Cities for Workforce Health

Webinar Series – Part 3:

Planning and Program Design:
Essential Building Blocks to Successful Workforce Health Programs

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LEAGUE OF CALIFORNIA CITIES

KAISER PERMANENTE

Keenan Associates

HEALTHY EATING ACTIVE LIVING CITIES CAMPAIGN

Agenda

Introductions and Webinar Two Review

Week Three Objectives

The Place for Planning and Program Design

Cornerstones of Planning and Program Design

Resources

Questions

Webinar Two Review

- Data is important for a successful wellness strategy
- Assessments exist across a broad range of areas related to workforce health
- Data allows you to engage the right people, at the right time, with the right interventions
- Health risks are important in developing a strategy, but assessing the culture and identifying employee interests must come first
- Communication and incentives help drive participation
- Participation and satisfaction are key elements of a good program, and data can help drive both
- A successful wellness program measures impact religiously

Objectives of Webinar Three

- Learn how to set expectations, define priorities and program success

- Understand the different types of wellness initiatives, including value-based designs and policy and environmental changes

- Understand the difference between activity-based and results-oriented programs

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Four Steps to a Successful Workforce Health Program

STEP 1
Assess

STEP 2
Plan

STEP 3
Engage

STEP 4
Measure
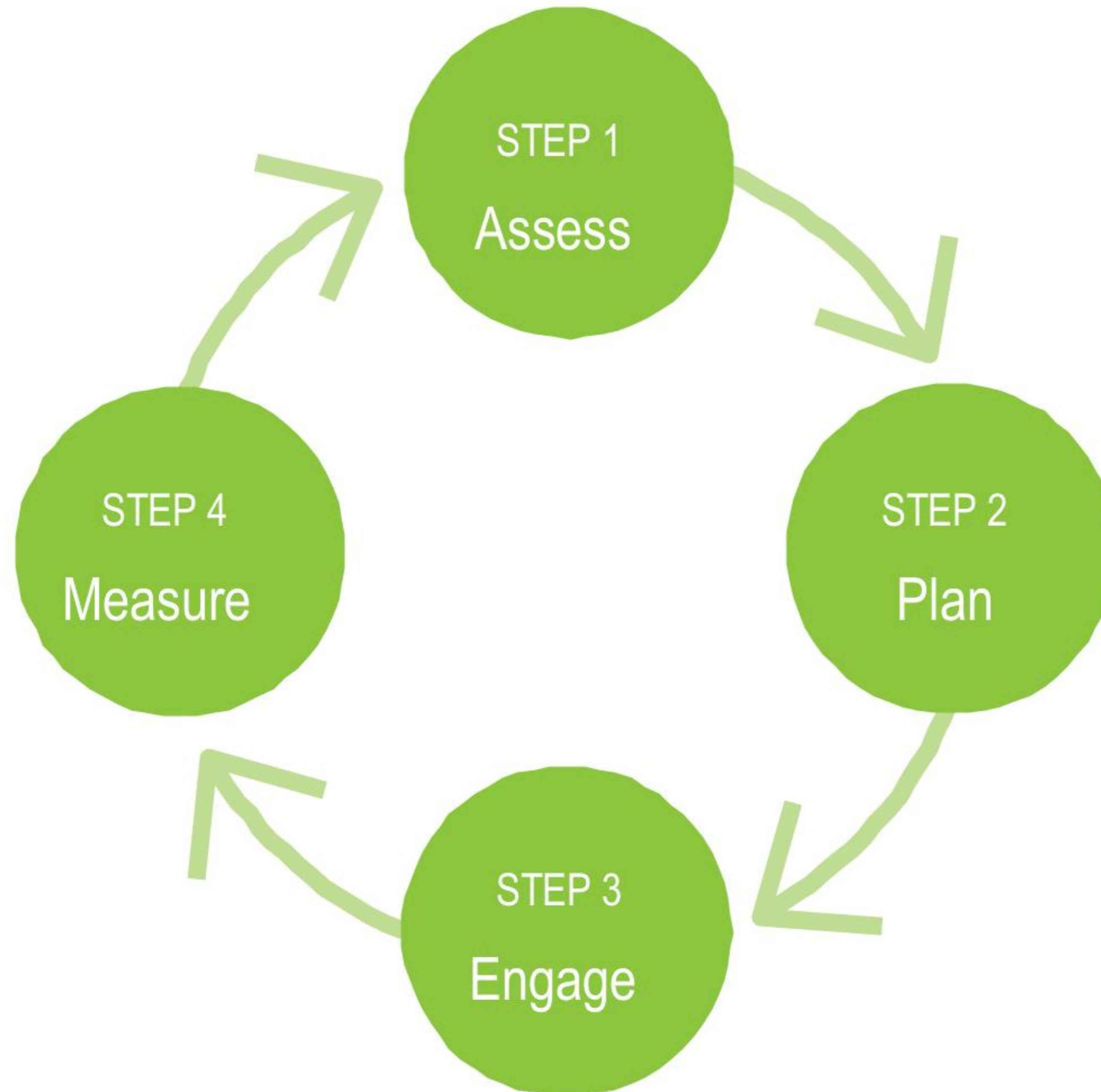
Build a Platform for Planning and Designing a Workforce Health Program

