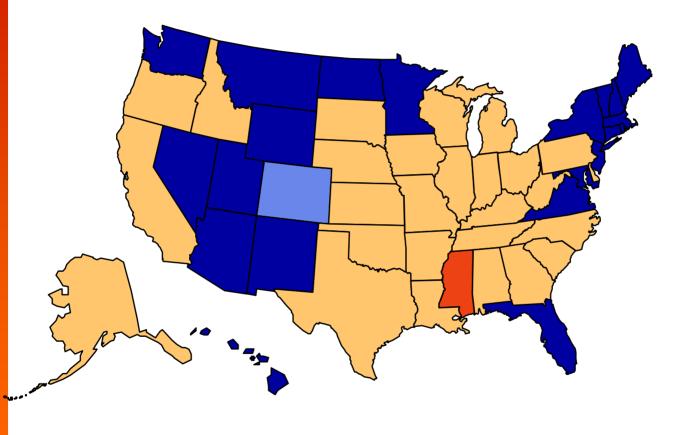




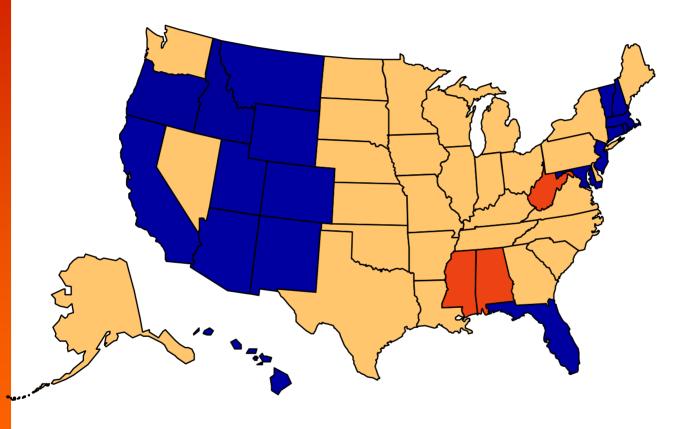






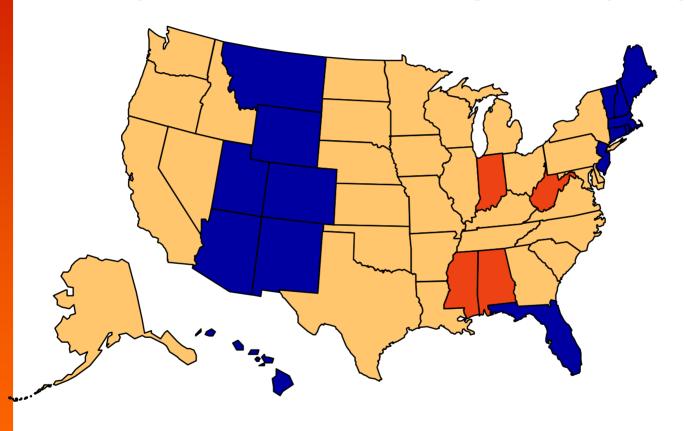




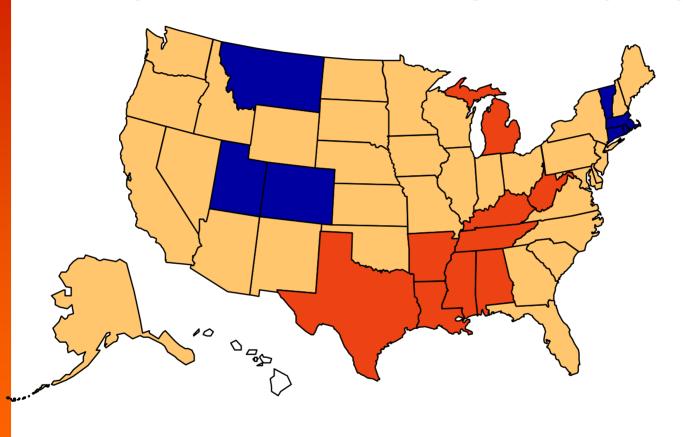




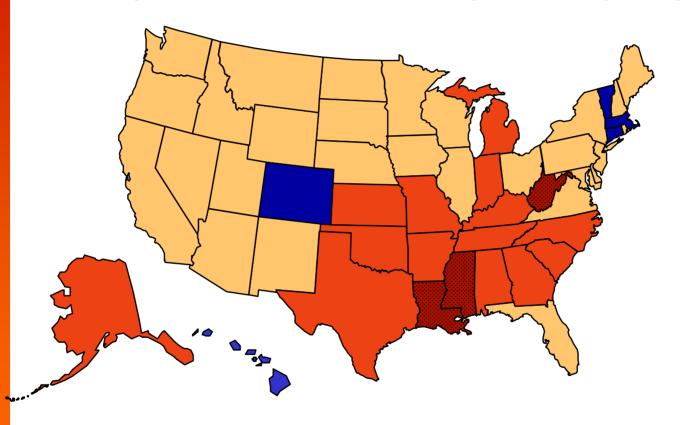
BRFSS, 2003 (*BMI ≥30, or ~ 30 lbs. overweight for 5′ 4″ person)

