

INTRODUCTION:

WHY HAVE A
WORKSITE WELLNESS
PROGRAM

Why the Worksite Setting?

The worksite is a controlled environment where policy, environmental and system changes can benefit many employees. In addition, with time being a key commodity, being able to provide opportunities in and around the worksite setting has the potential to significantly influence employee health.



Most Waking Hours are Spent at Work

Provide opportunities at work for employees to be healthy. Many worksites are controlled environments that are modifiable to provide time and opportunities for staff to make healthy choices.



Benefits vs. Costs

↑ Productivity	vs.	Program \$
↓ Healthcare \$		Incentives
↓ Absenteeism		Coordinator salary



Focus on Having Happier, Healthier Employees

Company culture has an effect on employee productivity and happiness. A good employee wellness program can add significantly to a positive culture.

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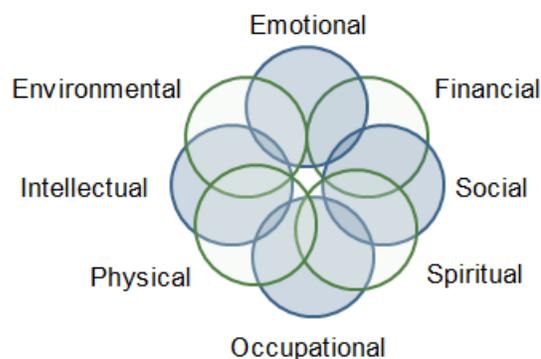
What is Worksite Wellness?

“Workplace health programs are a coordinated and comprehensive set of health promotion and protection strategies implemented at the worksite that includes programs, policies, benefits, environmental supports, and links to the surrounding community designed to encourage the health and safety of all employees.”

Centers for Disease Control and Prevention

You might think of a weight loss program or a fitness challenge as worksite wellness. However, programs like those are only a part of a broader philosophy. Worksite wellness is not really a specific program. A company should consider wellness in their decisions on operations, policies, buildings, environment, benefits, trainings, and services. When you care about wellness, you integrate it as a core factor in everything you do as a business.

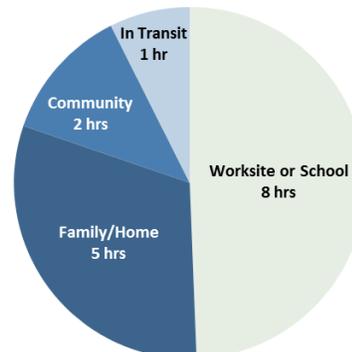
The concept of wellness has expanded beyond just physical health and now takes a more holistic approach. Wellness is the balance of the dimensions that influence our health and wellbeing. The most comprehensive wellness model has eight dimensions, and it was developed by the U.S. Department of Health and Human Services (DHHS) Substance Abuse and Mental Health Services Administration (SAMHSA).



Eight Dimensions of Wellness
US Department of Health and Humans Service (SAMHSA)

Why Worksite Wellness?

The average person spends half of their waking hours in the worksite. Therefore, any changes you made in that environment can be significant and benefit many employees. How you address worksite wellness will affect the number of participants and the degree of success you will have in developing a culture of wellness. That culture serves as a key component in developing an engaged and productive workplace where the overall goals of the organization embrace employee well-being.



American Time Use Survey – Bureau of Labor Statistics 2016

What is the Goal?

The early worksite wellness field focused on physical health and measuring it with health assessments and biometric screenings (measuring someone's height and weight, body fat, waist circumference, blood pressure, cholesterol, and blood sugar). Based on that information, there was a great deal of work done to try to measure return on investment (ROI) to justify creating wellness programs. As many worksites began regularly demonstrating positive ROI, the focus shifted: first, to value of investment, and, more recently, to terms like 'value of caring' and 'quality of life'. Let us take a brief look at each of these concepts.

Return on Investment (ROI)

The studies done on worksite wellness have found an average of a 3:1 ROI ratio within 3-5 years of starting a program, (meaning for every dollar spent, you get \$3 back). This is a baseline for companies that created very comprehensive wellness initiatives that included multiple areas of the company (programming, benefits, policies, and environmental changes), and that looked at data from many areas (medical claims, pharmacy claims, workers compensation claims, disability claims, absenteeism and turnover rates). There are at least three reasons why many experts now consider ROI less critical:

- ❖ There is now sufficient proof of a positive ROI in enough worksites to be able to project a positive return to other worksites with similar, comprehensive programs.
- ❖ Most worksites likely do not have the time, expertise or access to data that is necessary to generate a true ROI.
- ❖ There are newer, more subjective measures of the benefits of wellness programs that are likely more meaningful than just dollar savings.

Step 1 will look at wellness costs vs. benefits in more detail, but the key takeaway message is that a quality wellness program will pay dividends.