- Internal Stakeholders:
  - employees
  - leaders
  - wellness coordinator
  - wellness committee

- External Partners
  - health plans
  - community agencies
  - wellness vendors

Build a Platform for Planning and Designing a Workforce Health Program
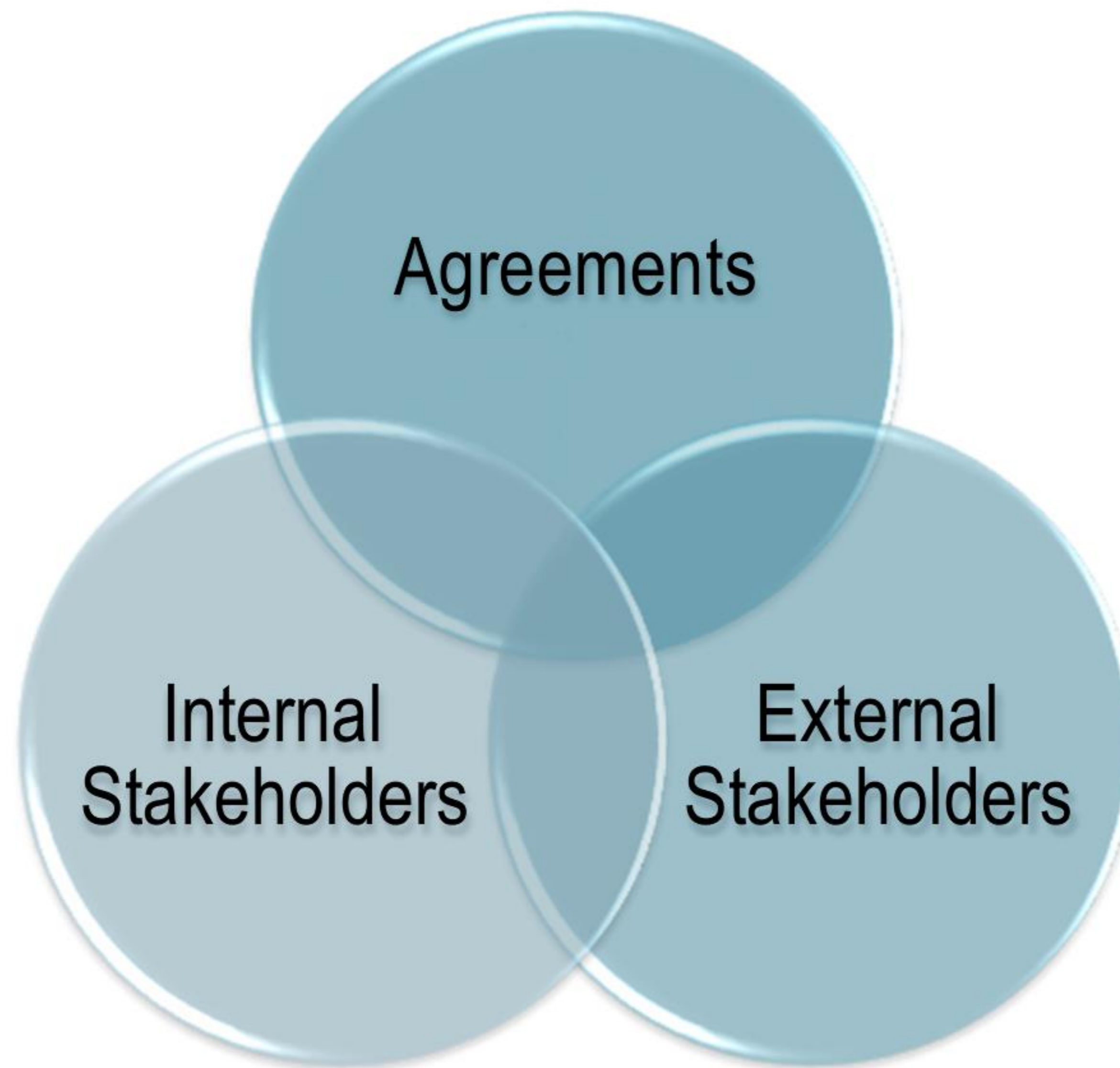
Identify ONE Priority

