

Small Business Worksite Wellness Strategies

COMMON FEARS SMALL BUSINESSES HAVE ABOUT WORKSITE WELLNESS PROGRAMS:

- TOO EXPENSIVE
- TOO COMPLICATED
- TOO TIME CONSUMING
- TOO HARD TO FIGURE OUT WHERE TO START

In 2011, 52% of large businesses (> 100 employees) had wellness programs compared with 16% for small businesses (< 100 employees). But small businesses may actually be more “nimble” than large businesses, so starting and maintaining a wellness program can be easier in small businesses.

Bureau of Labor Statistics 2011



Starting and maintaining a wellness program is not as hard as most people believe. There are lots of simple strategies found on the accompanying pages that can be easily implemented at little or no cost. The trick is to understand your employees and provide them with options that meet their needs as well as your business needs. More details on how to set up a wellness program can be found at the website below.

Provided on the next page is a checklist of easy-to-implement strategies that could apply to any small business. Take a look at the list and the more detailed worksite wellness kit (see link below), and then determine how you would go about starting or enhancing your wellness program.



If you need additional assistance, go to the worksite section of the Nutrition, Physical Activity and Obesity Program website <http://www.dhs.wisconsin.gov/physical-activity/Worksite/index.htm> or contact:

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SMALL BUSINESS WELLNESS STRATEGIES CHECKLIST

Adapted from WI Worksite Wellness Resource Kit Full Assessment

Yes	No	INFRASTRUCTURE & PROGRAM COMPONENTS	
		1	Provide program commitment: management, staff, some resources
		2	Provide worksite wellness educational programs
		3	Provide regular wellness communications
		4	Provide worksite services: counseling, employee assistance programs (EAP)
		5	Provide Incentives to encourage participation
		6	Extend programming to family members
		7	Ask your employees what they want
HEALTH SCREENINGS			
		8	Provide health risk assessments on a regular basis
		9	Conduct biometric health screenings
		10	Connect health risk assessment results or screenings with the healthcare provider
PHYSICAL ACTIVITY			
		11	Provide flex-time or using lunch time for activity
		12	Allow for "walk & talk" meetings
		13	Map out on-site trails or nearby walking routes
		14	Provide bike racks
		15	Provide "pool bikes" for local travel near the worksite
		16	Repurpose a room for an hour to serve as an activity space
		17	Provide long-term (several weeks) physical activity campaigns
NUTRITION			
		18	Provide a pay-as-you-go open fruit basket
		19	Provide healthy vending choices
		20	Have a healthy food meeting policy
		21	Provide protected time and dedicated space for breaks and lunch
		22	Make water readily available and promote drinking water throughout the day
		23	Make kitchen equipment (refrigerators, microwaves, stoves, etc) available
		24	Access a nearby farmer's market or establish a agriculture (CSA) drop-off point at work
		25	Provide on-site gardening
		26	Conduct campaigns that focus on healthy eating and weight management
		27	Provide an appropriate place for breastfeeding/pumping (Mother's Room)
		28	Provide refrigerated space for breast milk storage
		29	Provide flex-time for breastfeeding employees to pump or breastfeed while at work
MENTAL HEALTH / STRESS MANAGEMENT			
		30	Provide flexible scheduling to attend or participate in mental health activities
		31	Promote mental health and stress management resources (i.e. EAP)
		32	Provide stress reduction through "quiet rooms", relaxation classes, lighting and sound
ALCOHOL and OTHER DRUG ABUSE (AODA)			
		33	Provide flexible scheduling to attend or participate in AODA related activities
		34	Provide and/or promote AODA resources (i.e. EAP)
TOBACCO USE			
		35	Policy to prohibit tobacco use anywhere on the property
		36	Promote a state or local Tobacco Quit Line (800-QUIT-NOW)
		37	Support participation in smoking cessation activities during duty time (flex-time)
EMERGENCY RESPONSE			
		38	Have a written plan for emergency response to medical events at their facility
		39	Provide or promote emergency training in CPR and/or (AEDs) use
ASSESSMENT AND EVALUATION			
		40	Survey or assess participant satisfaction to reassess program initiatives
		41	Regularly complete a worksite wellness assessment (such as this checklist)
		42	Perform an annual wellness program review and report results to the wellness team