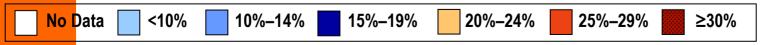


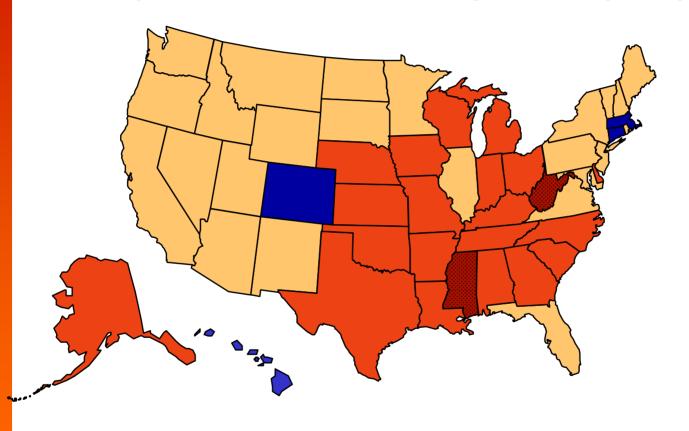


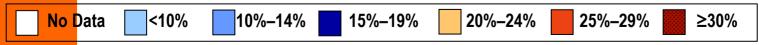




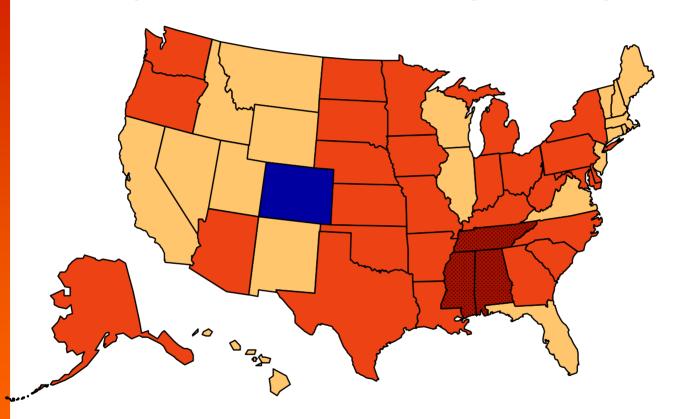


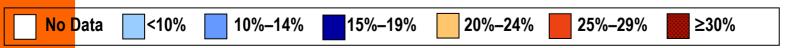




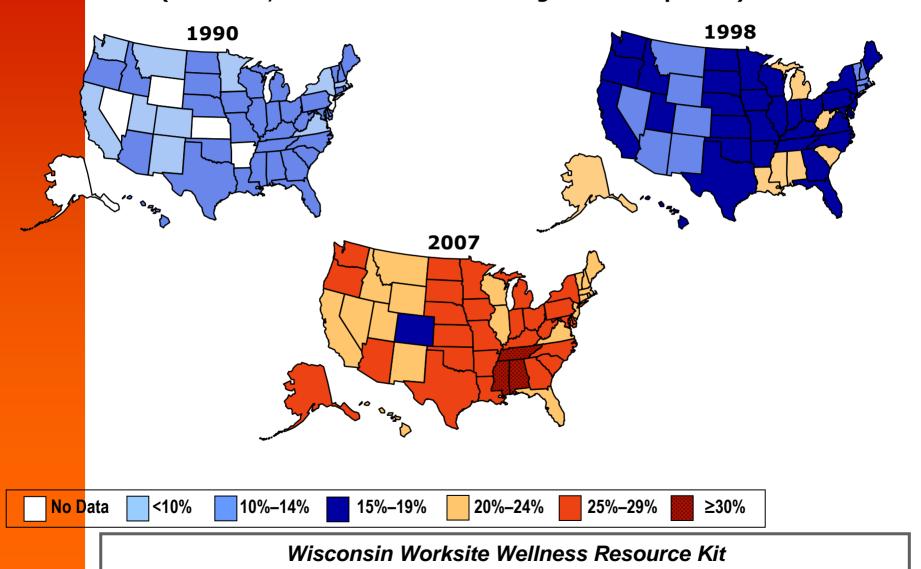


BRFSS, 2007

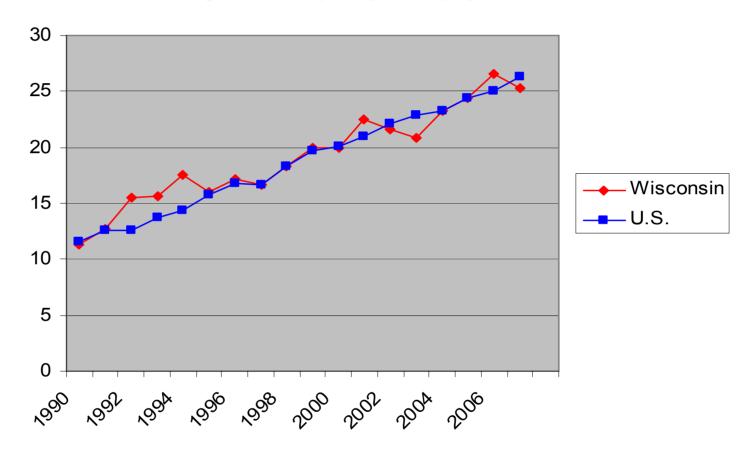




BRFSS, 1990, 1998, 2007



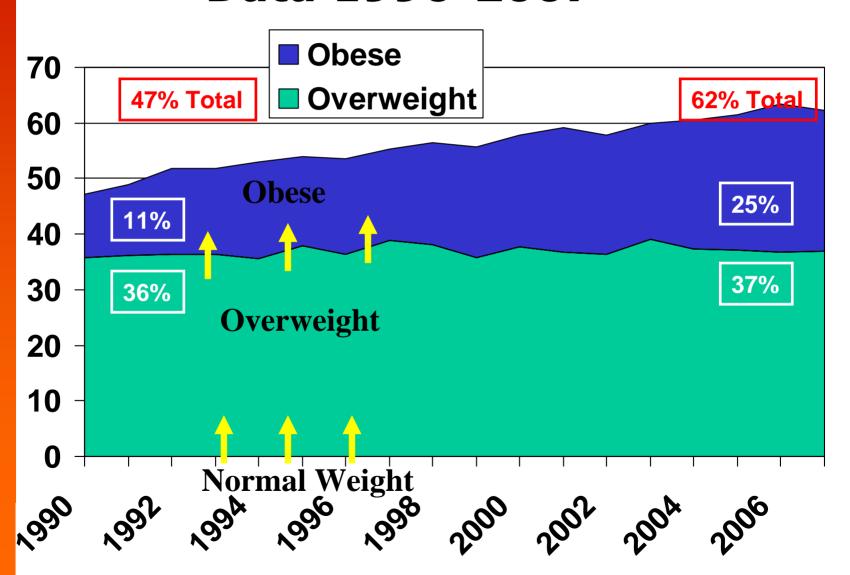
Percentage of U.S. Adults Who Are Obese



In 2007, WI was the 18th Best (lowest) State for % Obese at 25.3%.

[The range was 19.3% (Colorado) to 32.6% (Mississippi)]

WI Overweight & Obesity Trend Data 1990-2007



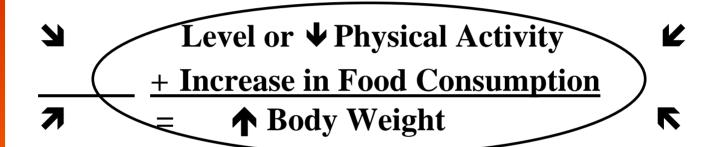
Food Trends

- ↑ 100% Eating out
- ↑ 400% Fast food
- ↑ 150% Soft drinks

Personal Trends

- ◆ Time for adults with kids
- ↑ Average TV/"screen time" = 7.5 hours/day

Genetics



Physical Activity Trends

- ↑ 50% trips by car
- ◆ 87% of kids walking to school
- Physical Education time
- ↓ Jobs are more sedentary

Environmental Trends

- ↑ Spread out communities, which ↑ trips by car
- ◆ Number of "connections", which discourages walk & bike trips
- **V**inactivity in WI winters

Evolution

An Obesity "Perfect Storm"?

Multi-Faceted Problem Needs Multi-Faceted Solution



How Did We Get Here?

Part 1 of 2
The Input Side - Nutrition

Modify the Equation to Change Weight



More Activity

1

Calories In (food) < Calories Out (activity)

Weight Decreases (usually)

Larger Portion Sizes



20 years ago 333 calories



Today
590 calories

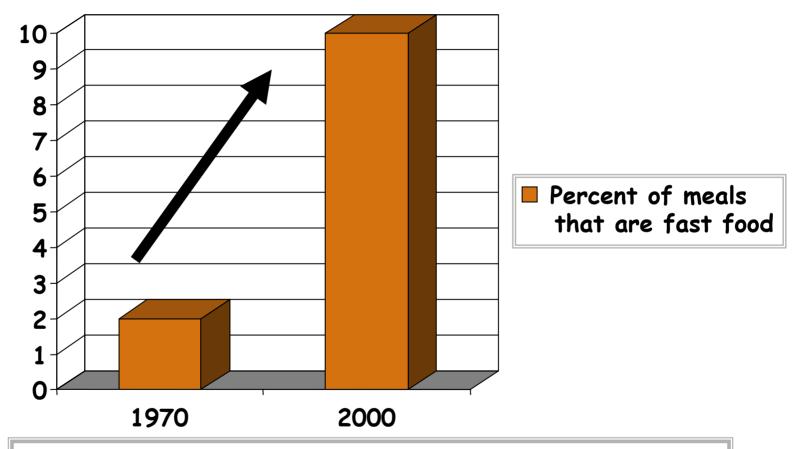
Portion Control Anyone?



Wisconsin Worksite Wellness Resource Kit



Growth of Fast Food in the US



5 fold increase from 1970 to 2000

How Many Slogans Do You Know?

- "---". Eat fresh. The way a sandwich should be.
- Think outside the bun
- I'm lovin it
- "---"Now that your tastes have grown up! What are you eating today?
- Gather 'round the good stuff
- Eatin' good in the neighborhood
- When you're here, you're family
- It's finger-lickin' good

Drum Roll Please....

- 1. "---". Eat fresh. The way a sandwich should be.
- 1. Subway

2. Think outside the bun

2. Taco Bell

3. I'm lovin it

- 3. McDonalds
- 4. "---"Now that your tastes have grown up! What are you eating today?
- 4. Arby's

- 5. Gather 'round the good stuff
- 5. Pizza Hut
- 6. Eatin' good in the neighborhood
- 6. Applebee's
- 7. When you're here, you're family
- 7. Olive Garden

8. It's finger-lickin' good

8. KFC

So, What's the Point?

The point is people are constantly exposed to advertising from sources that have a fair number of high calorie items on the menu.

\$800 million Coca Cola advertising



\$1 Billion McDonalds advertising



There is no comparable advertising budget for healthy food options.

- \$30 million "Got Milk" campaign
- \$2 million 5-a-Day campaign

Factoid #1

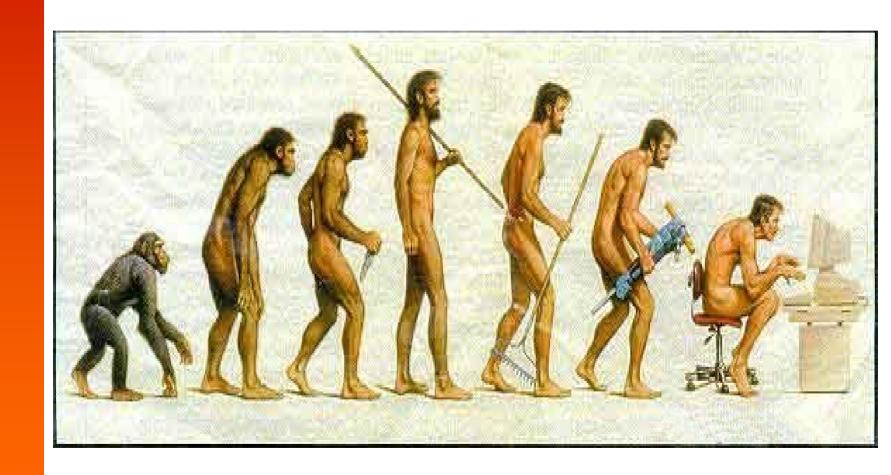
At 4:00 pm on a work day, what percentage of households <u>don't</u> know what they are having for dinner?

80%

How Did We Get Here?

Part 2 of 2
The Output Side – Physical Activity

Evolution???



