

Barker Implement Wellness Program

Agri-Well-Volution!

War on Smokeless Tobacco

Lynn Irr, LMSW Wellness Director ACE Certified
Fitness Instructor since 1988

Store Locations effect culture! We are determined to be leaders in changing local culture in relation to smokeless tobacco!



Vision Statement



“As a part of the most important industry in the world, we strive to make our customers, employees, owners and communities more successful by being an integral part of helping rural communities endure.”

“Integrity, Excellence, Financial Health, Teamwork”

Mission Statement



“Barker Implement is a full-service John Deere dealer that provides equipment solutions to our area agricultural, commercial and residential communities”

“Integrity, Excellence, Financial Health, Teamwork”

Value Statements



- **Integrity** – *Strong Relationships built on Trust*
- **Excellence** – *Always meeting or exceeding expectations*
- **Financial Health** – *Financial stability and success for all stakeholders*
- **Teamwork** – *Working together towards an environment that is productive and satisfying for all*

“Integrity, Excellence, Financial Health, Teamwork”

Top Management Buy In From the Beginning!

Self Funding and
developing a new
Wellness Program were
a natural pairing!

Partnership with Benefit Health Advisors and Interactive Health Solution

Biometric Screens Cornerstone of Wellness Program- Drives Wellness Programming – Tobacco is our number one health risk as a company (On average tobacco users cost employers \$3600 more a year due to direct and indirect costs) (One in five deaths attributed to Tobacco use annually)

*First Year enjoyed 87% participation Third Year – increased to 93%
178 Full Time (free) **# 54 Part-Time** (discounted rate for spouses/part-timers)

Wellness Premium Insurance Differential began Year 2 of Wellness Program **Currently \$50/month difference between base rate and wellness rate.** This year had a 10% increase in rates
Wellness rate went up <\$2 per month Base rate \$6 per paycheck
Family \$22 per month Base rate \$26 per month

IHI

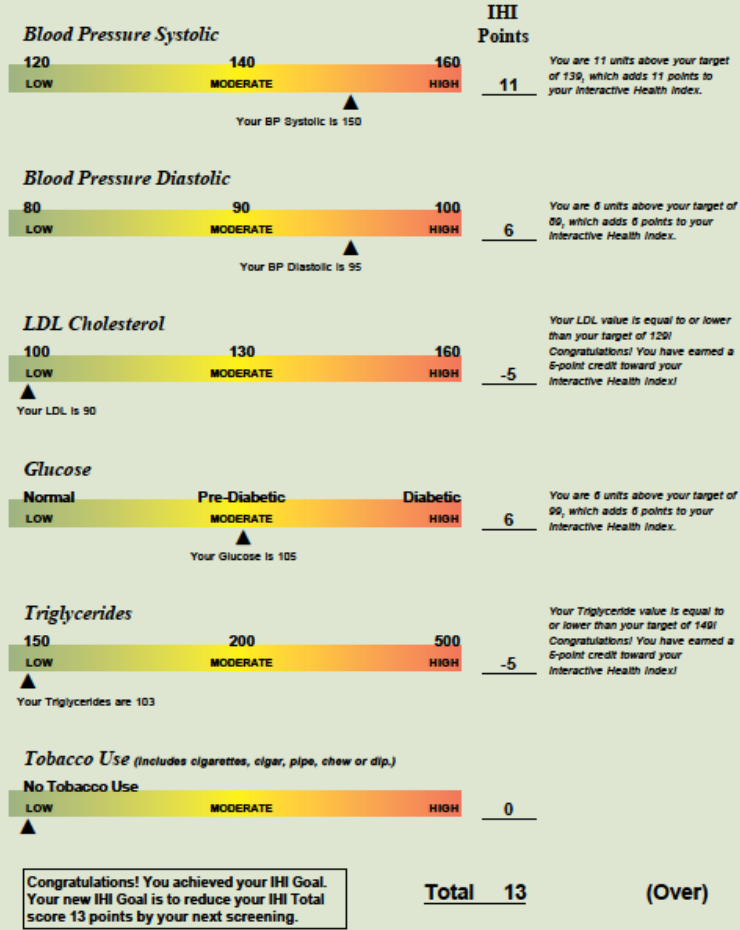
Interactive Health Index For



Watch How Life Gets Better

John Sample

June 30, 2009





A Smarter Way to Better Health



HealthFocus Courses:

- For all employees who participate in the IHS Health Evaluation
- Talk confidentially to your own Masters degreed health coach by telephone
- Course materials sent to assist you in making lasting healthy changes
- Choose phone appointments according to your schedule- days, nights, or weekends
- Call 1-800-840-6100 to register for a HealthFocus course

Smoke-Free For Life

By exploring different quit techniques, learn to apply the best option for you. Special emphasis is placed on cessation aids and relapse prevention. Work with an experienced professional who has helped many others to quit smoking successfully. Receive the support you need and become smoke-free for life!

