



Carrot Cake is **NOT**
a Vegetable

How to Change Employee
Behavior

Julie Augustine, RN

Education & Awareness

- Health goal program
- Risk stratification
- Newsletter to employees' homes
- Onsite educational opportunities
 - Lunch and Learns
 - Health coaching
 - University of Iowa BeHipp study



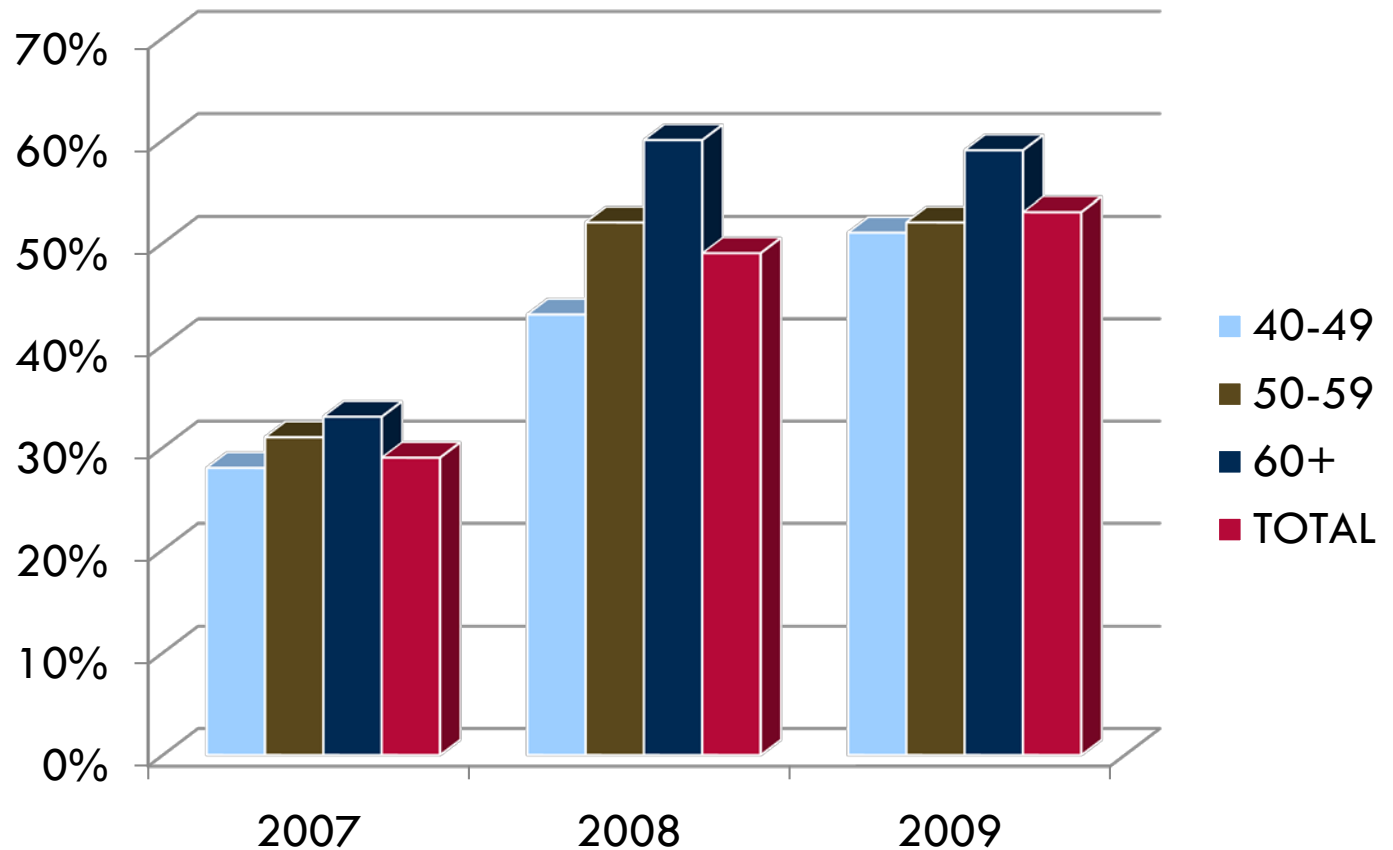
Environment & Culture

- Worksite support
 - ▣ Walking
 - ▣ Break time stretching
 - ▣ Cafeteria consult
 - ▣ CEO and management support
 - ▣ Wellness committee



