

# The Art of Worksite Wellness Programming

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# Accountability for health outcomes is a “3-way street”



Total Value Total Return; Seven Rules for Optimizing Employee Health Benefits for a Healthier and More Productive Workforce; Jack Mahoney, MD & David Hom (2006)  
Institute of Health and Productivity Management (IHPM) [www.ihpm.org](http://www.ihpm.org)

# Program Goals: each partner has a role

- Increased access
- Personal accountability
- Quality of care
- Knowing your population
- Healthy behaviors

# Today's focus is the employer role in...

....personal accountability = **communication**

...healthy behaviors = **environmental supports**

# What are we motivated to do?

Things that are  
comfortable, convenient, & cheap

## So many means...

- On-site screenings
- Lunch & Learns
- Employee Surveys
- HRAs, PHAs, WBAs (Well-Being Assessments)
- Behavior Change Programs
- Environmental & Policy Changes
- Real-time Program Evaluations

# Guidelines/Roadmaps/Toolkits for Wellness Programs

- NIOSH Five things for small- and medium-sized employers to consider <http://www.public-health.uiowa.edu/HWCE/employer/best-practices.html>
- Healthy Workplaces: A Model for Action for employers, workers, practitioners, and policy makers (World Health Organization, 2010) [http://www.publichealth.uiowa.edu/HWCE/employer/health\\_workplaces\\_model-WHO.pdf](http://www.publichealth.uiowa.edu/HWCE/employer/health_workplaces_model-WHO.pdf)
- Workplace Wellness Program Roadmap (2 web pages 1. Steps 1 – 4; 2. Resources. Created by the University of Iowa College of Public Health Healthier Workforce Center for Excellence [www.hwce.org](http://www.hwce.org)
- IDPH Worksites Toolkit 2010 [http://www.idph.state.ia.us/iowansfitforlife/common/pdf/healthy\\_worksites\\_toolkit.pdf](http://www.idph.state.ia.us/iowansfitforlife/common/pdf/healthy_worksites_toolkit.pdf)
- Wellness Council of Iowa <http://www.welcoa.org/freeresources>

# Big Rocks



Thank you, Stephen R. Covey!

# Priorities

- ✓ Strategy and Incentives
- ✓ Annual Schedule
  - Probably coinciding with benefits enrollment
- ✓ Communications

# Two Circles of Wellness Communications

## 1. Inner Circle

- a. Organization-level planning
- b. Data review
- c. “Employer stuff”

## 2. Employee Circle

- a. (Multiple) warnings (“Something’s coming!!”)
- b. Instructions (What, when, & how to)
- c. What to do if you think you are an “exception”
- d. Status updates of corporate health profile annually

Even the wellness participants who live here should have a clue.



# Employee Communications

1. Confidentiality – let me count the ways
2. Six degrees of separation...  
(from your HR file)
3. “Pre-sell” wellness for 75% participation
4. Timeline & Annual Cycle

# Employee Communications

5. Benefits Linkage

6. Tact

7. Redundancy & access assurance

8. Other

# For those interested in learning more about tobacco cessation class (chew or smoke)

A first class with no commitment will be held on the afternoon of (6-8 weeks later) in the hidden conference room near the cafeteria. Coffee will no longer be available, but dining services will leave iced drinks and snacks. To learn more, please call our friendly and personal provider directly at

\_\_\_\_\_.

[Click Here](#)

...to sign up for a blood screen timeslot between 5 & 10am on 5/24/11. Complete instructions on fasting and what to expect are provided [here, on our provider's website](#). Measurements of all biometrics (blood pressure, height, weight, and waist) will be done individually in the privacy of the locker room. You will be handed your measures on a slip of paper to use in your HRA. Blank slips, with signature line for your physician, are available for you to take to your personal physician, should you prefer.

If you have scheduling conflicts, concerns, or questions, please call [\*Wendy Wellness\*](#) at 641-821-9681.

Warehouse employees, a special alternate screening has been arranged for you on 5/27/11, to coincide with training day. Chris, the supervisor, will provide details at your next pre-shift meeting.