What's Wrong With This Picture?







Phil Masturzo / AP

What's Next?



A refrigerator with a built-in TV.



Can we engineer our way into eliminating all physical activity completely?

Factoid #2

Percent of trips that are < ½ mile that are taken by car?

57%

Still Not Convinced?

- Illness and injury associated with an unhealthy lifestyle is reported to account for 25% of employee health care expenditure (Anderson, 2000)
- Medical costs attributed to obesity and overweight are estimated to be annually \$395 (36%) higher than those of normal weight (Strum, 2002)
- Obese employees are nearly 75% more likely to experience high rates of absenteeism (7+ absences during 6 mos.) than normal-weight employees (Tucker, 1998)

What's The Link?

There are 2 paths you can travel ...

No Wellness Program

Chronic Disease

Absenteeism/Disability

High Business Costs



Wellness Program

vs. Healthy Lifestyles

vs. Wellness Promotion

vs. Controlled Costs



The vast majority of cases of chronic disease could be prevented or better managed

- The Centers for Disease Control and Prevention (CDC) estimates...
 - 80% of heart disease and stroke
 - 80% of type 2 diabetes
 - 40% of cancer

...could be prevented if only Americans were to do three things:

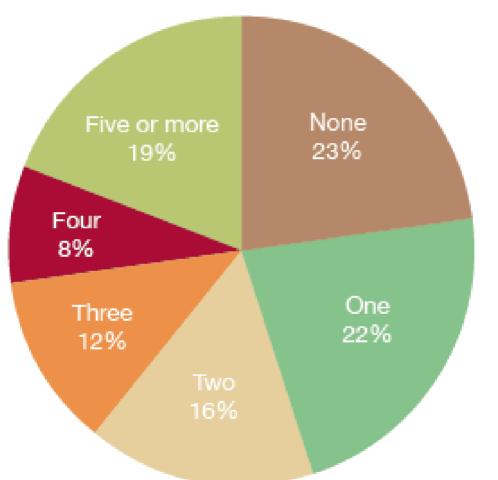
- √ Stop smoking
- ✓ Start eating healthy
- ✓ Get in shape







Chronic Disease Prevalence in American Workers 2007



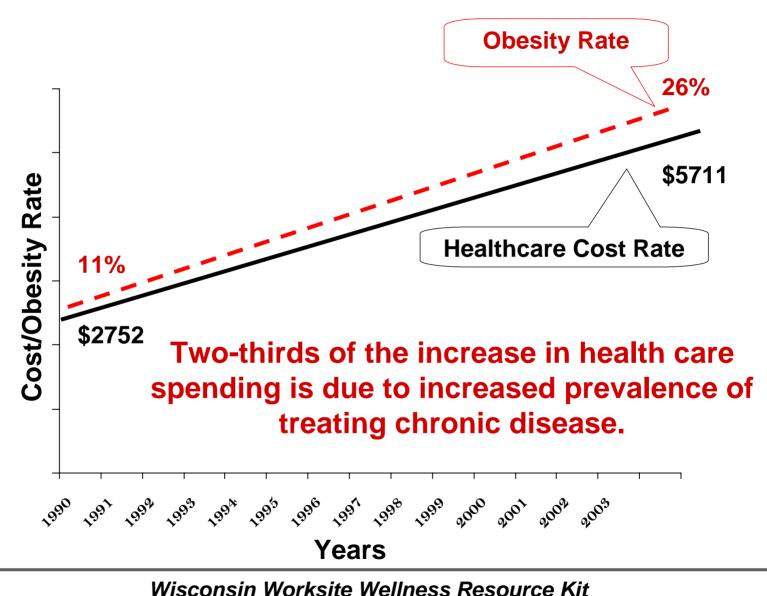
GM, Ford and Chrysler spend more on employee health expenses than on the steel they use to make the cars. Health care costs add \$1,100 to \$1,500 to the cost of each car.

Source: Newsweek web exclusive

Parallel Path of Healthcare Costs & Obesity Rates

(Annual cost per person & % obese population)



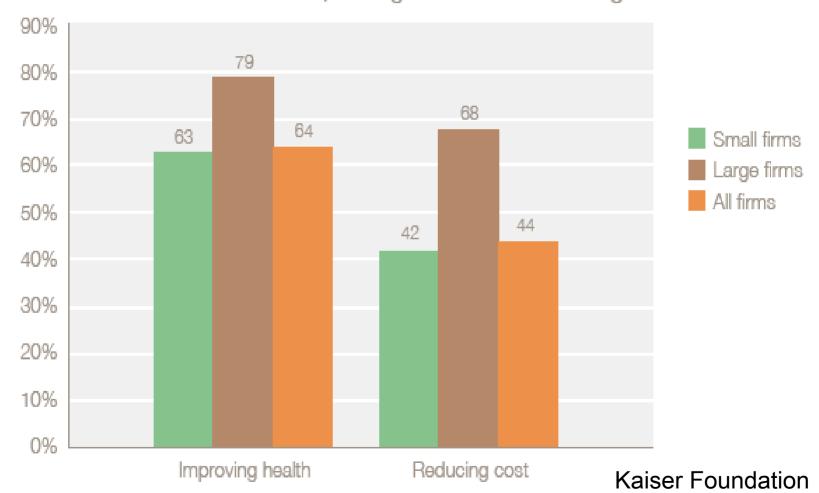


So what's a person / worksite to do?

Where do you start and what's your approach? Perhaps, this is not the way to go

Wellness - It's a good idea, but

Chart 15 Percent of Employers Thinking Wellness Programs are Effective at Improving Health or Reducing Costs



Factoid #3

% of worksites with over 100 employees that have wellness programs

40%

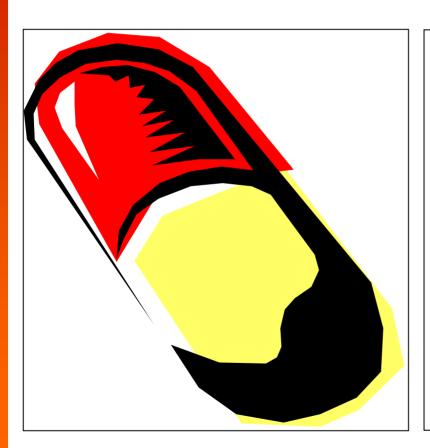
% of worksites with < 100 employees that have wellness programs

9%

Bureau of Labor Statistics 2006

Wisconsin Worksite Wellness Resource Kit

The Perfect Prescription?



"Polypill"

Combines 3 treatments:

- Cholesterol (statin)
- BP (low dose of 3 drugs)
- Baby aspirin

The Perfect Prescription?

Effects: Lose weight, decrease blood pressure, increase good cholesterol, decrease bad cholesterol

Ambulo – 10 mg

Caution - Possible Side Effects: feel better, sleep better, unexpected euphoria, increased energy, decreased risk of diabetes, decreased risk of cancer, decreased risk of heart disease.

May also lessen your desire to drive everywhere.

What We Are Doing....

...and What's the Best Approach?

Current State.... Changing the Individual

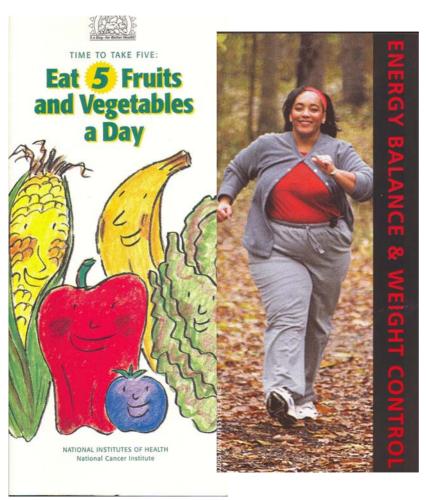
Creating Change at Only One Level

.... and Only One Person at a Time

Changing The Individual

- Activities are mainly event-driven; not sustainable
- Activities are mainly individually-based
- Great for changing knowledge
- Many activities are historical and take place every year regardless of whether they had any impact.
- Greater need to use evidence-based & bestpractice strategies.

Brochures, Health Fairs, Etc.



- Who doesn't think they should eat well and be more active???
- These avenues are not as effective at changing attitudes, behaviors, etc.

