

Program Planning

Before choosing a specific program to be offered, it is important to consider the data that was collected from employees, as well as how the proposed program accomplishes the priorities that were set in your operating plan.

Program Offerings

- Physical activity, nutrition/weight management, smoking cessation, responsible alcohol use, stress management, medical self-care, financial management, ergonomics, mental health/depression, disease management, work/family balance
- Wellness programs target the following behaviors:
 - High saturated fat diets, undetected high blood pressure, binge alcohol consumption, low dietary fiber intake, obesity, smokeless tobacco use, excessive caffeine use, high-risk recreational activities, lack of periodic screening, lack of supportive relationships, little physical exercise, undetected high cholesterol level, use of illegal drugs, carelessness, smoking, excessive sun exposure, lack of seat belt use, lack of stress reduction activities, inappropriate health care use, inadequate sleep or rest, risky sexual practices, passive health consumer behavior, unsafe home practices, OTC medication abuse, unaddressed depression, irresponsible purchasing, obsessive dieting, undetected high blood sugar

Program Levels

- Awareness, education, behavior change, or cultural enhancement

Program Frequency

- Monthly, quarterly, annually, or bi-annually
- Dependent on the needs of your employees

Eleven Issues for Appropriate Interventions from WELCOA

- What specific objective does this intervention address?
- How many employees are targeted to participate in this intervention?
- What incentives will be used?
- How will the intervention be promoted?
- How long will the intervention take to complete?
- Will this intervention be offered at multiple locations and for multiple shifts?
- At what level will the intervention be offered?
- What will be the total cost to deliver the intervention?
- Are there legal issues and/or waivers that need to be considered?
- How will the interventions be evaluated?
- Who will be the key contact if something goes wrong?

Sources:

Wellness Councils of America, 2005, www.welcoa.org

“Expediting Employee Behavior Change by Implementing the Right Incentives,” 2006, www.welcoa.org

“The Power of Utilizing Incentive Campaigns,” 2008, www.welcoa.org

“Big Steps for Small Business: 10 Health Promotion Programming Ideas Every Business Should Consider,” David Hunnicutt, PhD, 2007, www.welcoa.org



Programs can be offered to employees, their spouse and families, and retirees. WELCOA recommends concentrating on the employees in your worksite first, and then expanding to the employee's dependents and company retirees.

Incentives are used to increase participation in a program.

- WELCOA recognizes 8 basic types of incentives:
 - Merchandise (T-shirts, water bottles, park/recreation passes)
 - Lottery prize drawings
 - Employee recognition
 - Well days off (paid time off)
 - Cash
 - Medical plan coverage enhancement
 - Health plan contributions
 - Medical spending accounts
- Try to increase the number of incentives being offered, as well as their value
 - "...the optimal level has been calculated to be about \$5 per participant per program. So, if there are six programs per year, you could do it comfortably for about \$30 per participant per year." ~Aaron Hardy on the cost of incentive campaigns
 - Raffles for larger prizes and praise works well, too. Determine what works best for your employee population.
- Include creative incentives in all program offerings
- Offering incentives is done for 3 reasons:
 - To get people to come to your program activities
 - To get people to come to more multiple sessions
 - To get people to make long-term behavior changes

WELCOA recommends their publication "Big Steps for Small Business: 10 Health Promotion Programming Ideas Every Small Business Should Consider" by David Hunnicutt, PhD. Here is a summary:

- Hold a Management Boot Camp
 - A small in-service to let execs know what will be required of them for success or a one or two day wellness retreat.
- Designate a Company Wellness Leader & Provide a Training Experience
 - "Without a formally appointed wellness leader the program is going to get bogged down because there won't be someone coordinating the details."
 - Hire a full-time employee or designate an existing employee and provide them with formal training, such as a conference on worksite wellness
- Conduct an Employee Interest Survey
 - Employees want an input—make them feel that wellness programming isn't being done TO them, but FOR them

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"Big Steps for Small Business: 10 Health Promotion Programming Ideas Every Business Should Consider," David Hunnicutt, PhD, 2007, www.welcoa.org



- Provide an Opportunity for Health Screening
 - This helps employees understand where they're at—if they don't "know their numbers" (blood pressure, cholesterol, BMI, etc.) they are at a greater risk of preventable health problems
- Administer an Annual Physical Activity Campaign
- Hold a Healthy Eating Lunch 'n Learn Seminar
- Establish an In-House Lending Library
 - This allows employees to become informed about health topics from credible sources
 - Should include medical self-care books, health magazines, instructional DVD's, audio books, and a variety of newsletters, pamphlets, and behavior change guides
- Disseminate a Regular Health Newsletter
 - Full-color, easy-to-read, 6th or 7th grade reading level
 - Offer a quiz for employees to complete and turning for a monthly drawing. This helps with comprehending and retaining the information.
 - Cover a variety of topics
- Implement Health Policies and Procedures
 - Put the policies in the actual company handbook or policy manual
 - This shows your company's commitment to providing a safe and healthy workplace for all
 - 4 Basic Policies Every Worksite Should Have
 - Tobacco-free workplace
 - Alcohol/drug-free environment
 - Seatbelt use
 - Safety/Emergency procedures in the event of a disaster
 - Other examples of policies
 - Vending machines—50% of food offered in vending machines must be under a certain fat/caloric value
 - Meetings—must offer healthy alternatives; for example, fresh fruit and yogurt instead of doughnuts
 - Promote Community Health Efforts
 - Events like runs/walks, health fairs, educational seminars and other community health initiatives such as Marathon County's Bike and Walk Week
 - Establish a listing of health promoting events occurring in the community

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