Diabetes Prevention and Control

If you have diabetes, or have been diagnosed at risk, learn to make the right choices for control or prevention. You may also be required to be working with your doctor. Nutritional and exercise options are reviewed in a personalized approach to help you make the right choices to improve your health.

Lifestyles for Successful Weight Loss

Weekly telephone sessions with a professional experienced in helping people to lose weight and keep it off. Learn a permanent new way of eating that emphasizes a balanced, non-diet approach. This course will guide you to reshape your habits while reshaping yourself and feeling great!

Managing Cholesterol Levels

Develop an individual plan for lowering bad LDL cholesterol, raising the good HDL, and/or lowering triglycerides. Medication from your physician may still be required, but it may be reduced or avoided with the correct diet and exercise choices.

HealthFocus courses are included with the IHS Health Evaluation—at no cost to you. (over)



**Interactive Health Solutions
HealthFocus
Smoke Free for Life Course**

Are you ready to Quit?

Maybe you have already taken your last puff and are ready to quit today.

Or

Maybe you want to plan ahead before you quit.

Or

Maybe your not ready to quit but may want to at some point.

Wherever you are on the readiness to change scale this healthy lifestyle course will help you find strategies for quitting and staying smoke-free!

- **Learn to understand why you smoke**
- **Learn how to plan your strategy to quit**
- **Understand nicotine addiction and withdrawal**
- **Learn about medications to help with cravings and stress**
- **You don't have to quit alone – Find out where to get support**

Call 1-800-840-6100 to sign up or to find out more!



If in Session 1 the participant indicates that he/she uses chew, snuff, dip, chew, plug, spit, etc, the following section can be referred to for coaching sessions:

Background for Coaches on Smokeless Tobacco:

Smokeless tobacco comes in two basic forms: snuff and chewing tobacco. **Snuff** is a fine-grain tobacco that comes in teabag-like pouches that users "pinch" between their lower lip and gum. **Chewing tobacco** comes in shredded, twisted, or "bricked" tobacco leaves that users put between their cheek and gum. With snuff and chewing tobacco, users let it sit in their mouth and suck on the tobacco juices and spit, to get rid of the saliva that builds up. This sucking and chewing allows the nicotine to be absorbed into the bloodstream through the tissues in the mouth.

Differences between quitting smokeless tobacco versus quitting smoking:

Quitting smokeless tobacco is very similar to quitting smoking in that both involve tobacco products that contain nicotine, and the physical, mental, and emotional aspects of addiction have to be overcome.

There are two aspects of quitting that are unique for smokeless tobacco users:

- 1) There is often a stronger need for oral substitutes;
- 2) Mouth sores go away slowly and gum problems may stop getting worse.

Risks of using smokeless tobacco:

Smokeless tobacco products are not a safe substitute for smoking cigarettes. Harmful health effects include:

- Mouth and throat cancer (according to the CDC about 30,000 Americans each year are diagnosed with mouth and throat cancers, and nearly 8,000 die of these diseases. Only about half of people with diagnosed mouth or throat cancer survive more than 5 years)
- Esophageal cancer
- Stomach cancer
- Pancreatic cancer
- Increased risk of heart disease, heart attacks, and stroke
- Addiction to nicotine

Barker Implement Tobacco Policy:

To promote a healthy work environment and healthier employees, Barker Implement will become Tobacco Free (Buildings, Company Vehicles and All Farm Equipment) for all locations effective January 1st, 2011.

Effective January 1, 2012, Barker Implement locations will become Tobacco Free Campuses. At that time, all Barker Implement grounds, parking lots, ramps, sidewalks or any property owned by the company across the street from any of our locations will become prohibited from the use of any tobacco product. At this time, use of work time to utilize tobacco products off site will not be permitted.