- What objective are you trying to meet?
- What is the most prevalent modifiable risk *of the group*?
- What are employees willing, able and confident to change?
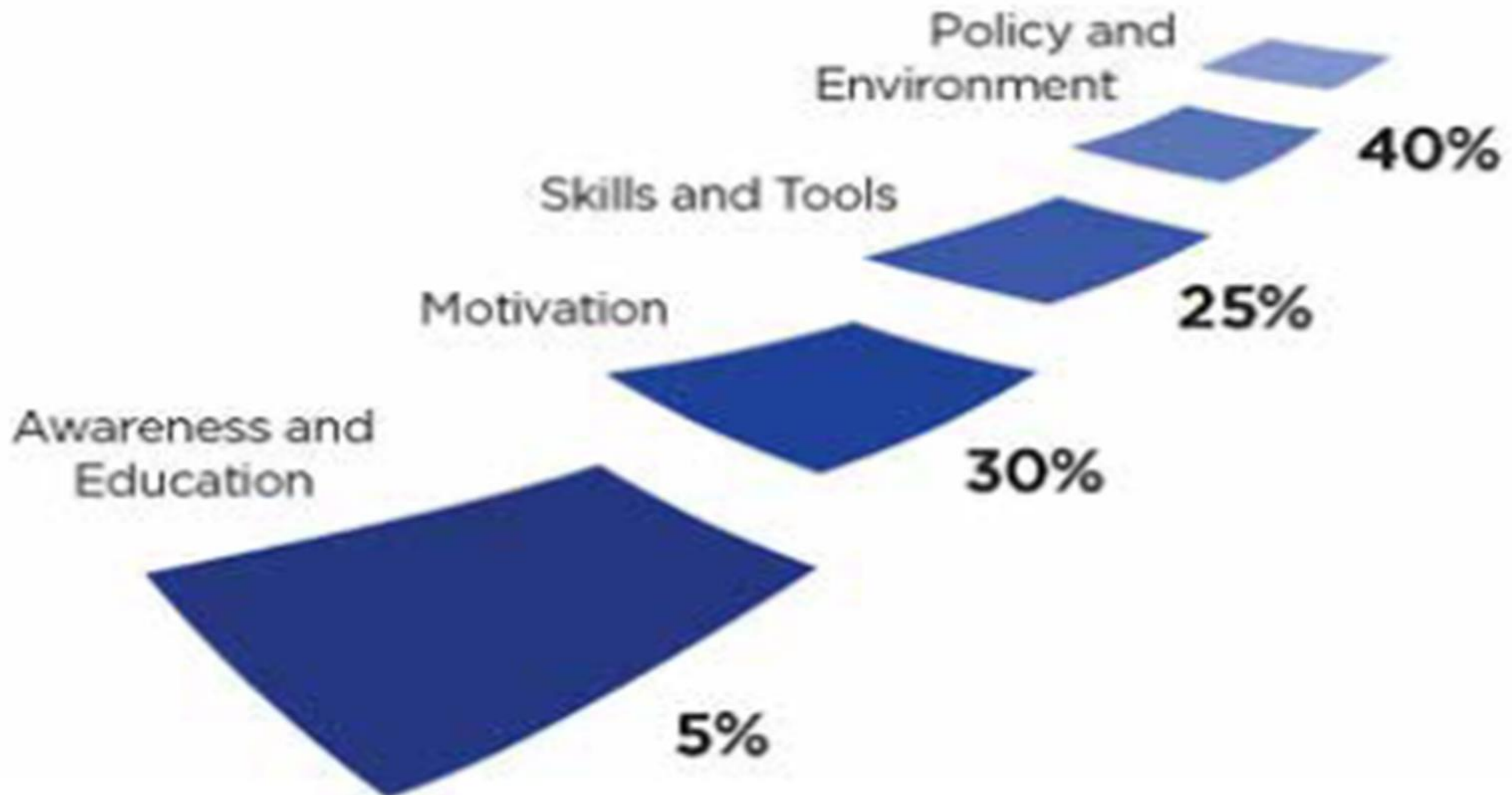- What will the infrastructure and the culture of the organization support?

