

Designing a Worksite Wellness Program



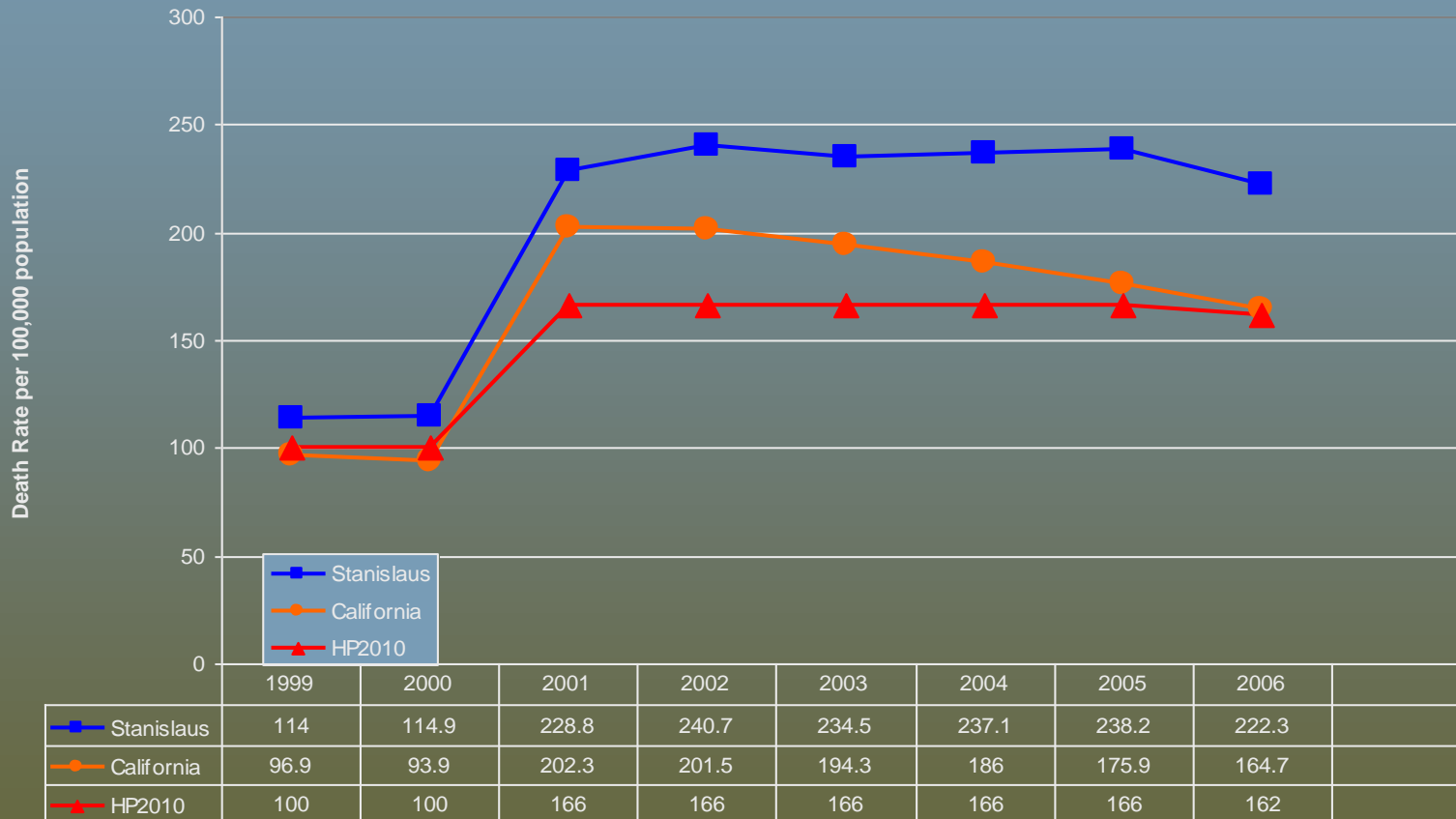
A Project by the Healthy Eating
and Active Living Community
Health Initiative

