

**TEXAS A&M
AGRI LIFE
EXTENSION**

Next Steps: Starting Your Wellness Program

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Growing a Healthy Worksite




Learning Objectives

After completing this session, you will be able to:

- Describe strategies to engage employees
- Discuss types of incentives
- Explain the steps to launch a worksite wellness program

Working WELL 



Our Worksite's Culture of Health

- Review your completed *Culture of Health Checklist*
- In your handout, list gaps in your worksite's approach to employee health for 1 to 3 categories
- Write 1 to 2 possible strategies to address the gaps

Working WELL



Engaging Your Employees

Are Your Employees Ready to Change?

1 Pre-contemplation
Denying there is a health problem.

2 Contemplation
Aware that there is a health problem. Not ready to change.

3 Preparation
Will do so within 30 days.



Working WELL

Are Your Employees Ready to Change?



Each is part of the process. It can happen many times at all stages.



Incentives: "The Carrot"

- Achievement awards
- Recognition
- Entertainment – hold events for the wellness program
- Time off work
- Merchandise (i.e., t-shirts, water bottles)
- Monetary awards or rebates on health insurance



Hard to Reach Populations

- **Lower education level, lower income**
 - Participatory incentives engagement
- **Males are typically resistant to:**
 - Screenings and immunizations
 - Health assessments and/or biometric screenings
 - Lifestyle change recommendations
- **Shift workers:**
 - Time and access barriers to programming



Designing Your Wellness Program



<h3>Big P</h3> <ul style="list-style-type: none">Program foundationThe whole worksite wellness program 	<h3>Little p</h3> <ul style="list-style-type: none">Planned offerings or interventionsInclude (but not limited to):<ul style="list-style-type: none">ActivitiesEventsChallengesEducational campaigns
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Health Continuum: Targets for Programs

Primary Prevention	Risk Profile	Disease Management
Lower health risk and adopt healthy lifestyles	Identify "high risk" groups	Help employees with a medical condition better manage their illness

Timelines

- Preparation
- Marketing
- Delivery
- Evaluation

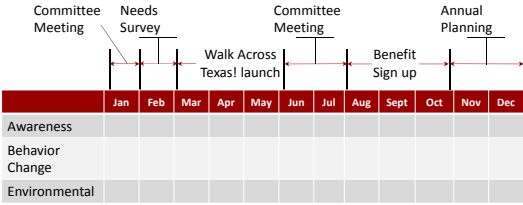


Program Calendar


Two calendars:

- “Big,” or Master: responsibilities and timelines
- Monthly: health promotion activities



Example Master Calendar




	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Awareness												
Behavior Change												
Environmental												

Working WELL 


Full Program Roll-out or Phase-in


- Full Program Roll-out : Implement the comprehensive worksite wellness program at the beginning  **Full Program**
- Phase-in: Start with foundational activities and gradually implement high-need programs  **Phase-in**

Working WELL 

Kick-off Activities

- Support letter from president
- Announcing health Promotion program name and logo
- Health fair and/or screenings
- Marketing campaign using a variety of media outlets
- Motivational event with local sports or health expert




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Worksite Wellness Committee

Put members to work:


- At least two members with assigned roles to assist with program implementation
- All members assist with promoting wellness activities
- Meet frequently for updates and possible changes
- Follow operating guidelines for consistency


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Big “P” Operational Plan


An operational manual addresses key issues involved in operating and sustaining a program:


- Program goals and objectives
- Budget
- Reports
- Member/participant management
- Vendor management

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 **Don't forget to evaluate.**


- How did your worksite's culture of health improve?
- What is your success story?




 **Let's Talk**

Group Activity

- Individually write your answer to the following statements:
As the result of this workshop, I will: _____
[Write one or two action steps].
- Share your answer with your group







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