Plan to Maximize Reach and Impact

Reach × Impact = Effective Wellness Programs

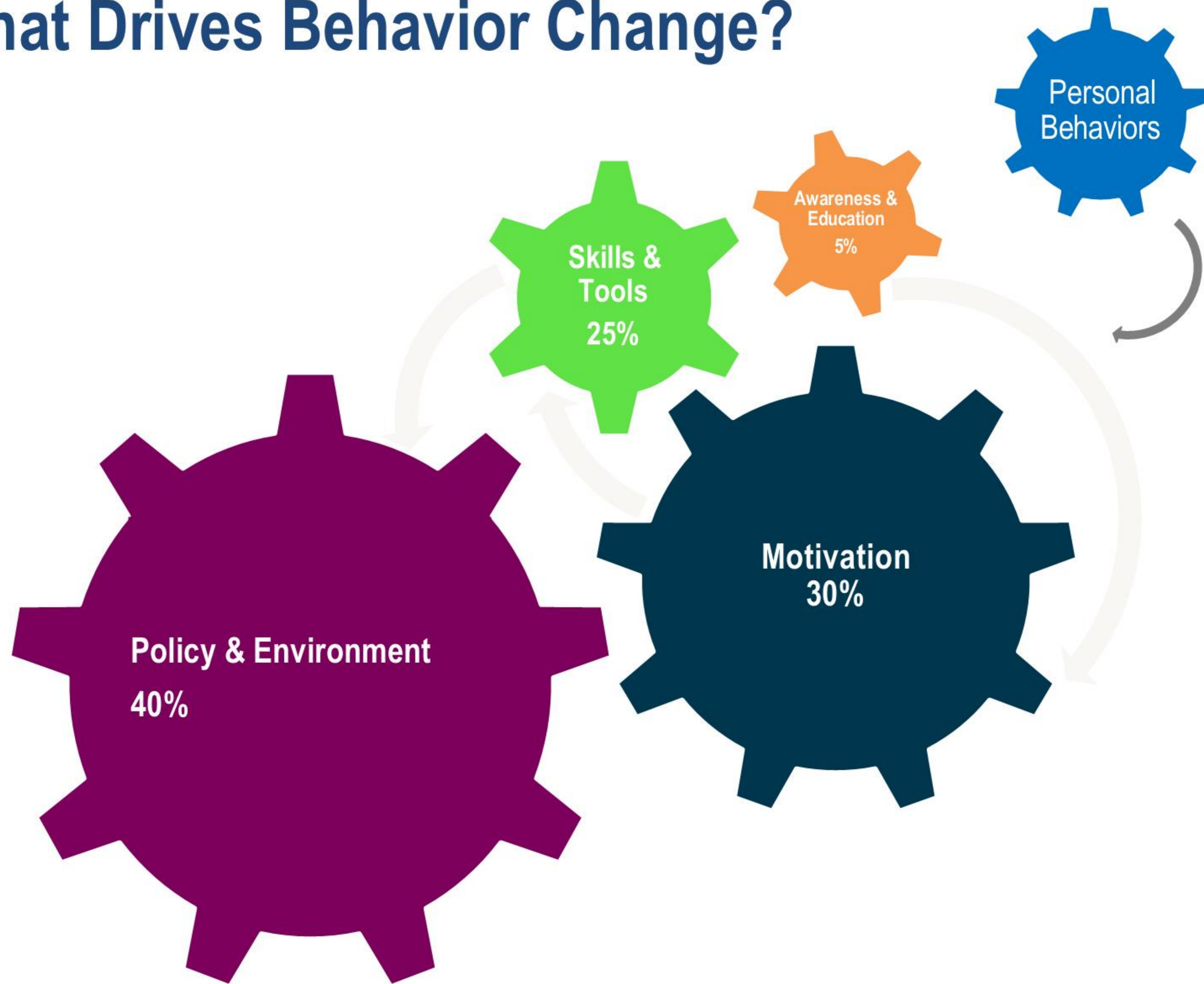(Impact components: Awareness, Motivation, Skills, Policy)

Plan to Maximize Reach

- Ensure your communications
  - create compelling copy
  - offer something of value
  - include a call to action

Plan to Maximize Impact

Policy and Environment

Skills and Tools

Motivation

Awareness and Education

40%

25%

30%

5%

What Drives Behavior Change?