Workplace environments that allow tobacco use result in higher absenteeism, lower productivity, increased cleaning/maintenance costs and increased health insurance rates and increased liability claims for diseases related to exposure to secondhand smoke. Tobacco usage is the number one preventable cause of death and disease in our country. It is a risk factor for over 25 diseases including being responsible for one third of U.S. cancers, one quarter of all heart diseases and responsible for approximately 490,000 premature deaths annually. (2007 Institute of Medicine).

In 2011, Barker Implement buildings, company vehicles and all farm equipment (whether owned by Barkers or our customers) will become tobacco free of any type of tobacco product (Tobacco is defined as but not limited to cigarettes, cigars, spit and smokeless tobacco, chew, snuff, snus, hookah-smoked products, bidis, kreteks and cigarillos.) It is preferred that non-tobacco chew not be utilized on-site due to professional image. If you feel the need to use this type of product, it would be advised you discuss this proactively with your supervisor.

When utilizing tobacco products on company property (outside of buildings) during the year 2011, employees are required to use the receptacles provided for cigarette butts and dispose of any tobacco chew/spit etc in a discrete, cleanly manner. Throwing butts on the grounds or spitting tobacco on company grounds is not permitted.

Utilizing tobacco or improper disposal of tobacco products in any Barker locations will be considered a serious offense. The first time tobacco is noted being used inappropriately will result in a verbal warning and a meeting with your supervisor and/or other management. The second offense will incur a written warning as well as documentation write up that will become part of your personnel file. The third offense can result in serious consequences or dismissal.

Barker's Wellness Coordinator can assist as well as provide information to any employee or employee family member who wishes to become tobacco free. Up to eight confidential, weekly masters level telephonic based tobacco cessation programs are available to any employee participating in Barker's Wellness Program Biometric Screens through Interactive Health Solutions. To access these services, employees can call 1-800-840-6100 to enroll in a Health Focus Course. QUITLINE IOWA – 1-800-784-8669 (1-800-QUIT-NOW) is another free service available to employees. This research based online service is available seven days a week with expert coaches available to assist.

Year One-Biometrics begin

*Began collaboration with community support agencies- Each store had a session to target tobacco -22% Usage self report

*Clarinda store had enough people to have an in-store class by Free People From Tobacco. A Division of Page County Health Dept -33% Success rate initially 1 quit still to date. Clarinda store...meets the challenge to be a Tobacco Free Facility 2010

*Eight locations had Lunch and Learn program with various agency reps on tobacco health risk awareness

Monkey Survey out about employees approval of moving forward with tobacco free policy -73% approve

*Private Telephonic Coaching available for tobacco cessation if took biometrics

*One on one coaching with myself- focus on change theory- plan-dopamine hit awareness

*Paired up those that had quit with those trying to quit

*Had a Terminator Theme Poster- 10 company wide quit we were aware of

*Discuss plans/approval of most employees to move quickly toward Tobacco Free Facilities 2011 for ALL locations during HR annual insurance rate meetings

*Learned of dynamic nature of tobacco "beast" /Annual meeting

Year Two-

- *Have consultants come to all stores in late fall to help educate what is going on in National Health Care – Continue to report plan to become Tobacco Free Facilities on Jan 2011
- *Begin Premium Differential based on wellness index....
- *Begin Random testing for Cotatine- only test pool of those report non-users in Health Risk Assessment
- *Employee “Bart” who almost died of a smoke induced heart attack agrees to go to locations to share his story of quitting for good to save his life.
- *Provide smaller, more targeted lunch sessions for cessation/smoking support with various agencies – Then leave fliers, provide pens/magnets to staff

Year 3

Implement New Company-wide Tobacco Free Facility Policy

February – All locations offer Mayo Clinic DVD program on Comprehensive Treatment of Smokeless Tobacco luncheon

Visit all shops..ask how it is going..to employees and supervisors

Year 4- Current plan to go Tobacco Free Campus

Lessons still to be learned!!

Research would indicate our policy change and premium differentials will absolutely be the right thing to do to try to move change forward

Lessons Learned!

Realize this war will take time...there will be several battles...unsuccessful but then won later...and maybe lost...and then won again...keep chipping away..we are dealing with an amazingly difficult journey with our employees

The enemy is the addiction.....!!!!!! Have empathy for those in the battle.

You have got to want to quit to quit...one size does not fit all/Multi-modal

Be ready for some “push back”

Keep educating...supporting...be authentic...be honest

Support/Lobby for more research/support on addiction

Those most likely to succeed use all available resources to quit

Thank you for your time!

Be Well!

- **Contact info**
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