Where We Need To Go.... Changing Behavior

Creating Change At Multiple Levels "It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change"

-Institute of Medicine

Levels of the Social-Ecological Model

Behavior

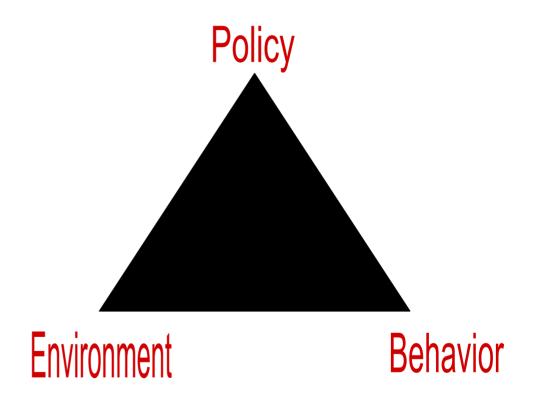
- -Individual
- -Interpersonal

Environment

- -Organizational
- -Community

Policy

- National laws
- State laws
- Local laws



Blank

Triad

In

Pocket

Wisconsin Worksite Wellness Resource Kit

Behavioral Level

Individuals and Interpersonal

- o Involves:
 - Knowledge
 - Attitudes/Beliefs
 - Skills
- o Tends to be resource intense

Environmental Level

Group or Population

- Involves change where people, work, live, play, & worship
 - Neighborhood
 - School
 - Worksite
 - Church
 - Community (Grocery Store/Restaurant)
- o Greater reach; less resource intense

Policy Level

Group or Population

- o Rules that guide the activities of government or quasi-governmental organizations, and that provide authority for the allocation of resources
- o Formal (legislated) or informal policy
- o Greatest reach; less resource intense

- Teach employees how to plan meals ahead
- Provide F & V recipes and tips for selecting& preparing

Behavior

Social-Ecological Model Nutrition

Environment

Policy

- Work with CSAs to create a drop-off point at the worksite
 Work with restaurants near the worksite to have more fruit & vegetable entrees; allow substitutions
- •Help Employers create a healthy eating policy for foods served at meetings & conferences
- Health insurance carrier has an incentive for owning a CSA share

-Offer incentive-based exercise campaigns (President's Challenge).
-Offer physical activity-focused coaching.

Behavior

Social-Ecological Model Physical Activity

Environment

Policy

- -Provide showers onsite.
- -Provide a room where group fitness classes can take place.
- -Post maps of onsite trails or nearby walking routes.
- -Offer flexible work hours to allow for physical activity during the day. Supervisors must support this as standard work practice.
- -Promote walk-and-talk meetings when appropriate

Levels of Change for Maximum Impact



IT'S EXERCISE TIME

Fill In the Blank ▲ sheet

- Found in Left Folder of Binder (inside cover)
- Gold Colored Sheet

Choose a Focus Area you have not already implemented or a new objective for a Focus Area you are working in, such as:

- Physical Activity
- Nutrition
- Mental Health
- Tobacco Cessation

Topic Example: **Behavior** Example: Example: Environment **Policy**

Wisconsin Worksite Wellness Resource Kit

What Does Worksite Wellness Mean To You?



Wisconsin Worksite Wellness Resource Kit

What is Worksite Wellness?

.....Depends on who you ask.

A three-pronged complete program =

- Health Fairs
- Lunch & Learns
- Payroll Stuffers

<u>or</u>

- Program Activities
- Policy Change
- Environmental Change

What is Worksite Wellness

For the purpose of this kit, worksite wellness refers to the education, activities, environmental changes and policy changes that a worksite may do to promote healthy lifestyles to employees and their families.

Why the Worksite?

HealthCare

9.76 seconds In Transit 1 What do you do with your 17 waking Community hours? Work or 3 **School** Family/ Home

HALFIME BREAK

Get up and move

Network

Remember to be filling out the Evaluation





Worksite Wellness Timeline

NPA Program Established	2004
State Plan	2006
Business subcomm #1= kit	
Worksite Survey	Spring 2006
Completed by 581 WMC members	, ,
Resource Kit Completed - 8,000+ downloads	August 2006
Produced by NPA program & committee.	Version 1
Comprehensive Cancer Grants	2006-2007
6 mini-grants to test the Kit in 16 worksites	
NGA Grants - \$100K	2006-2007
1) Gov Summit	
2) Plan for state employee wellness	
3) 11 mini-grants (\$4K each) to test effectiveness in 17 worksites	
Version 2 of Resource Kit Completed	Fall 2007
Governor's Worksite Award	Winter 2007
Regional & Targeted Trainings	2008 & 2009

Development of Resource Kit

Culmination of review of nationwide resources "distilled" down to the best so you don't have to search them out!



- Compiled and formatted with worksite survey results in mind.
- First edition of the Kit out in August 2006.
- Edited based on feedback. Added some sections.
- Second edition of the Kit out in September 2007.
- Total downloads over 25,000.

Purpose of Kit Development

- Reducing the risk factors to chronic disease:
 - Poor nutrition
 - Inactivity and
 - Tobacco use

Resource Kit Focus Areas

- Wellness Components
- Health Risk Appraisal
- Physical Activity
- Nutrition
- Mental Health
- Tobacco Cessation

Who Is Already Using The Kit?

The States of:

- Kentucky
- Washington
- Michigan
- Florida
- Indiana
- Vermont
- West Virginia
- New Mexico
- Hawaii
- Colorado
- South Carolina

Additional Users:

- Well City Milwaukee
- WellSteps.com
- Zywave
- CDC
- A company in the UK –
 We've gone International!

What Can It Do For Me?

What it's designed to do

- Step-by-step process for comprehensive worksite wellness
- General description of program components and links to best resources
- Identify the strengths and weaknesses
- Develop an action plan to implement or improve your program
- Provide a multi-faceted payback on your investment
- Focus is on chronic disease prevention

What it doesn't do ...

- Detailed content on "programming"
- Focus on safety & injury prevention

Outline

Step 1: Why have a worksite wellness program?

Step 2: How to get started

Step 3: Assessing your worksite

Step 4: Content programming for your worksite

Step 5: Making decisions-where to focus your efforts

Step 6: Evaluating my programming

Appendices: Additional resources



Step 1: Why Worksite Health?

- What is worksite wellness
- Why worksite wellness
 - Increase productivity
 - Reduce absenteeism
 - Improve morale and enhance image for the organization
- Key data
 - Did You Know: Obese employees are almost twice as likely to be absent from work as normalweight employees

Percentage of Adults with Lifestyle Health Risk Factors

Risk Factor	State of Wisconsin
Obese: BMI ≥30	26%
Overweight BMI ≥ 25	38%
Diabetes	7%
Current Smoker	20%
High Blood Pressure	26%*
High Cholesterol	35%*
Lack of Physical Activity	45%*
Less than 5 services of F&V	76%*

Source: Behavioral Risk Factor Surveillance System 2008 & 2007*

Why Try to Improve Wellness In The Workplace?

If it doesn't make cents.

It doesn't make sense!

Return on Investment

Most studies show a return on investment (ROI) of \$2 to \$5 for every \$1 invested.

ROI usually includes:

- Absenteeism
- Medical & pharmacy costs
- Presenteeism
- Worker's comp. and disability time



Wellsteps ROI Calculator

http://www.wellsteps.com/resources/resources_tools.php

ROI calculator available for you to use from Steve Aldana.

Also on his website in the Tools section is a "Wellness Implementation Guide". He notes at the bottom of the Table of Contents that it's based on the WI Worksite Resource Kit. In fact, most of it is taken verbatim from the kit. So the resource kit is being utilized an endorsed by one of the leading experts in the worksite wellness field.

Wisconsin Worksite Wellness Resource Kit



Step 2: How To Get Started

- How-To Section
 - Commitment
 - Wellness team
 - Assessments
 - Strategies and resources
 - Prioritize
 - Action plan, timeline, budget
 - Market & implement
 - Evaluate

Step 2: How To Get Started cont.

- Assembling your team
 - Gain support from management
 - Designate a coordinator
 - Consistent meeting times
 - Member term
 - Revitalizing your committee

Step 2: How to get started

- Make sure management is onboard!!!
- Make sure there's an onsite coordinator that has sufficient time and enthusiasm to impact change at the worksite.
- Create or reinvigorate an active wellness committee.

Step 2: How To Get Started cont.

Cost overview

Program Type	Cost per Employee
Minimal (paper) program	\$1-7
Moderate program	\$8-14
Medium with several activities	\$15-30
Fairly comprehensive program	\$31-100
Very comprehensive program	\$100+



Step 3: Assessing My Worksite

To show impact on the bottom line, and to get a results oriented program...

Assess & Evaluate!

...these are often overlooked at the worksite.

Resource Kit Forms

Forms Are:

- o simple
- o convenient
- o time saving
- o Modifiable

Why Do An Assessment?