Personal Behaviors

Awareness & Education
5%

Skills & Tools
25%

Motivation
30%

Policy & Environment
40%

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Awareness and Education

- Create individual awareness
- Create community and organizational awareness
- Create buzz
- Brand the effort

Motivation

- Testimonials
- Incentives

Skills and Tools

- Action plans
- Goal setting
- How to overcome barriers
- Making healthy choices
- How to prepare healthy foods

Policy

- Coverage for preventive services
- Behavior based benefit designs
- No smoking policy
- Flex time
- Time to engage in healthy behavior at the worksite

Environment

- Include healthy foods in the cafeteria/vending machines
- Consider farmers markets
- Post nutritional information in break rooms/kitchens
- Design health "stations"
- Create stairwell campaigns
- Create opportunities to be physically active at work
- Sponsor employee teams
- Ensure proper ergonomics
- Send healthy e-mail blasts on a frequent basis

Find the Standard

- What programs related to the identified priority:
  - are evidence based
  - are safe
  - have been deployed in similar settings and populations
  - have demonstrated positive results

Assess Program Cost

- Many elements of a wellness program can be obtained at low/no cost
  - At the KP Resource Center
    https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter
  - National health observances, health news, health topics
    http://www.healthfinder.gov/nho/default.aspx
- Other program elements may only be available with a fee
  - Biometric screenings
  - Immunizations
  - Health classes

Develop the Blueprint

- Document the initiative
  - finalize agreements among stakeholders
  - develop a time line that outlines program components with start and end dates

Develop the Blueprint

CITY OF ANYWHERE, USA IMPLEMENTATION TIMELINE (SAMPLE)												
	Q4 2011			Q1 2012			Q2 2012			Q3 2012		
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
Proposal and Planning												
Letter of Agreement												
Total Health Assessment (KP Members)			9 weeks									
Healthy Lifestyle Programs (KP Members)			9 weeks									
Biometric Screenings			6 weeks									
Communications (Custom)			8 weeks									
Rewards Program (Health Power/Autotrigger)			9 weeks									

Legend		Implementation Lead Time	Lead Time Disclaimer: lead times noted in this implementation calendar do not include administrative lead times necessary for gathering important decisions and information used during implementation.
		Implementation	

Milestones:

All program decisions and information needed by:	November 21, 2011
Communication pieces delivered to City of Anywhere	Mid – End of January 2012
Launch of rewards program:	February 2012
Kick off event (biometric screenings):	February 2012

Pilot the Initiative First

- Pilot testing the initiative on a limited basis will provide feedback on the effectiveness of your planning strategy
- Pilot testing may be ideal if your organization operates at multiple locations or between multiple departments

Keep Score

- Health care costs
- Workers compensation costs
- STD and LTD
- Absenteeism
- Presenteeism
- Morale
- Turnover

Resources

- Center for Disease Control

http://www.cdc.gov/nccdphp/dnpao/hwi/programdesign/index.htm#Assessment

- Kaiser Permanente

https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter

- WELCOA

http://www.welcoa.org/freeresources/

- Wellsteps

https://www.wellsteps.com/

Toolkits

- At the KP Resource Center

https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter

Download toolkits to help create a culture of health:

- Healthy meetings toolkit
  Offers ways to integrate simple, healthy habits into your meetings to help employees stay focused throughout the day

- Wellness committee toolkit
  Helps you develop a wellness committee to ensure that your team is working toward the shared goal of healthier employees

- tobacco-free campus toolkit can help you encourage a healthier workplace. This comprehensive guide includes planning and implementation tips, a step-by-step action plan, sample materials for you and your employees, and many more resources.

Policy Resources

- CDC
  - http://www.cdc.gov/nccdphp/dnpao/policy/index.html
  - Wellness Policies
    - Nutrition
    - Physical Activity
    - Obesity and overweight

- Leadership for Healthy Communities
  - http://www.leadershipforhealthycommunities.org/

- At the KP Resource Center
https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter
  - Tobacco Free Worksite policy language, samples

The Road Ahead is Challenging…
But We Can Find A Way

Questions

- Visit http://www.cacities.org/citiesforworkforcehealth

- Flyer, FAQ, and contact info available on the website

- Visit http://www.healcitiescampaign.org and link to "contact us"

Contact Information

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Thank you!