



Worksite Wellness: Engaging Businesses and Non-Profits to Produce Positive Results

September 29, 2009

With a special thanks to our co-hosts:



Worksite Wellness

Engaging Businesses and Non-Profits
to Produce Positive Results

Yosuke Chikamoto, PhD
Keenan & Associates

Healthcare costs are rising

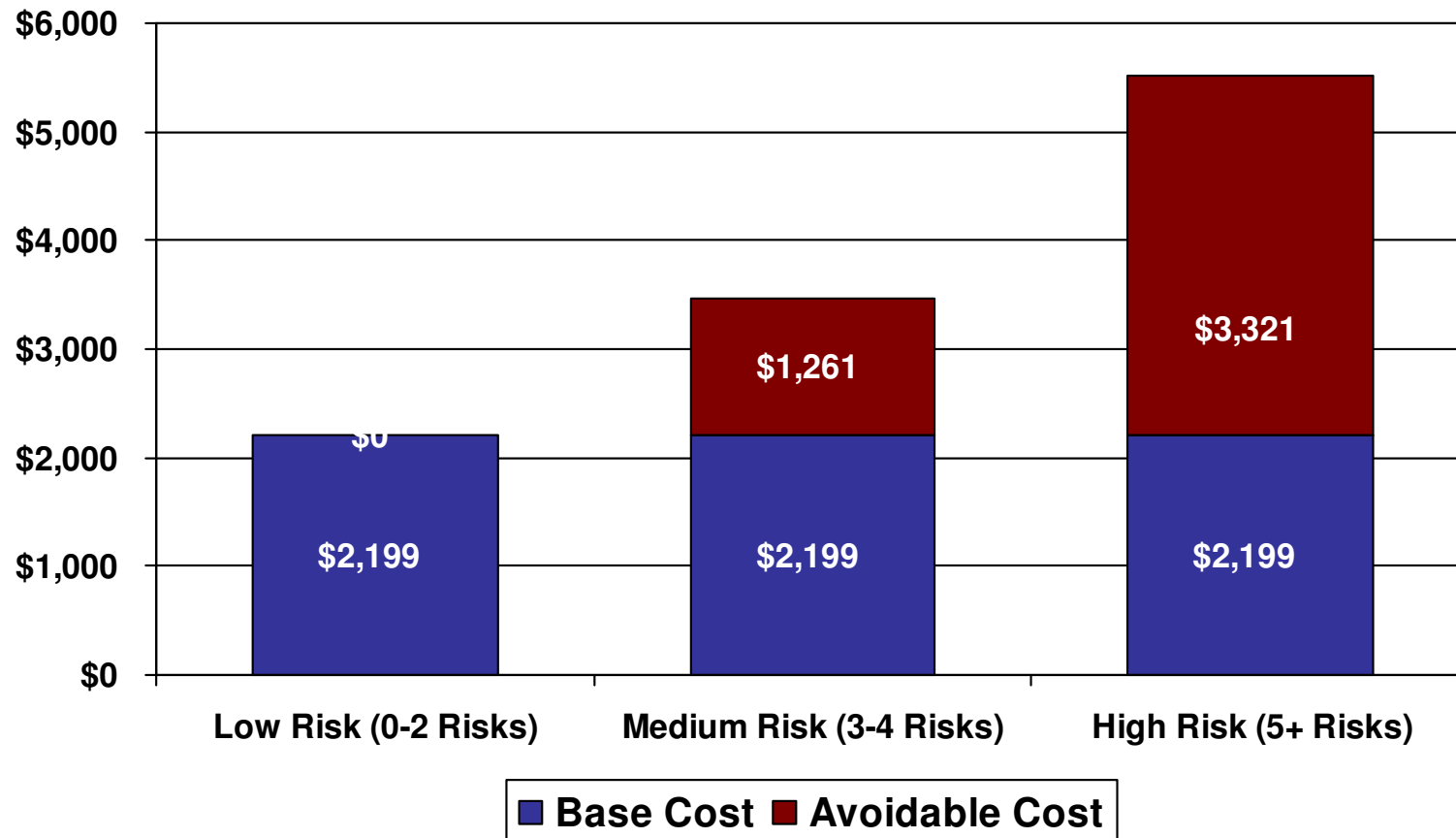
- **If food prices had risen at medical inflation rates since the 1930's:**
 - 1 dozen eggs **\$ 85.08**
 - 1 dozen oranges **\$114.47**
 - 1 pound butter **\$108.29**
 - 1 pound bacon **\$129.94**
 - 1 roll toilet tissue **\$ 25.67**