- 1. To identify strengths and areas in need of improvement
- 2. To recommend actions for change
- 3. It's a baseline measure for evaluation



Step 3: Worksite Assessment

Worksite Assessment Checklist (Completed Sample)					
			In		Potential
#	Wellness Component	Yes	Process	No	Priority
Infrastructure					
1	Do you have a commitment from key				
	stakeholders such as senior management, human				
	resource managers, safety officers, staff		✓		✓
	members, etc.?				
2	Does the worksite have a representative				
	committee that meets at least quarterly to		✓		
	oversee worksite wellness programs?				
3	Does the worksite have a worksite wellness plan				
	in place that addresses the purpose, nature,				
	duration, resources required, participants		✓		✓
	involved, and expected results of a worksite				
	wellness program?				
4	Does the worksite have a mission statement,				
	clearly defined goals and an action plan to			✓	
	implement the program?				
5	Does the worksite have at least part-time				
	dedicated staff time to implement a wellness	S	ample	/	
	program?	131	minpic	·	
6	Is there a worksite budget for employee health				
	promotion that includes some funds for	✓			
	programming? Larea totals (# of Yes, In Process and No items)				
- Genera	l area totals (# of Yes. In Process and No Items)	4	3	2	2

Step 3: Worksite Assessment-Results

FULL WORKSITE SCORECARD (Sample) (Totals for all categories)	Yes	In Process	No	Potential Priority
Infrastructure (6)	2	3	1	2
Program Components (6)	3	1	2	1
Health Screening and Disease Prevention (3)	1	0	2	0
Physical Activity (16)	5	3	8	4
Nutrition (20)	7	2	11	3
Mental Health (5)	2	1	2	1
Tobacco Use (5)	2	1	2	1
Emergency Medical Response Plan (3)	2	0	1	0
Assessment and Evaluation (4)	1	1	2	1
Worksite Total (68)	25	12	31	13

After 1 Year Evaluation

29 18

App: B

Why do an Employee Survey?

- 1. To better understand your companies employees
- 2. Understand their current health habits and interest areas
- 3. Use as a baseline measure for later evaluation

Stages of Change

Stages of Change – Most people go through five stages in changing behaviors:

- Pre-contemplation At this stage they are not thinking about changing their behavior in the near future.
- Contemplation They are beginning to seriously think about changing their behavior in the near future (next six months).
- Preparation At this stage most people have tried to change their behavior at least once in the past year, and they are thinking about trying again within the next month.
- Action Real steps are being actively taken to change their behavior. This is the stage where a slip is most likely to occur.
- **Maintenance** This stage applies to people who have changed their behavior for over six months and are now maintaining that healthy behavior.

Employee Survey

Wellness Questions

- 1. Current physical activity level.
 - 12% I don't exercise or walk regularly now, and I don't plan to start in the near future.
 - 29% I don't exercise or walk regularly, but I've been thinking about starting.
 - **36%** I'm doing moderate or vigorous physical activities for at least 30 minutes on some days, but fewer than 5 days a week.
- 23% to 42% I've been doing moderate or vigorous physical activities for at least 30 minutes in a day, on five or more days a week, and have been doing it for the last 1 to 6 months.
 - 12% I've been doing moderate or vigorous physical activities for at least 30 minutes in a day, on five or more days a week, and have been doing it for 7 months or longer.
 - 2. When do you get most of your physical activity each day?
 - 9% Before work
 - 20% During work hours on break and lunch times
 - 66% After work
 - 6% None of the above. I am not physically active or am only active on weekends.

Demographics

- 18. Gender
 - 28% Male
 - 72% Female
- 19. Age
 - **0**% <20
 - **6**% 20-29
 - **16%** 30-29
 - **26%** 40-49
 - **45**% 50-59
- *App: C* **7**% 60+

P: 16

Sample

One Example:

Division of Public Health Employee Profile

76% Female

78% Over 40

65% active < 5 days/week

24% active < 3 days/week

Sooooo..... For a 3 month campaign, should we

- Start a walking program? Or
- Train them to enter Syttende Mai 20-mile race

Wisconsin Worksite Wellness Resource Kit

Employee Demographics

What age group should I be most worried about becoming overweight or obese?

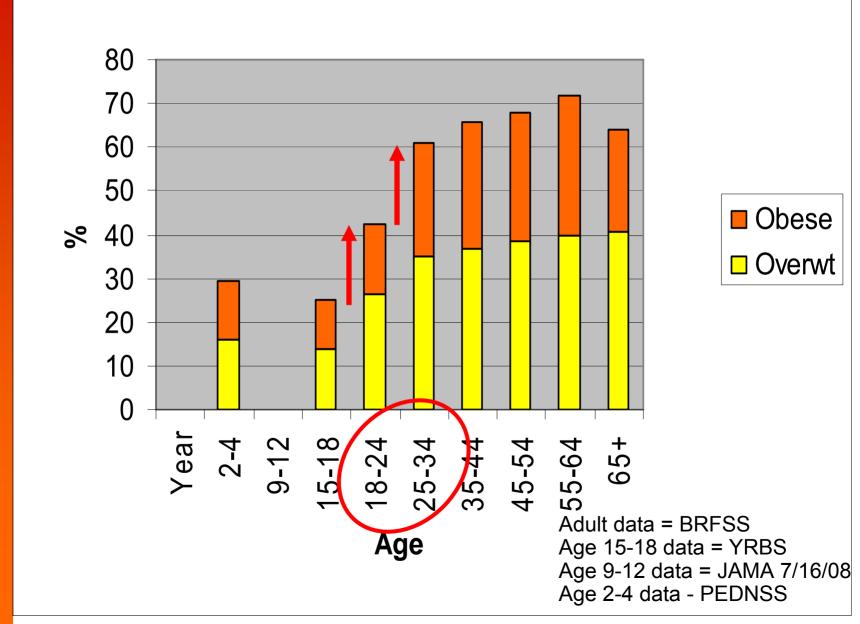
```
18-34 ?
```

35-54 ?

55+ ?

```
All of them, but WI data shows....
```

% Overweight & Obese



Health Risk Appraisals

What can they do for me?
Help Focus My Efforts

Health Risks and Behaviors (13)

Health Risk Measure

- Alcohol
- Blood Pressure
- Body Weight
- Cholesterol
- Existing Medical Problem
- HDL
- Illness Days
- Life Satisfaction
- Perception of Health
- Physical Activity
- Safety Belt Usage
- Smoking
- Stress

OVERALL RISK LEVELS

Low Risk 0 to 2 high risks

Medium Risk 3 to 4 high risk

High Risk 5 or more high risks

Health Risk Criteria

- More than 14 drinks/week
- Systolic >139 or Diastolic >89 mmHg
- BMI≥ 27.5
- Greater than 239 mg/dl
- Heart, Cancer, Diabetes, Stroke
- Less than 35 mg/dl
- >5 days last year
- Partly or not satisfied
- Fair or poor
- Less than one time/week
- Using safety belt less than 100% of time
- Current smoker
- High

Wisconsin Worksite Wellness Resource Kit

"Risk" Groups

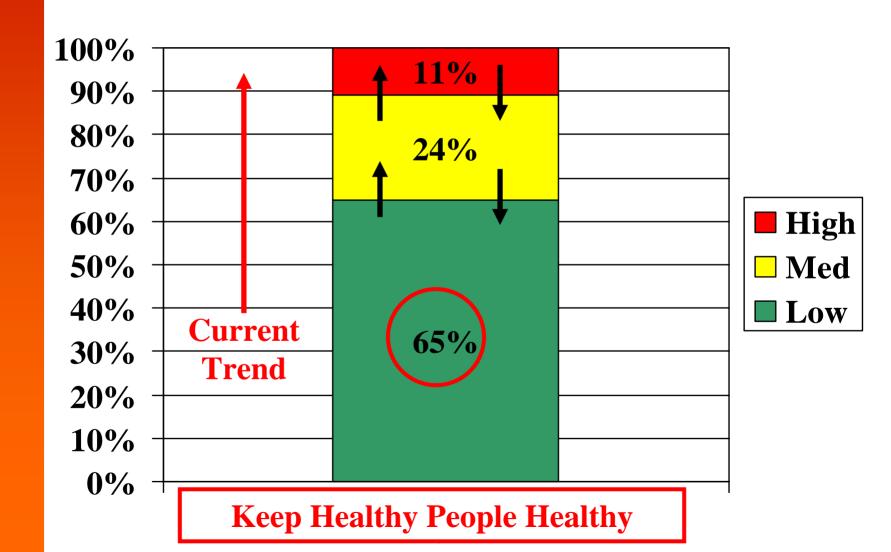
Used scores from the 13 risk factors to determine Low, Medium & High Risk groups. One sample:

Risk Group	# of risk factors	% of work pop.	Avg. cost/ Employee	Total Cost (100 emp.)
Low	0-2	65% 34% of \$	<\$1,000	<\$65,000
Medium	3-4	24% 38% of \$	\$1K - \$5K Avg. \$3K	\$72,000
High	5+	11% >28% of \$	\$5,000 +	>\$55,000
				\$192,000

Wisconsin Worksite Wellness Resource Kit

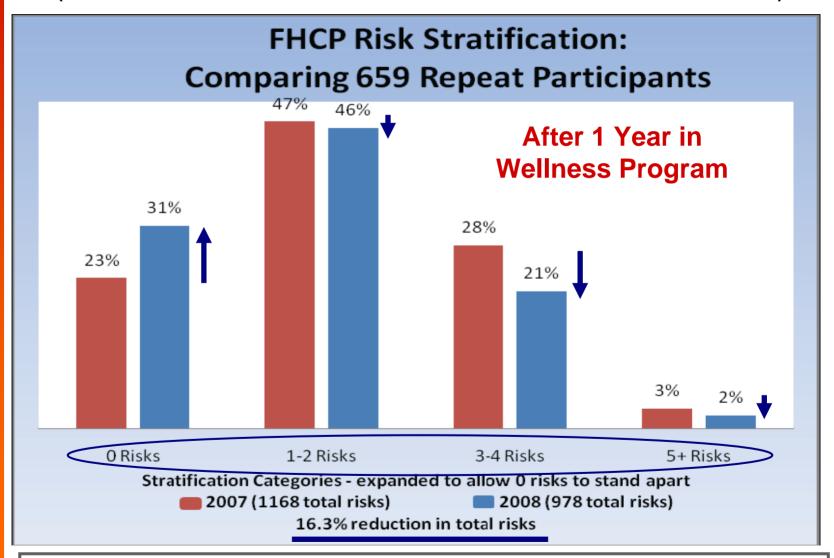
Which group(s) do you focus on?