Value of Investment (VOI)

Value on Investment (VOI) has replaced the emphasis on ROI in some circles. It expresses that the value of wellness goes beyond just financial gain. For employees, the value extends beyond physical health and can positively affect their emotional health, relationships, jobs, hobbies, and their overall quality-of-life. For employers, the value of wellness initiatives can do things like improve company image, attract and retain talent, improve employee engagement, satisfaction, morale, and improve its culture. This improvement also then can positively affect things like production, creativity, innovation, customer service, and quality. In addition, in the end, the company may even make more money because of the quality of everything has improved.

Value of Caring (VOC) and Quality of Life (QOL) – Creating a Positive Company Culture

A recent focus of employee wellness is to look at wellness as less of a program and more of a philosophy or common value for a company. The question then becomes, when we care about people, what return do we get? How does the company benefit?

Advances in the fields of psychology, sociology, neuroscience, epigenetics, business and organizational development has recently helped us understand that as one person benefits, everyone benefits. We are

socially connected. A strong, bi-directional relationship exists between employee wellbeing and organizational wellbeing.

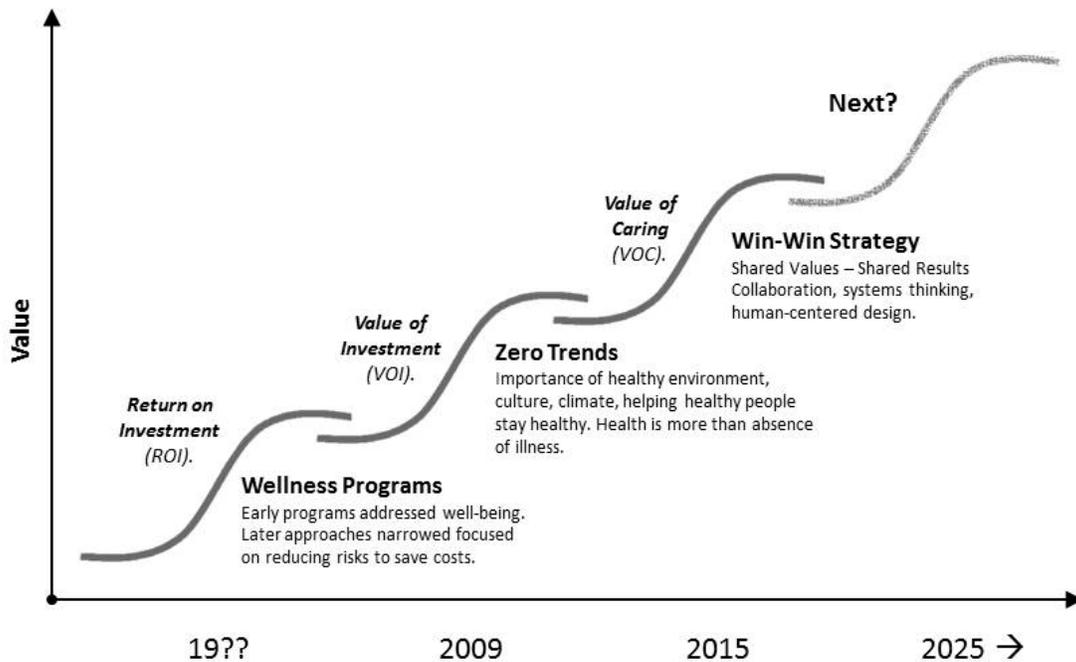
What is also interesting is that experts are finding that businesses that have a VOC and/or QOL approach tend to make more money in the end. Creating a positive company culture has benefits for everyone.

Employee First

Remember that the employee's quality of life should be the driving force and messaging you use when developing and promoting your wellness program. By putting the employee first in decision-making, you will have higher participation rates and more engaged employees because they will view the wellness program as a benefit to them and not as a cost control benefit to the company (although the employee benefit will result in lower costs).

So, Why do Worksite Wellness?

Because everyone benefits. Wellness is about the whole person, and the whole community. It is about helping everyone thrive.



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Summarized on the next page is a simple overview of the steps you need to take for a successful program that matches your resources. Take a few minutes to look at this quick summary to see that you can do it and then proceed through the steps in the kit to make it happen.

WISCONSIN WORKSITE WELLNESS TOOLKIT OVERVIEW

INTRO: WHY HAVE A WORKSITE WELLNESS PROGRAM?



Most hours are at work



Cost savings



Happier, healthier employees

STEP 1: HOW TO GET STARTED (Page 6)



Get senior-level support



Gather a wellness committee



Focus on employee wellbeing

STEP 2: MOTIVATION AND ENGAGEMENT (Page 12)



Employee motivation and engagement



Incentives



Communication and marketing

STEP 3: ASSESSING YOUR WORKSITE (Page 21)



Assess your company



Survey employees



Check biometrics



Gather other data

STEP 4: WELLNESS PROGRAMMING AND STRATEGIES (Page 32)



Three-pronged approach



Strategies that match resources



Materials for each

STEP 5: MAKING DECISIONS: WHERE TO FOCUS YOUR EFFORTS (Page 56)



Review data



Select impact-based strategies



Create annual action plan

STEP 6: EVALUATING YOUR PROGRAM: IS IT DOING ANY GOOD? (Page 62)



Review progress, participation, engagement, quality, and costs.



Develop a scorecard.