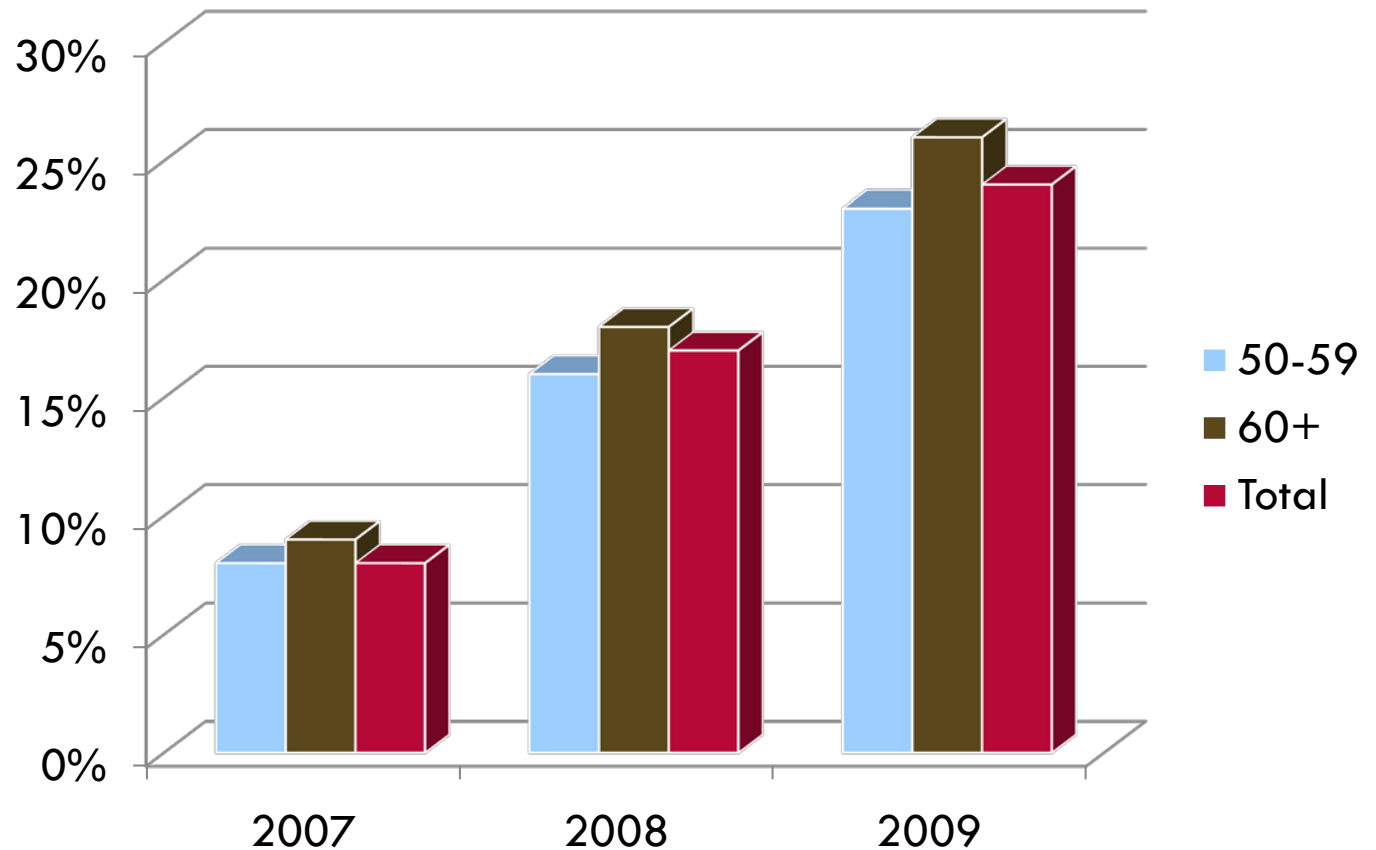
Corporate Mammogram Usage

Offering free preventive services makes a real difference!



Colon Cancer Screening (Males)