Do you prevent migration from low risk to high risk or do you try & reverse those that are higher risk to a lower level?



Florida Health Care Plans Study

(similar set of health risks and behaviors measured)



Wisconsin Worksite Wellness Resource Kit

Health Designs Inc. case study of Florida Health Care Plans

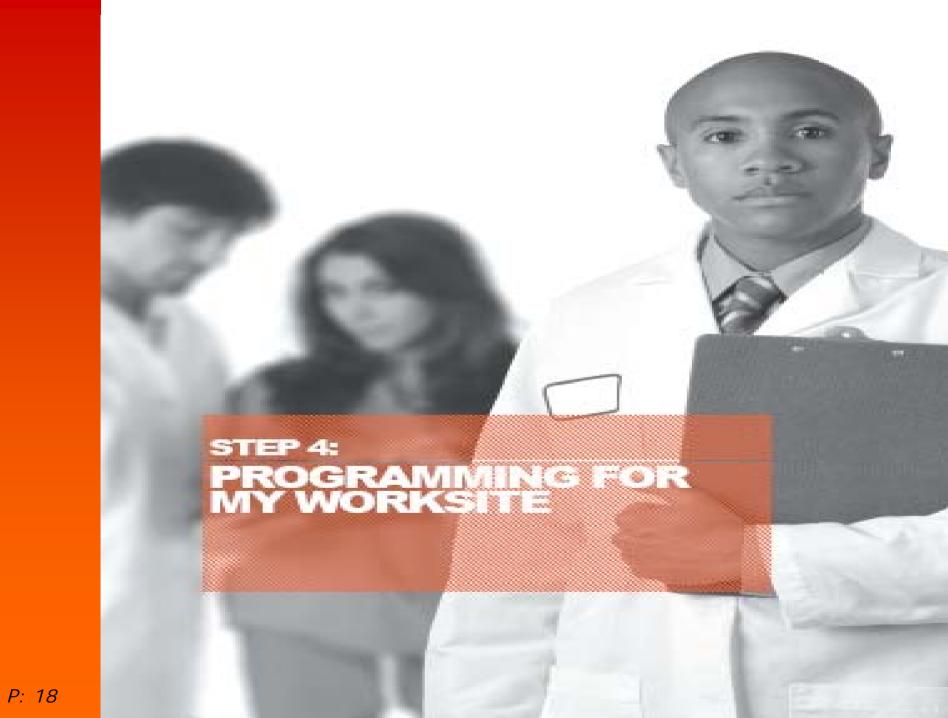
Special Considerations

- Single or multiple locations
- Mobile workforce (sales staff, drivers)
- White collar vs. Blue collar (flexible vs. set manufacturing line schedule)
- Rural vs Urban
- Regular access to computers
- Wide demographic differences (age, gender)
- Size of business
- Others?

Not everything will work in every setting

IT'S EXERCISE TIME

- Take out the yellow checklist from the back inside cover of the kit – your "homework assignment"
- Fill out the Worksite
 Assessment Checklist using
 your worksite as the
 assessment site.
- Be sure to place ✓ s in the "Potential Priority" column if you see some strategies that you know you want to address

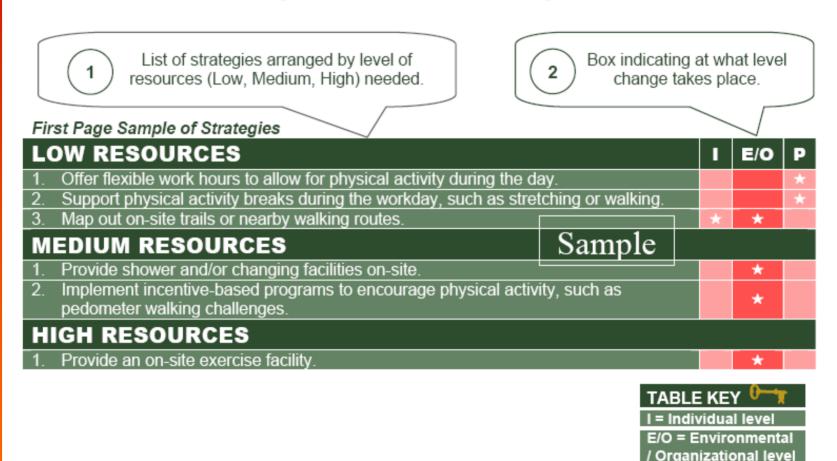


Step 4: Programming for My Worksite

2-3 Page Summary of key strategies & resources

- General wellness components
- Health risk appraisal
- Physical activity
- Nutrition
- Mental health
- Tobacco use

Page 1-Strategies



P = Policy level

Page 2-Resources

PHYSICAL ACTIVITY RESOURCES FOR THE RECOMMENDED STRATEGIES

LOW RESOURCES

- Offer flexible work hours to allow for physical activity during the day. Supervisors will support this
 as a standard work practice.
- Support physical activity breaks during the workday. Supervisors will support this as a standard work practice.
- Map out on-site trails or nearby walking routes. <u>http://walkingquide.mapmyrun.com/</u>

MEDIUM RESOURCES

- Provide shower and/or changing facilities on-site.
- Implement incentive-based programs to encourage physical activity, such as pedometer walking challenges.

http://www.sportsinwisconsin.com/lightenup http://dhfs.wisconsin.gov/forms/DPH/dph40075.pdf

HIGH RESOURCES

 Provide an on-site exercise facility. <u>http://www.cdphe.state.co.us/pp/COPAN/resourcekits/WorksiteWEllnessResource%20Kit.pdf</u> (page 45-46)

> Hyperlink: Reference to a website with detailed information or examples to implement the strategy listed.

Italics: Brief description of

what needs to take place to implement.

Demo Kit Resources on Web

Physical Activity Examples

- Map my run (Low resource #4)
- Lighten Up (Medium resource #6)
- Pedometer tracking form (Medium resource #6)

Nutrition Examples

- Healthy Vending criteria (Low resource #4)
- Posters (Low resource #5 NC kit)



Step 5: Where To Focus Your Efforts

- 1. Review Your Assessment Checklist
- 2. Identify Potential Priority Strategies
- 3. Check Employee Survey Data
- 4. Consider HRA, Health Claims, Pharmaceutical Use
- 5. Quantify and Compare Priority Strategies

Chapter 5: Where to Focus Your Efforts

- Start with what is already in place that might be improved
- Look at opportunities for some initial (easy) successes
- Programming options for greatest impact (long term vs. 1 day events)
 - Campaigns vs. Policy & Environment changes
 - Levels of change
 - Employee readiness
- Consider using the recommendation worksheet
- Action plan worksheet
- Maintaining Interest & Motivation
 - Incentives

Levels of Change For Maximum Impact



Worksite Assessment

Worksite Assessment Checklist (Completed sample)

	Worksite Assessment entermist (com		,			
#	Wellness Component	Yes	In Process	No	Potential Priority	
	Infrastructure					
1	Do you have a commitment from key stakeholders such as senior management, human resource managers, safety officers, staff members, etc.?		~		•	
2	Does the worksite have a representative committee that meets at least quarterly to oversee worksite wellness programs?		~			
3	Does the worksite have a worksite wellness plan in place that addresses the purpose, nature, duration, resources required, participants involved, and expected results of a worksite wellness program?		~		×	
4	Does the worksite have a mission statement, clearly defined goals and an action plan to implement the program?			~		
5	Does the worksite have at least part-time dedicated staff time to implement a wellness program?	S	ample	V		
6	Is there a worksite budget for employee health promotion that includes some funds for programming?	*				
Genera	I area totals (# of Yes, In Process and No items)	1	3	2	2	

Policies & Environmental Changes

Formal written policies

- Guidelines for ordering food for company events
- Healthy vending machine options
- Company cost sharing for health club memberships
- Wellness reimbursement programs

Environmental changes or cues

- Outdoor bike racks
- Labeling healthy food choices
- Areas for relaxation and stress reduction
- Healthy company picnics
- Breastfeeding room

"Scoring" Recommendations for Possible Implementation

RECOMMENDATION TABLE - SAMPLE

Instructions: Rate each of the recommendations identified in the Worksite Wellness Assessment on the following aspects: importance, cost, time and commitment. Rate each on a scale of 1-5 (low-high) using the chart below. Higher scores should indicate priority items to implement.