# Coordinators, take heart: Healing In Progress

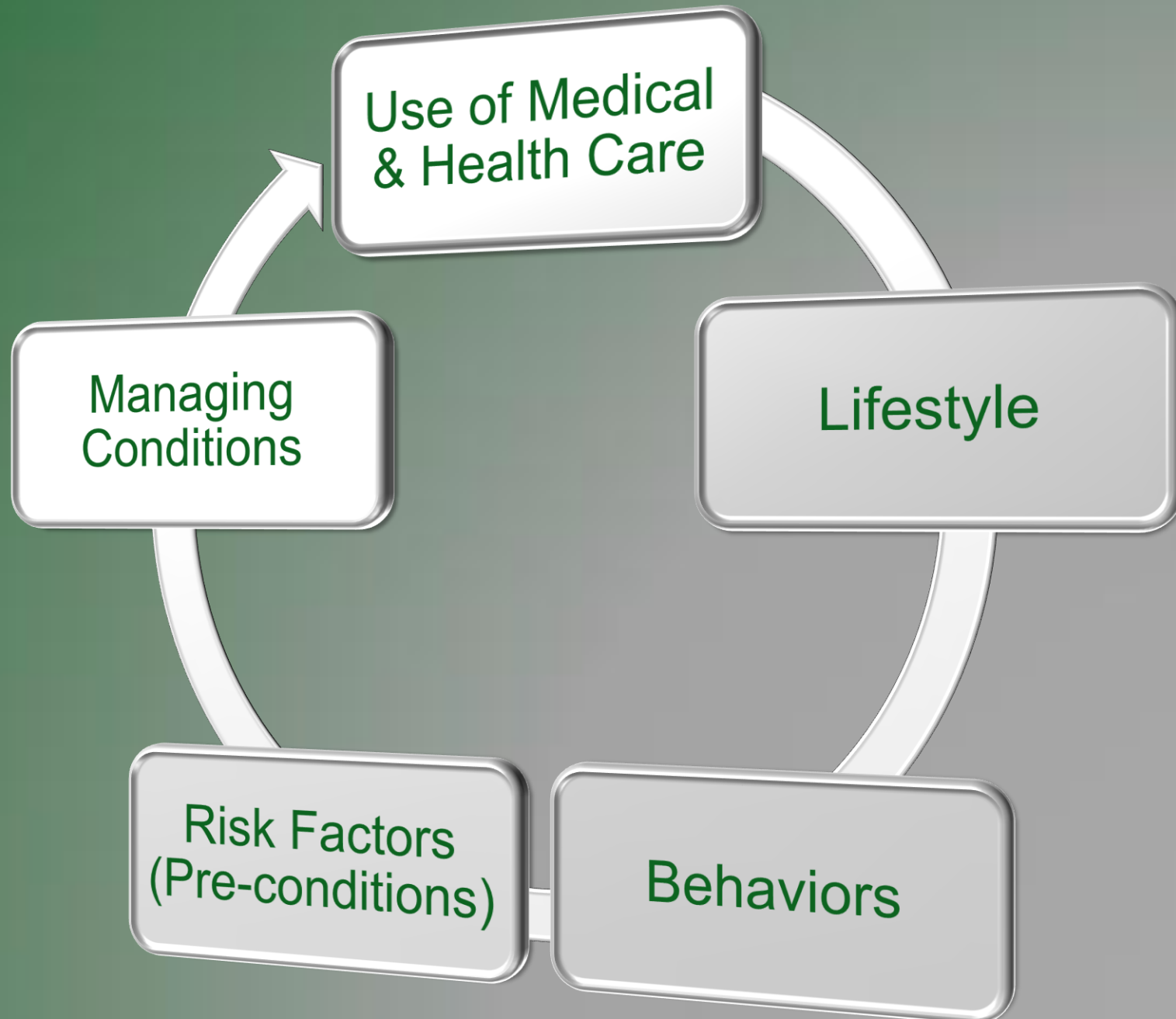
It's often "open season" on wellness. Why?

- Who's "department" is it? Safe to poke fun...?
- Wellness is set aside as something all the employees are evaluating and experiencing at the same time.
- The frosted brownie phenomenon. ("I, too, eat cake.") and
- The other thing.....