SMALL BUSINESS WORKSITE WELLNESS STRATEGIES

INFRASTRUCTURE		How
1	Does the worksite have a commitment from key stakeholders such as senior management, a representative committee, some staff time and a small budget.	Management makes the commitment to institute a wellness program. Details and strategies can be determined later, but the commitment to wellness being a core business strategy is key.
PROGRAM COMPONENTS		How
2	Does the worksite offer educational programs for health areas, such as physical activity, nutrition, weight management, breastfeeding, stress management and tobacco cessation?	Use interested staff as “experts” or bring in free speakers from local organizations. Do you have an avid biker on staff – let them tell their story about bike commuting.
3	Communications: Does the worksite have a variety of ways to regularly communicate wellness programming and information to employees? Examples of ways to “promote and encourage employee participation” include: <ul style="list-style-type: none"> Information at new employee orientation Information on programs provided within paychecks or email Flyers on the wall, bulletin boards or resource tables Letters mailed directly to employees Announcements at employee meetings Employee newsletter articles Incentive/reward programs Public recognition Health insurance discounts Sponsor employee sports teams 	Depending on the size of the business there are lots of ways to spread the word. Ask your employees what works best for them.
4	Does the worksite provide or arrange for health counseling, employee assistance programs or other support mechanisms to modify behavior?	Learn about any services that are available through your healthcare insurer and actively promote and encourage their use by staff.
5	Does the worksite provide incentives to encourage participation in worksite wellness activities? Examples include: <ul style="list-style-type: none"> Small merchandise (i.e. water bottles, pedometers) Gift certificates Monetary awards Reimbursement for the cost of participation in certain wellness programs Health insurance rebates or discounts 	See if your insurer has wellness incentives and promote them. Consider subsidizing small rewards to increase participation.
6	Does the worksite offer wellness programming to family members (spouses and children) of employees?	Encourage employees to involve their families in any worksite wellness efforts that apply. Reinforcement at home and participation by other family members covered by health insurance is a good thing.
7	Does the worksite offer an annual needs and interest survey to employees as a means to check-in with the wellness program target audience?	This can be as formal as informal as you want, but if you want to engage your employees in the program, ask them what they want.

HEALTH SCREENINGS		How
8	Does the worksite offer health risk assessments on a regular basis (at least every other year)?	This might be included in a healthcare plan, but you can also have employees do them for free online so they at least get an individual assessment. Ex. Real Age http://www.realage.com/
9	Does the worksite offer or provide easy access to free or reasonably priced annual biometric health screenings (height and weight measurements, blood pressure checks, cholesterol screening, diabetes/blood sugar screening, stress or anxiety/depression screening, etc.)?	Biometric screenings might be included in a healthcare plan.
10	Does the worksite have a plan to use health risk assessments or screenings and connect higher risk employees with their healthcare provider for follow-up?	Encourage employees to use their individual results and connect with their healthcare provider if there are areas for follow-up such as medication.
PHYSICAL ACTIVITY		How
11	Does the worksite support physical activity during work time (flex-time) or during lunch?	Time is a “benefit” that will allow employees to be healthier. Take advantage of schedule flexibility to increase opportunities to be active.
12	Does the worksite allow for “walk & talk” meetings instead of conference room meetings to encourage smaller amounts of activity?	Short meetings with only a couple of employees can happen on the move just as easily sitting in a room. Take your meetings outside for a once-around-the-block check-in meeting.
13	Does the worksite map out on-site trails or nearby walking routes or encourage employees to map their own biking or walking route to and from work?	Map some short routes for breaks and lunch hours by using an online tool: http://gmap-pedometer.com/
14	Does the worksite provide bike racks in safe and convenient locations and are employees made aware of where they are located?	Encourage bike commuting by providing a safe place to store bikes.
15	Does the worksite promote active commuting to work and biking and walking while at work by offering commuters and employees special assistance.	(e.g. “pool bikes” for local travel near the worksite, umbrellas for walkers, etc.)
16	Does the worksite provide on-site physical activity classes such as aerobics, kick-boxing, dancing, yoga, etc.?	Can a room be “repurposed” for an hour to serve as an activity space.
17	Does the worksite hold long-term (several weeks) physical activity campaigns?	Join online or local campaigns as a worksite. See page 53 of the WI Kit.
NUTRITION		How
18	Does the worksite offer appealing, low-cost, healthful food options, such as fruits and vegetables, juices, whole grains, lean meats and low-fat dairy products in vending machines and snack bars and break rooms?	Provide an open fruit basket with a contribution box for employees to donate money to keep it filled.
19	Does the worksite promote healthy choices by modifying vending contracts to : Devote more space to healthy items Use competitive pricing to make healthier choices less expensive	Work with a vendor to modify vending options or operate your own vending area and fill it with healthier options.
20	Does the worksite offer healthful food alternatives at meetings, company functions and health events?	Have a healthy food meeting policy. Ex: http://www.sph.umn.edu/pdf/news/pubs/NutritionGuide2009.pdf
21	Does the worksite provide protected time and dedicated space away from the work area for breaks and lunch?	Providing time, equipment, facilities and access to water will increase the opportunity to select healthier foods.
22	Does the worksite make water available and promote drinking water throughout the day?	