Source: American Institute for Preventive Medicine, 2009

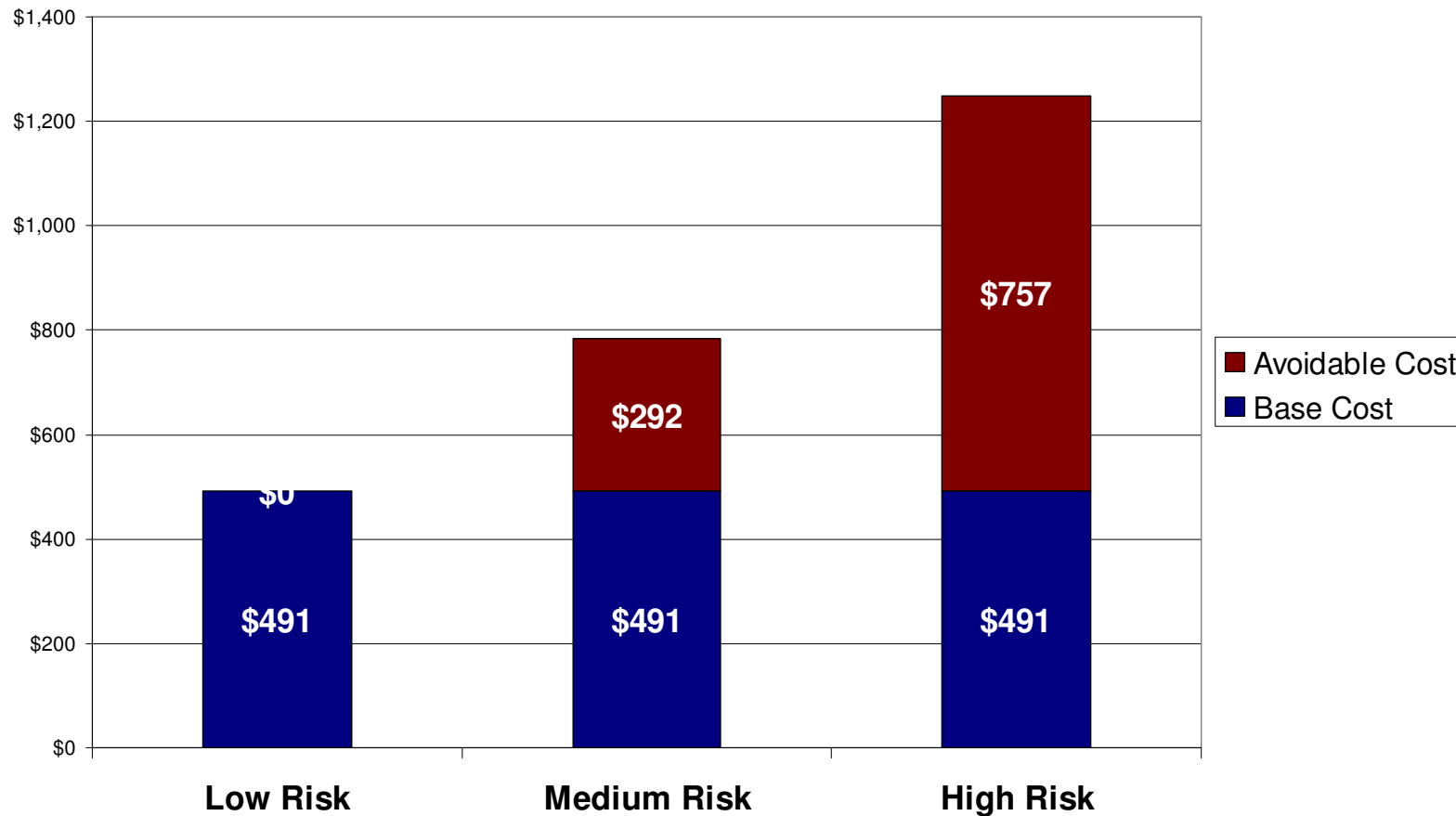
Lifestyle choices drive 50% of healthcare costs



