A Strategic Approach to Building an Employee Wellness Program

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Session Goals

• Share JCPH Wellness Program strategy
• Provide Lessons Learned
• Identify Considerations for individual, organizational and fiscal assessment of program efforts
JCPH Employee Wellness Program: History

• Program began 1981
  • Believe first county to establish a wellness program

• Administered by Public Health Department

• Program main components
  • Employees allowed five wellness hours annually for eligible activities
  • Organization-wide Wellness Committee advises program activities
  • Personal Health Looks offered annually
  • Two Employee Wellness Spaces
  • Programming includes: Lunch and Learns, Wellness Challenges, Fruit Program
FY19 Wellness Program Revisioning

- **Objective 1:** Conduct annual employee personal health assessments
  - Gauge level of physical, emotional, and financial health and safety
  - Results will determine programming focus over the next year

- **Objective 2:** Maintain Personal Health Looks
  - Offer twice a year (October & February)

- **Objective 3:** Offer Wellness Office Hours
  - Set two hours a week (AM & PM) & by appointment
  - Offered as eligible wellness hours activity
  - Provide fitness room orientation, health resources information, answer questions about County’s Wellness policies
FY19 Wellness Program Revisioning

• **Objective 4:** Maintain organization-wide Wellness Committee

• **Objective 5:** Maintain current scope of programming supported by committee

• **Objective 6:** Utilize health plan data analysis for strategic program offerings
  - All data collected anonymously and in aggregate
  - Understand specific health needs in employee population
  - Potential to produce cost-savings to County health plan by targeted strategy

• **Objective 7:** Work with HR to determine best use of health plan data
  - Ensure confidentiality of data collection, analysis and reporting

• **Objective 8:** Revise current Employee Wellness program policy
  - Provide clarity as to eligible wellness hours activities
Objective 1: Conduct Annual Employee Personal Health Assessments

• **Personal Health Assessment Survey:**
  - Optional, anonymous survey
  - Employees could choose to enter name in separate survey to be drawn for a prize
    - Yoga mats, InstantPot, essential oil diffuser, cookbook, aromatherapy candle
  - Implemented over 2 week period in August 2018
  - Self-reported data
  - Tool to help us identify employee health needs
  - Survey adapted from several tools:
    - CDC Employee Health Assessment
    - National College Health Assessment
    - The Ohio State University Office of Student Life- Study on Collegiate Financial Wellness
Preventive Activities & Screenings

Preventive Measures

- 68.16% of respondents had a routine doctor visit
- 79.82% had a routine dental visit
- 87.89% had a blood pressure check
- 61.26% had a cholesterol test
- 61.43% had a blood sugar test
- 63.68% had a flu shot
Are You Getting Enough Sleep?

• 43% of employees reported only getting enough sleep to function:
  - Sometimes (23.98%)
  - Rarely (16.29%)
  - Never (3.62%)

• 39% of employees stress about their finances:
  - Strongly Agree (6.79%)
  - Agree (32.58%)
### Areas of Desired Behavior Change

#### Forward Thinking

<table>
<thead>
<tr>
<th>Area</th>
<th>Seriously Considered</th>
<th>Considered</th>
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<tbody>
<tr>
<td>Healthy Eating</td>
<td>15.45%</td>
<td>31.36%</td>
</tr>
<tr>
<td>Physical Activity</td>
<td>20.18%</td>
<td>28.90%</td>
</tr>
<tr>
<td>Weight Loss</td>
<td>20.55%</td>
<td>22.83%</td>
</tr>
<tr>
<td>Sleep</td>
<td>17.97%</td>
<td>22.12%</td>
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</tbody>
</table>

#### Areas of Focus around Education and Skill building:
- Healthy eating
- Physical Activity
- Weight Loss
- Sleep
- Finances
Objective 2: Maintain Personal Health Looks

• **Personal Health Looks:**
  - Offered during the month of October and February
    - Cholesterol and blood glucose checks
    - Blood pressure checks
    - Fitness assessments
  - Assistance from University of Iowa Health and Human Physiology undergraduate students
  - Brought to each of the County buildings in order to be accessible
  - One facet of data collection to help drive decisions
Cardiorespiratory Endurance: 3-Minute Step Test
Total Cholesterol Rating

- Desirable
- Borderline
- High

Percentage

Result Rating
Objective 6: Utilization of Health Plan Data – Worksite Screening Challenge

- **Project Sponsors:** Iowa Cancer Consortium & Iowa Department of Public Health
- **Project Objectives:** Utilize health plan data to determine deficiencies in cancer screening participation by type (colorectal, breast, prostate, etc.)
- **Project Team:** Led by JCPH Community Health Manager & Health Planner in collaboration with Human Resources Department
- **Project Outcomes:** Targeted wellness program offerings
  - Understand cancer screening health needs of employee population
  - Identify and implement evidence-based programming to increase employee screening rates
Objective 6: Worksite Screening Challenge

• **Assessment Completed:**
  • 54.68% utilized breast cancer screening services
  • 15.63% utilized colon cancer screening services (total male and female)
    • 15.00% of eligible men used
    • 16.30% of eligible females used
  • 26.06% utilized cervical cancer screening services

• **Intervention Plan:**
  • Education:
    • January- cervical cancer
    • February- colorectal cancer
    • March- breast cancer
  • Policy:
    • Client reminders
    • Collecting screening data annually
  • Access:
    • Providing FIT/FOBT to employees at no cost
Objective 7: Health Plan Data Usage

• **Policy Piece Updates:**
  • Resulting from Worksite Screening Challenge
    • Client reminders
      • Policy requiring our Health Plan to send cancer screening reminders to employees as it applies
    • Collecting screening data annually
      • Regular collaboration between HR and Wellness to collect
  
• **Use data to drive decisions**
  • Programming efforts reflect areas of need identified through data analysis
Objective 8: Revise Current Employee Wellness Program Policy

• **Employee Wellness Program Policy:**
  • Policy included in employee handbook
  • Better define programs available to use for 5 annual Wellness Hours

• **Employee Wellness Room Use Policy:**
  • Updates working to reflect requests of employees over last few years
  • Allow household members ages 12+ to utilize space
  • Added in fitness room orientations with Health Planner as requirement for new users
  • Clarified or removed policy that was outdated or confusing
Lessons Learned

• Discuss program as an institutional culture change
  • Invited BOS to be participants
  • Messaged new offerings in multiple ways to employees

• Don’t be afraid to try
  • Not all efforts draw large participation
  • Take time to evaluate each effort and adjust

• Play the long game
  • Culture change takes time
  • Define short, intermediate and long term goals
Recommendations

• Develop a multi-pronged plan to track/measure
  • Identify key areas of focus
  • Identify tools to measure success

• Establish horizontal & vertical buy-in
  • Leadership support
  • Cross-departmental support & participation

• Match budget to meet needs
  • Consider incremental approach