23	Does the worksite make kitchen equipment (refrigerators, microwaves, stoves, etc) available for employee food storage and cooking?	
24	Does the worksite offer local fruits and vegetables at the worksite?	Can you access a nearby farmer's market or establish a community-supported agriculture drop-off point at work?
25	Does the worksite provide on-site gardening?	If you have green space, devoting a small area to establish a garden is great for eating well, getting some activity and building teamwork.
26	Does the worksite have activities or long-term (several week) campaigns that focus on healthy eating and weight management?	Join online or local campaigns as a worksite. See page 53 of the WI Kit.
27	Does the worksite provide an appropriate place for breastfeeding/pumping (Mother's Room)?	Meeting the essential needs of new mothers make it easier for them to transition back into work and makes for a happier, more productive workplace.
28	Does the worksite provide refrigerated space for breast milk storage?	
29	Does the worksite provide flex-time opportunities for breastfeeding employees to pump or breastfeed during the work day?	
MENTAL HEALTH / STRESS MANAGEMENT		How
30	Does the worksite provide flexible scheduling to attend or participate in mental health activities offered at work or to allow for medical appointments related to mental health?	Providing time and resources that are easily available at work make it much more likely that employees will take advantage of the opportunities to address any employee assistance needs.
31	Does the worksite promote mental health and stress management resources (i.e. EAP, insurance carrier, local resources, etc.)	
32	Does the worksite provide stress reduction through "quiet rooms", relaxation classes and proper lighting and sound reduction measures?	Is the business conducive to having a stress reduction room as an occasional employee "retreat"?
ALCOHOL and OTHER DRUG ABUSE (AODA)		How
33	Does the worksite provide flexible scheduling to attend or participate in AODA related activities offered at work or to allow for medical appointments related to AODA?	Providing time and resources that are easily available at work make it much more likely that employees will take advantage of the opportunities to address any employee assistance needs.
34	Does the worksite provide and/or promote AODA resources (i.e. EAP, insurance carrier, local resources, etc.)	
TOBACCO USE		How
35	Does the worksite policy prohibit tobacco use anywhere on the property?	Instituting policies in small businesses is relatively easy.
36	Does the worksite promote a state or local Quit Line (800-QUIT-NOW) or similar tobacco cessation resources?	Take advantage of free resources that might be available.
37	Does the worksite policy support participation in smoking cessation activities during duty time (flex-time)?	Having programming right at work means greater participation.
EMERGENCY MEDICAL RESPONSE PLAN		
38	Does the worksite have a written plan for emergency response to medical events at their facility?	You want a written protocol in place so you're ready for an emergency.
39	Does the Worksite provide emergency training in Cardiopulmonary Resuscitation (CPR) and/or Automated External Defibrillators (AEDs) for response to cardiac events in the facility?	Having trained responders at your worksite is good for you and good for them. Providing time or opportunity for training makes this easier to attain.
ASSESSMENT AND EVALUATION		How
40	Within the past year, has your worksite used the information from an employee wellness interest survey and/or participant satisfaction survey to reassess program	Regularly reassess your program to make sure it fits your employees' needs.

	initiatives?	
41	Has your worksite completed a worksite wellness assessment (such as this checklist) within the past year?	Have an evaluation plan in place and assess and report out on an annual basis to make sure your wellness program is making a difference.
42	Does your worksite do an annual wellness program review and report significant results to management?	

Worksite Assessment - Results Summary

Worksite Scorecard (Totals for all categories)	Yes	No	Comments
Infrastructure & Program Components (7)			
Health Screening and Disease Prevention (3)			
Physical Activity (7)			
Nutrition (12)			
Mental Health (3)			
Alcohol and Other Drug Abuse (AODA) (2)			
Tobacco Use (3)			
Emergency Medical Response Plan (2)			
Assessment and Evaluation (3)			
Worksite Total (42)			



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Visit our website at:
<http://www.dhs.wisconsin.gov/physical-activity/Worksite/index.htm>

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