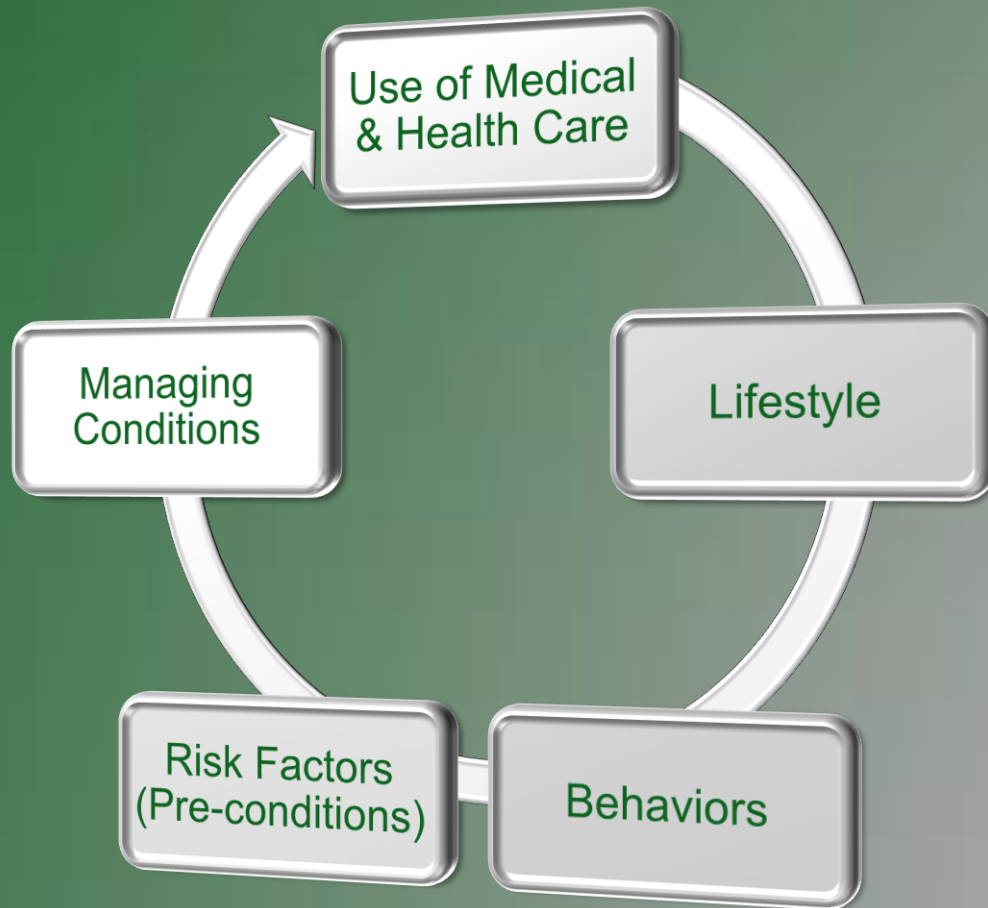
# Wellness Fulfillment for Receipt of Incentives

- Requirements for fulfillment may cumulate year to year (so you may make the point that it's practical to get on board now and get used to the routine)
- Results – based: individual must meet a number
- Process – based: individual must participate fully

# Coaching Continuum



# The Art of Worksite Wellness Programming



- **Prevention & Screenings**
  - **Surveys**
  - **Self Assessments**
  - **Lunch & Learns**
  - **Behavior Change Programs**
  - **Environmental/Policy Changes**
  - **Program Evaluations**
- Each list item is accompanied by a corresponding empty rounded rectangular box on the right side of the slide.

Improving these.....using  
these.....

# How aggressive is aggressive enough?

- In other words, “What levels of improvement to lifestyle, behavioral, & medical self care do we estimate are needed to fulfill the business goals of having a wellness program?”
- What do we know about how to get there?
- Office of Surveillance, Epidemiology, and Laboratory Services; Behavioral Risk Factor Surveillance System;  
<http://www.cdc.gov/brfss/index.htm>
- Iowa Governor’s Council on Physical Fitness & Nutrition <http://www.healthyiowa.gov/>
- National Association for Health & Fitness  
<http://www.physicalfitness.org/>

# Summary

- First and foremost, wellness programs provide opportunities to interact with people who are healing.
- Reinforce & periodically revisit responsibilities on the 3-way street of accountability.
- Learn lessons from your participants.
- Keep a long-term perspective via annual status checks, but maximize short-term benefits via a process orientation for your employees.
- Be transparent when it comes to expressing corporate cost-control motive (about once/year).
- Highlight confidentiality & discretion (all year long).
- Carefully edit for tact, clarity, & the ears of all potential participants in your population.

# Questions?

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