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Mortality Rate of Heart Disease

Age-adjusted Rate due to Coronary Heart Disease, Stanislaus County and California, 1999-2006



Diabetes: The Growing Epidemic

Age Adjusted Diabetes Prevalance by County 2005



Health Statistics

- California has one of the fastest rates of increase in obesity among working age adults
- Over half of California's adults are overweight and obese
- The more overweight they are, the greater their risk of type 2 diabetes



Chronic Disease

- Poor diet, obesity, and physical inactivity may be responsible for one out of every three cancer deaths, just as many as smoking
- Fruit and vegetable consumption is associated with a reduced risk of developing heart disease, some cancer, and type 2 diabetes
- Regular physical activity that is performed on most days of the week reduces the risk of heart disease and of developing high blood pressure



Why Should You, The Employer, Be Concerned?



- Sick days are the leading cause of loss of productivity
- Increased injuries
- Increased Workers Compensation costs
- Increased medical costs, leading to increased insurance premiums for employers



What Can the Employer Do?

- Develop a Worksite Wellness Program



Why Worksite?

- Adult population spends a majority of their time at work
- Ability to apply long term interventions for health improvement
- Acquire health related data with relative ease
- Provide social support
- Facilitate mass communication as well as individualized information



Program Design

- Planning
- Needs Assessment
- Implementation
- Evaluation



Planning

- Top management support
- Develop a planning committee
- Assessment of information
- Develop mission and clear program goals and objectives
- Policies that support healthy behaviors
- Funding opportunities



Needs Assessment

- Develop baseline for evaluation
- Employee needs and interest
- Health risk appraisals to assess health risk factors
- Cost benefits – tool
- Environment audits
- Policy assessment



Implementation

- Set priorities, based on needs assessment
- Design practices to address specific wellness issues
- Market the program – Name of Program
- Develop implementation plan
- Staffing needs



Evaluation

- Analyze results
- Determine if they meet goals and objectives
- Identify successes and areas for improvements
- Continuous



Success Factors

- Commitment from top management
- Buy in by managers and leadership
- Involve people in planning
- Develop a plan – assign a coordinator
- Communication to employees
- Make it fun
- Follow up and through with plan



Challenges

- Meets the needs of employees – needs assessment is important
- Funding
- Sustainability



Examples of Program Plans

- Can be comprehensive, to include developing policies
- Or begin with just a few health promotion activities



Improve Access to Healthy Foods

- Provide healthy foods at meetings
- Stock healthy snacks in vending machines and at snack stations
- Encourage healthy alternatives at potlucks and celebrations
- Establish on-site farmer's markets
- Work with cafeteria, catering truck, or nearby restaurants to offer healthy foods



Promote Physical Activity

- Implement physical activity breaks or walking meetings
- Encourage usage of stairs
- Promote gym memberships
- Create policies that encourage walking, biking, and carpooling to work
- Design worksite with physical activity in mind



Supportive Work Environment

- Reward healthy lifestyle changes, e.g. provide incentives
- Provide messages on healthy behavior via company's e mail system
- Walking maps and trails
- Encourage walking clubs
- Wellness challenge
- Provide health education classes



Workplace Wellness Policies

- Vending Machines
- Drinking Fountain/Water
- Nutritious Menus
- Physical Activity Breaks
- Design of Building
- Encourage Usage of Stairs



Healthy HSA Campaign

- Implemented since 2005
- Created logo to “brand” initiative
- 4 month event – from Feb to May
- Goal is to promote healthy eating and active living among employees and their families



What We Did

- Kick off message/event
- Monthly themes
- Weekly health tips via e mails
- Webpage on our website and intranet : www.hsahealth.org
- Physical activity contest
- Walking maps
- Posters



Helpful Resources

- Web-sites
 - Literature
 - Publications
 - Best Practices
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- California Department of Public Health
 - CDC
 - Available in your packet



Questions?