	How important is the recommendation?						
Importance	1 = Not at all important 3 = Somewhat important 5 = Very important						
	How expensive would it be to plan and implement the recommendation?						
Cost	1 = Very expensive 3 = Moderately expensive 5 = Not expensive						
	How much time and effort would be needed to implement the recommendation?						
Time	1 = Extensive time & effort 3 = Moderate time & effort 5 = Low time & effort						
	How enthusiastic would employees be about implementing the recommendation?						
Commitment	1 = Not enthusiastic 3 = Moderately enthusiastic 5 = Very enthusiastic						
	How many employees will likely be affected by this recommendation?						
Reach	1 = Very few employees 3 = Some employees 5 = Most or all employees						

				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
Item #	Reco	ommendations	Importance	Cost	Time	Commitment	Reach	Points / Ranking
18		icy for use of break & time to be active	4	5	5	4	5	23
23	bi	e racks to encourage iking to work	4	3	4	4	3	18
27		an on-site exercise facility	5	1	1	5	3	15
42		rowaves available to heat meals	4	3	5	4	5	21
57	Policy to	prohibit smoking on	5	5	5	3	5	23

P: 40

App: D

SMART Objectives as part of an Action Plan

- Specific Objectives should specify what you want to achieve
- Measurable You should be able to measure whether you are meeting the objectives or not.
- Achievable Are the objectives you set, achievable and attainable?
- Realistic Can you realistically achieve the objectives with the resources you have?
- **Time** When do you want to achieve the set objectives?

Action Plan

"Action Plan" is a fancy way of saying get it clearly defined in writing so you actually do it!

Action Plan

ACTION PLAN WORKSHEET - SAMPLE						
Recommendations	Describe the strategies selected from the Recommendation Table					
Activities	List the activities requi	red to meet the recomm	nendation			
Materials, Resources		o will do the work; and t	he resources and	tools they need		
and Personnel	to get the job done.					
Time Frame	<u> </u>	tion begin? How long wi		?		
Evaluation	How will you measure	your successes and/or	misfortunes?			
Recommendations: Strategies to Implement	Activities	Materials, Resources & Personnel	Time Frame	Evaluation Method		
Provide incentive based programs to encourage activity (i.e. pedometer walking campaigns).	Walking "Challenge"	Walking teams, Team Captains Pedometers, Recording sheets	3 months May- July	Pre/Post survey of activity levels		
 Offer appealing, low- cost, healthful worksite food options, such as fruits and vegetables, juices, and low-fat dairy products in vending machines, snack bars and break rooms. 	Inventory current options Increase healthy vending options	Mary Smith Sample	4 months Jan - April	Count of healthy food options before and after the initiative		
3. Support physical activity during duty time (flex-time)	Draft and implement company policy on use of break & lunch time for activity	Wellness committee and staff input Management sign- off	1 month January	Policy in place. Could also be a question as part of an		

P: 41

App: E

IT'S EXERCISE TIME

Take the Blue
Recommendation
Table (Appendix D)
from the back inside
cover

- Complete recommendations table
 - Choose 2-3 potential priorities & transfer them to the recommendation table
 - Complete the grid accordingly

IT'S EXERCISE TIME ...

AGAIN!

Take the Green
Action Plan
(Appendix E)
from the back
inside cover

Take one of your recommendations from Appendix D and fill in the details of how you would implement that objective.

Wisconsin Worksite Wellness Resource Kit

Key Factors

In today's society there are many key factors that influence people's health behaviors:

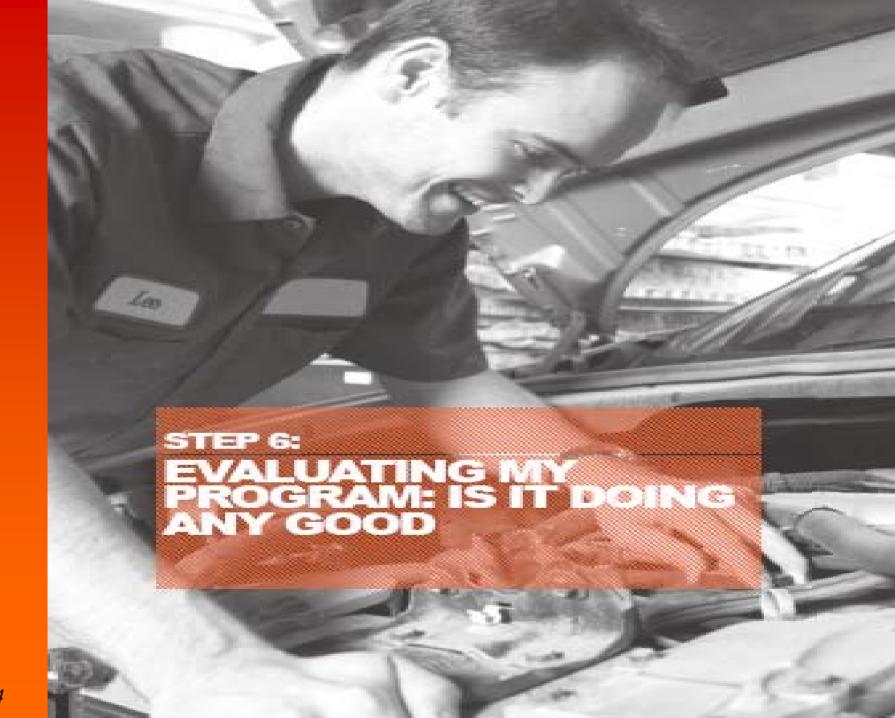
- **TIME**. People are busy, so the more you can work activity and healthy eating into their existing schedules, the better your chances for success.
- **ACCESS**. How accessible is your programming? Is it onsite or at a nearby site? Do you offer access at breaks or outside of normal work hours?
- **KNOWLEDGE**. People need to know "Why" they are participating (the benefits) and also will need information about the "How to" in areas that are not commonly known. There is a wealth of information available on many wellness topics that can be found in the resource sections in Step Four.
- **COST**. Being able to provide no cost or reduced cost programs will help participation rates. Coupled with incentives for participation, rates of participation will likely increase dramatically.
- INCENTIVES. Some people need incentives to get started in a wellness program.

Keep in Mind: Time Is Precious

The likelihood you can improve health behaviors goes up dramatically if it can be "built-in" to someone's daily routine!

Examples:

- Healthy vending options
- Walking at lunch time
-Incorporate within reason.....



Chapter 6: Evaluating My Program

Why Do an Evaluation?

- o Provides you with information to modify your program to better meet your employee needs.
- o Measures whether employee's attitudes, behaviors and health indicators have changed as a result of your program.
- o Demonstrates to management the value of your wellness program for future funding.

Sample Evaluation Measures

Process Measures

- Participation rates
- Website hits
- Observation or counts
- Participant satisfaction
- Policy or environmental changes/tracking =Compare worksite wellness assessment checklist at 1 year

Outcome Evaluation

(More difficult & takes longer to show up in your data)

- Pre/post test surveys = Measure changes in attitude, knowledge and current wellness habits over time period
- Vending items being chosen
- Cafeteria menu options
- Health risk assessments, via biometric screening
- Healthcare costs
- Workers' compensation costs
- Corporate costs and return on investment

Intermediate Measures as an Indicator of Outcomes

Depending on what data you can collect or measure at your worksite, the best you may be able to do is measure intermediate markers or indicators. As an example:

You can't get data on changes in cholesterol levels from one year to the next for each employee, but you can track physical activity levels from year to year. Since there is a link between OPA and OCholesterol, and Cholesterol = U CVD Risk, you can infer:





Evaluation Samples – A "Report Card"

2005

25%

Healthy

choice

BP =140/100

Chol = 225

BMI = 30%

Change

10%

₩ BP

₩ 6%

↓ 1%

2006

35%

Healthy

choice

BP =

130/90

Chol = 212

BMI = 29%

SAMPLE EVALUATION TOOL & MEASURES					
SAMPLE PROCESS OBJECTIVES	2005	2006	Change		
Number of staff enrolled and participating (participation rates).	200	220	↑ 10%		
Company wellness web site hits	10,620	22,000	107%		
Policy or environmental changes/tracking (Use Worksite Wellness Assessment Checklist and compare list of policy or environmental changes from initial site assessment with later follow-up	10 in place	15 in place	↑ 50%		

at 1 year, 2 years, etc.)

vendor to track selections)

SAMPLE OUTCOME OBJECTIVES

Vending items being chosen (arrange with

Health Indicators / reduced risk factors.

body weight, BMI, etc. before and after a

specified program or campaign.