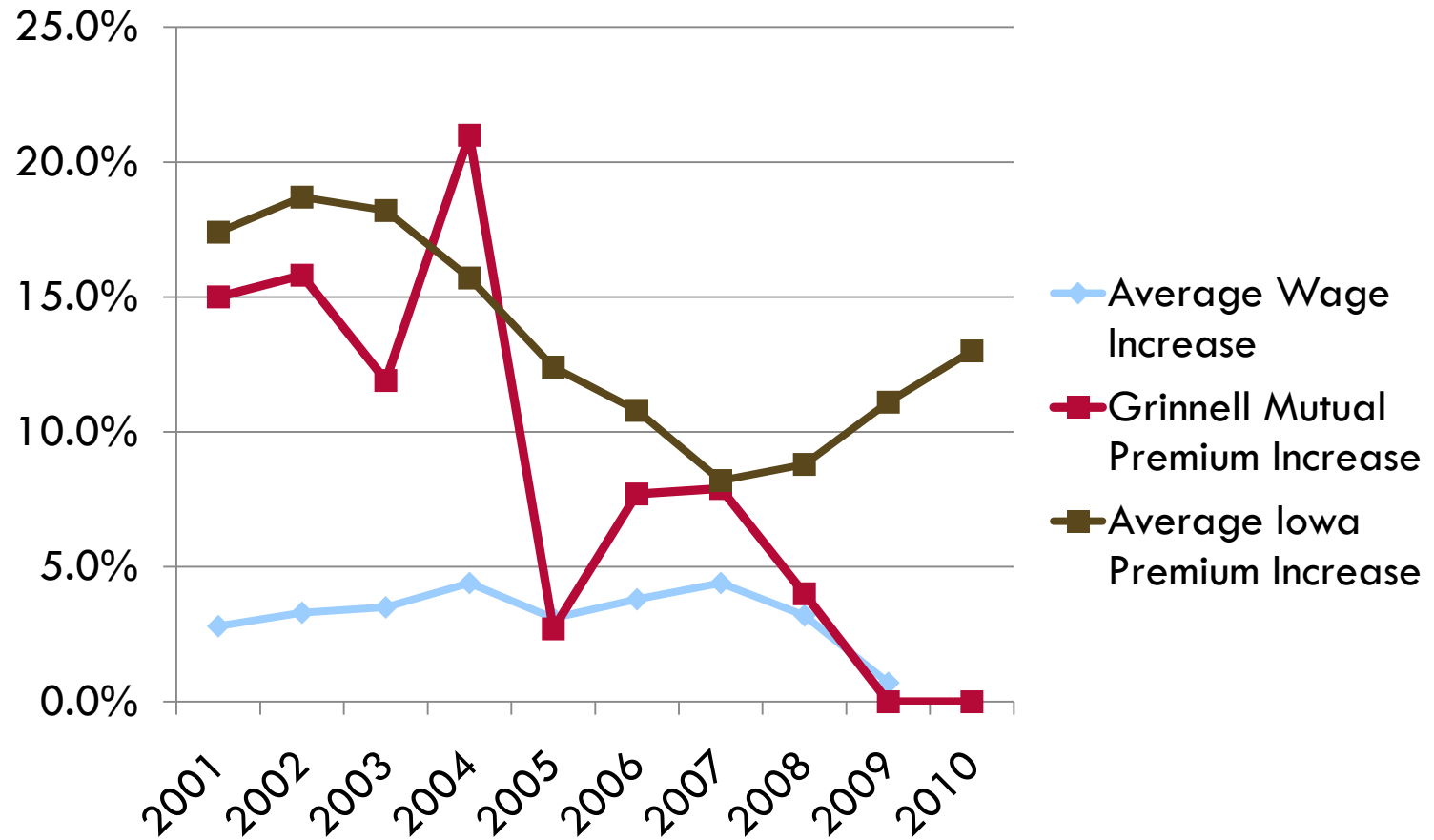
Yes, even men will go to the doctor if there is an incentive!



Health Insurance Rates vs. Wages

Grinnell Mutual has not increased health premiums since 2008 — including 2011!

Weekly wage information was provided by Iowa Workforce Development



Communication

- “Wellness is something we are doing *with* you, not *to* you.”
- Help employees find value in caring about their health
- Understanding what “self-insured” means
- Share health success stories
- All avenues, all the time

Wellness
ROCK
STAR



2011 Benefit Description

Five required pieces:

1. Blood screen
2. Survey
3. Tobacco-free
4. Two health goals

give
yourself
Credit!

with personal
health goals



Your health is important. That's why Grinnell Mutual rewards you for taking steps to improve your overall wellness.

To qualify for the \$35 per month credit on your benefits during 2012, you must complete each of the following during 2011:

- **Blood screen with optional consultation**
- **Online wellness questionnaire**
- **Tobacco free status or cessation class**
- **Two personal health goals**

Please note: If you do not elect Health or Dental benefits, you need to elect a Medical Flexible Spending Account of at least \$420 to receive your Wellness Credits.

One personal health goal should be related to an identified risk factor. Need more help to identify the right options?

Contact Julie at ext. 8707 to discuss your personal goals and get started on a healthier you for 2011!

To receive your credits for your 2012 benefits, both health goals must be completed, along with completion requirements, by November 4, 2011.

Health Goal Options

1. **Medical Self-Care**

- ▣ Attend five presentations on managing your healthcare and living well.

2. **BeHipp Study Participant**

- ▣ Regular attendance at the lunch intervention group or newsletter group and complete yearly assessment.

3. **Tobacco-Free**

- ▣ Complete tobacco cessation counseling

Health Options, continued

4. **Eating Right**

- ▣ Nutrition 101 workshops
- ▣ Weight Watchers
- ▣ Purchase a full share of CSA vegetables
- ▣ 5-a-day fruit & vegetable tracking

5. **Living a balanced life**

- ▣ Stress management counseling
- ▣ Balanced life planning workshops
- ▣ Core Development classes (*communication skills, time or conflict management, etc.*)

Health Options, continued

6. Exercise

- ▣ Fitness center attendance
- ▣ Exercise log
- ▣ Personal training

7. Personalized Goal

- ▣ Possible personal health coaching areas:
 - Weight loss
 - Fitness testing
 - Nutrition counseling
 - Stress management
 - Diabetes, cholesterol or hypertension management
 - Full Physical

Health Goal Options, concluded

8. Know Your Numbers

- ▣ U of Iowa class to review blood screening
- ▣ Personalized health plan based on risks
- ▣ Follow-up appointment to access changes

9. Heart360.org Online Log

- ▣ Track blood pressure, weight, blood sugar, cholesterol or physical activity

10. Spousal Participation

- ▣ Yearly physical
- ▣ Three month Heart360.org log

Challenges

- Twelve states and field staff equality
- Reaching dependents and spouses
- Employees perceived invasion of privacy
- Upper management support

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