Comparison of company aggregate screening

measures such as blood pressure, cholesterol,

Appendices: Additional Resources

Disease Management (1-2 page overview)

- Arthritis
- Cancer
- Diabetes
- Heart disease & stroke
- Mental health*

Samples of Blank Documents

- Worksite assessment *
- Employee pre-survey
- Worksite worksheet of priorities
- Worksite action plan

Additional Resources/Tips Pages

- Wellness at home *
- Sample policies *
- Coordinator's guide *

* New in 2007

Other Resources



Wisconsin Worksite Wellness Resource Kit

Learning Circle

A group of people who meet regularly to share wellness ideas or program activities that have been successful in their worksites.

Learning Circle Objectives:

- Review best practices.
- Have access to worksite wellness leaders.
- Develop programs that work with your budget, large or small.
- Provide networking opportunities.
- Provide a place to share ideas and resources.
- Provide a place to discuss overcoming challenges.

Learning Circle Contacts

- Who would be willing to host or start up a learning circle?
- If interested, please share contact information.



Regional Trainers



WISCONSIN DEPARTMENT OF HEALTH SERVICES







Search DHS

About DHS

Topics A - Z Programs & Services

Partners & Providers

Reference Center

Home

Select by Site:

Community

Healthcare

School

Worksite

Wisconsin Worksite Wellness Approved WI Resource Kit Trainers

Southern Region: Trainers Approved by DHS to Instruct Worksites on the use of the WI Worksite Wellness Resource Kit (by County)

Dane County

- Abigail Nadler, Mortenson, Matzelle & Meldrum, 608-288-2778, Abigail.Nadler@m3ins.com
- Diane Scherschel, Unity Health Insurance, 608-265-8316
 dscherschel@uwhealth.org

Back to Region Map

Obocity



Resources: NPA Web Site

Home

Worksite

Select by Site:

Community

Healthcare

School

Worksite

Obesity Prevention Planning Listed below are information and references to address physical activity and nutrition in the worksite setting.

Material is grouped by:

New Click here for more information and to register for free Regional Worksite Wellness Resource Kit Trainings June 2nd in Stevens Point and June 10th in Madison.

Resources



The Worksite Wellness Resource Kit (rev. Sept. 2007) A tool to assist worksites with implementing strategies that have been proven to be effective. The kit walks you through the process of developing a worksite wellness program.



Governor's Worksite Wellness Award - Apply for the Governor's Worksite Wellness Award and see if your worksite can be an award winner.

NPA Website Resources

- Toolkit includes all modifiable forms
- Case studies & summary reports
- Access to tools and key websites
- Listing of free or low-cost online campaigns
- Favorite Programs Inventory
- Governor's Worksite Wellness Award
- Workshop powerpoint presentations as well as Governor's Summit and other powerpoint presentations

"Favorites Program" An Opportunity to Share

- Define type of program
 - Policy
 - Environmental change
 - Behavior change
- What is the focus?
 - HRA
 - Physical activity
 - Nutrition
 - Mental health
 - Tobacco use
- What went well, what didn't go well?
- How did you get good participation?



Program Favorites-Page 1



Wisconsin Wellness Program Favorites

Worksite Name: The Clinic

Contact Person

Name Jim Smith

Email ismith@the clinic.org

Phone 608 244 7635

How would you categorize your company?

M Healthcare

How many employees are in your company?

 $\square 50 - 300$

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?

Program Favorites-Page 2



Wisconsin Wellness Program Favorites

Wellness Program Favorite Overview:

Name of the initiative: 10,000 Step Program

Purpose: Get employees to be more physically active

Brief Description (1000 character maximum): Staff are asked to track the number of steps they walk per day. The campaign runs 8 weeks and the goal is to get everyone to reach the 10,000 step goal by the end of the campaign.

Evaluation:

Why was this initiative successful?

Employees formed small "buddy groups" and many of the groups walked together over the lunch hour.

What did employees like/not like about this initiative or receive from this initiative? Employees liked the social support they got while walking in small groups.

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? NA

Governor's Worksite Wellness Award

Criteria based on Resource Kit Strategies



Wisconsin Worksite Wellness Resource Kit

2008 Governor's Worksite Wellness Award Winners



Worksite	Award Level	Location	Size	Since
Creation Technologies Wisconsin Inc.	Gold	Oak Creek	Medium	Oct 2008
Gundersen Lutheran Health System	Gold	LaCrosse	Large	Oct 2008
Memorial Health Center	Gold	Medford	Large	Nov 2008
Polaris Industries, Inc.	Gold	Osceola	Large	Oct 2008
QuadGraphics	Gold	Sussex	Large	Sept 2008
American Family Insurance	Silver	Madison	Large	Nov 2008
Madison Area Technical College	Silver	Madison	Large	Nov 2008
Milwaukee Public Schools	Silver	Milwaukee	Large	Oct 2008
Mortenson, Matzelle & Meldrum M3	Silver	Madison	Medium	Sept 2008
Physicians Plus Insurance Corp.	Silver	Madison	Medium	Oct 2008
Rock County Government	Silver	Janesville	Large	Nov 2008
Shawano Medical Center	Silver	Shawano	Medium	Nov 2008
Theda Care	Silver	Appleton	Large	Sept 2008
Thrivent Financial for Lutherans	Silver	Appleton	Large	Sept 2008
Unity Health Insurance Plans	Silver	Sauk City	Medium	Dec 2008
UW Health Partners - Watertown	Silver	Watertown	Large	Oct 2008
Regional Medical Center				
Fox Valley Technical College	Bronze	Appleton	Large	Sept 2008
Frett/Barrington Limited	Bronze	Waukesha	Small	Dec 2008
Glowac, Harris, Madison, Inc.	Bronze	Madison	Small	Oct 2008
Grant Regional Health Center	Bronze	Lancaster	Medium	Oct 2008
R & R Insurance Services Inc	Bronze	Waukesha	Medium	Nov 2008
South Milwaukee Fire Department	Bronze	South Milwaukee	Small	Oct 2008
Stoughton Trailers	Bronze	Stoughton	Large	Dec 2008
Trans International LLC	Bronze	Menomonee	Small	Sept 2008
		Falls		
Waukesha County Employee	Bronze	Waukesha	Medium	Oct 2008
Wellness Program				
WOW Logistics	Bronze	Appleton	Medium	Dec 2008

2009 Governor's Worksite Wellness Award Winners



Worksite	Award Level	Location	Size	Since
4imprint, Inc.	Silver	Oshkosh	Medium	Feb 2009
Altoona School District	Silver	Altoona	Medium	Mar 2009
Amery School District	Silver	Amery	Medium	Jan 2009
Beloit Memorial Hospital	Silver	Beloit	Large	Feb 2009
Edgerton Hospital & Health Services	Silver	Edgerton	Medium	Mar 2009
Integrys Energy Group	Silver	Green Bay	Large	Feb 2009
Mid-State Technical College	Silver	Wis. Rapids	Medium	Mar 2009
Rice Lake Weighing Systems	Silver	Rice Lake	Medium	Feb 2009
Kiel School District	Bronze	Kiel	Medium	Mar 2009
Shawano County	Bronze	Shawano	Large	Feb 2009
Somerset School District	Bronze	Somerset	Medium	Feb 2009

0 Gold, 8 Silver, 3 Bronze (11)



Membership Benefits

- Monthly Expert Interviews
- Absolute Advantage Magazine
- Well Workplace Awards Process
- Comprehensive Incentive Campaign
- Educational Opportunities
 - Well Workplace Universities
 - Annual Wellness
 Conference

- Webinar/Podcasts
- Quarterly Presentations
- Bi-Monthly Company Case Studies
- Reproducible Health Bulletins
- Annual Best Resources Guide
- Monthly E-mail Newsletter
- Member Pricing Discounts

Wisconsin Worksite Wellness Resource Kit



19th Annual Worksite Wellness Conference

Seeking Higher Returns – Taking Your Program to the Next Level

Tuesday September 15th, 2009 Kalahari Resort, Wisconsin Dells, WI

Sponsored by the Wellness Council of Wisconsin

In
Pocket

Wisconsin Worksite Wellness Resource Kit

"Wisconsin Worksite Wellness Resource Kit" – How Can I Get A Copy?

- On the Web at:
 - http://dhfs.wisconsin.gov/health/physicalactivity/Sites/Worksitekit.htm
 - Or you can Google "WI Physical Activity"
- Via hard copy
 - Fill Out Order Form Today

Our Goal

To bring you the resources needed to develop and implement a results-oriented wellness program.

SHAPE YOUR STATE



Please remember to complete and hand in the evaluation, your feedback is greatly appreciated.