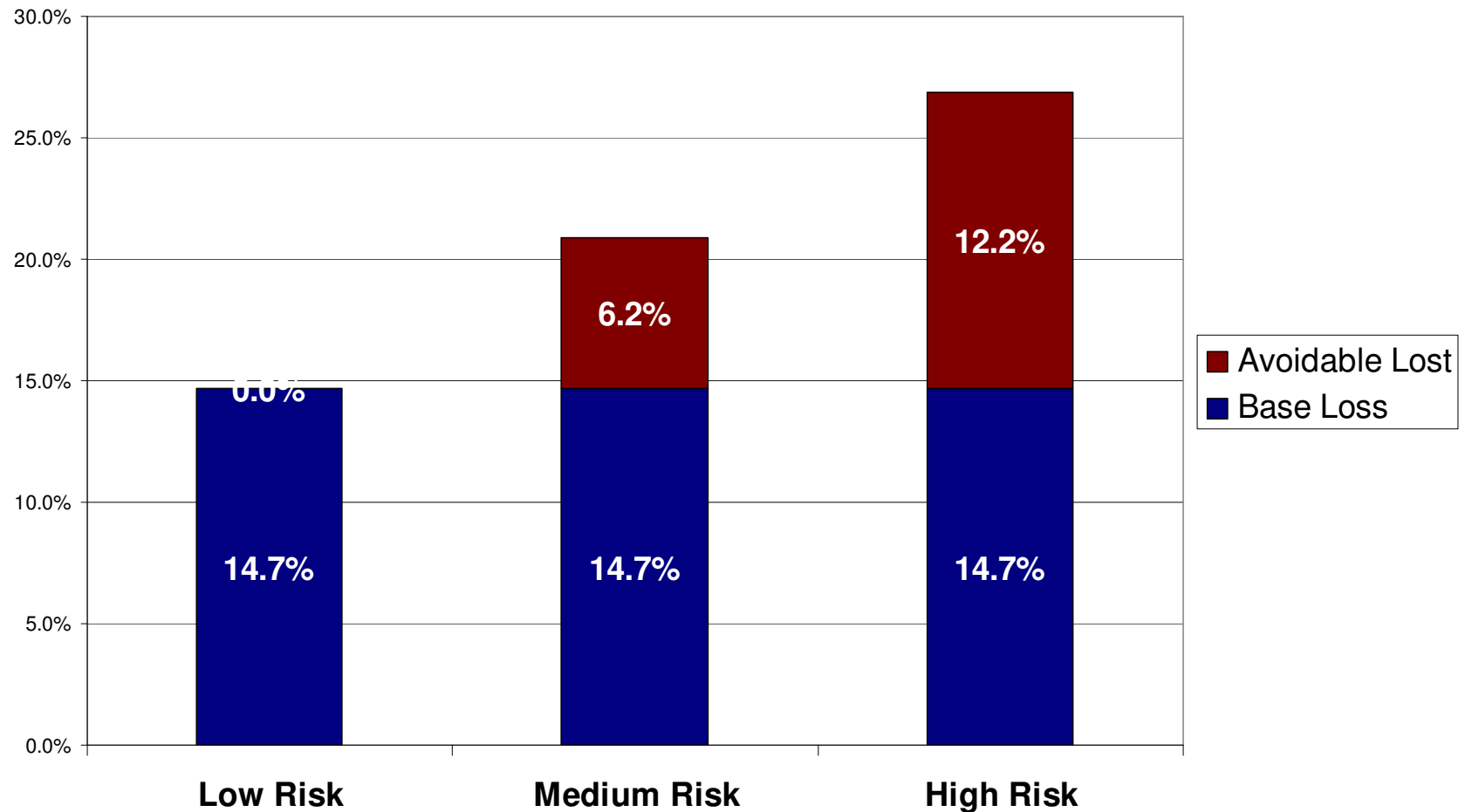
Avoidable Healthcare Costs



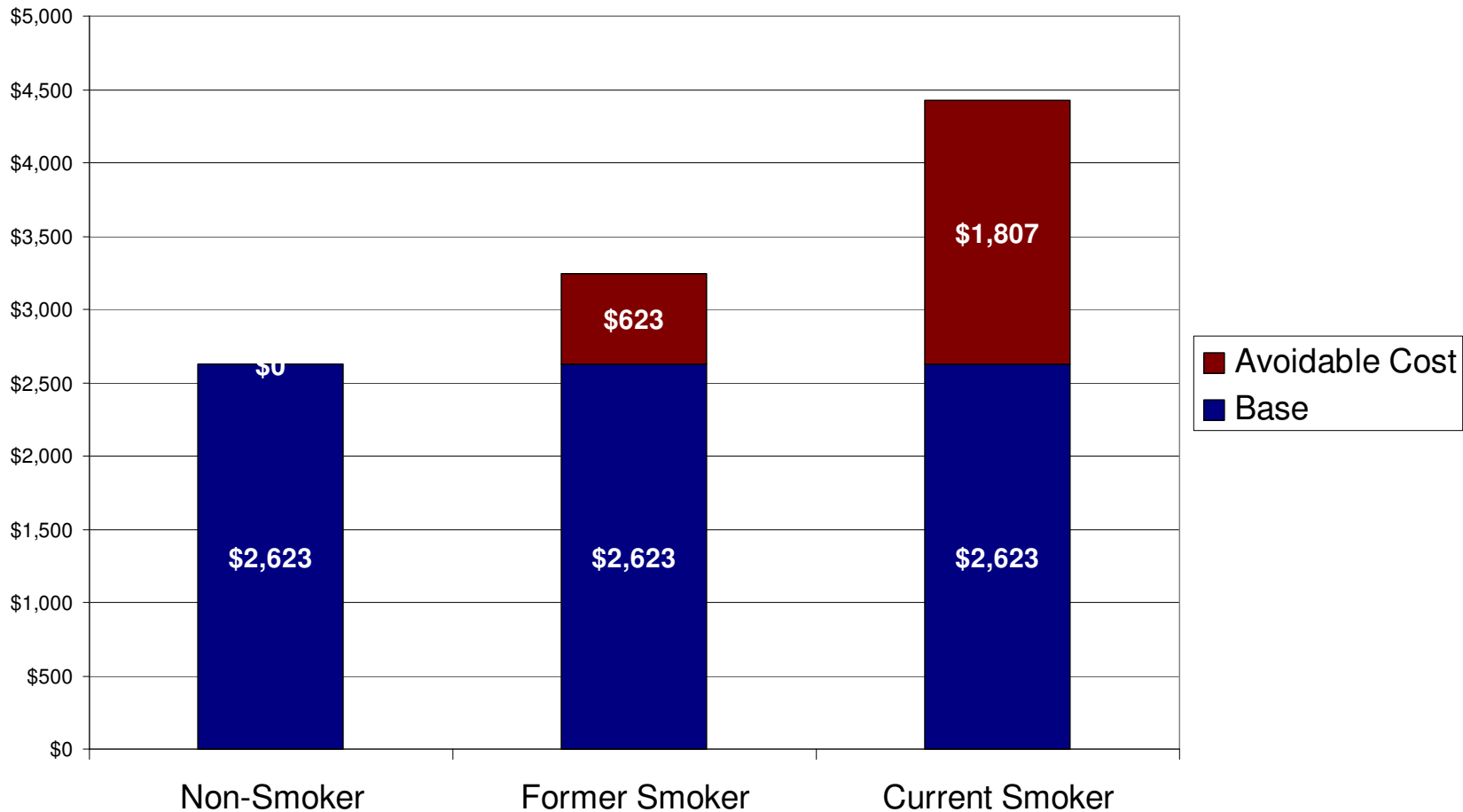
Avoidable Disability Cost Absence, STD, Workers Comp



Avoidable On-the-Job Loss of Productivity



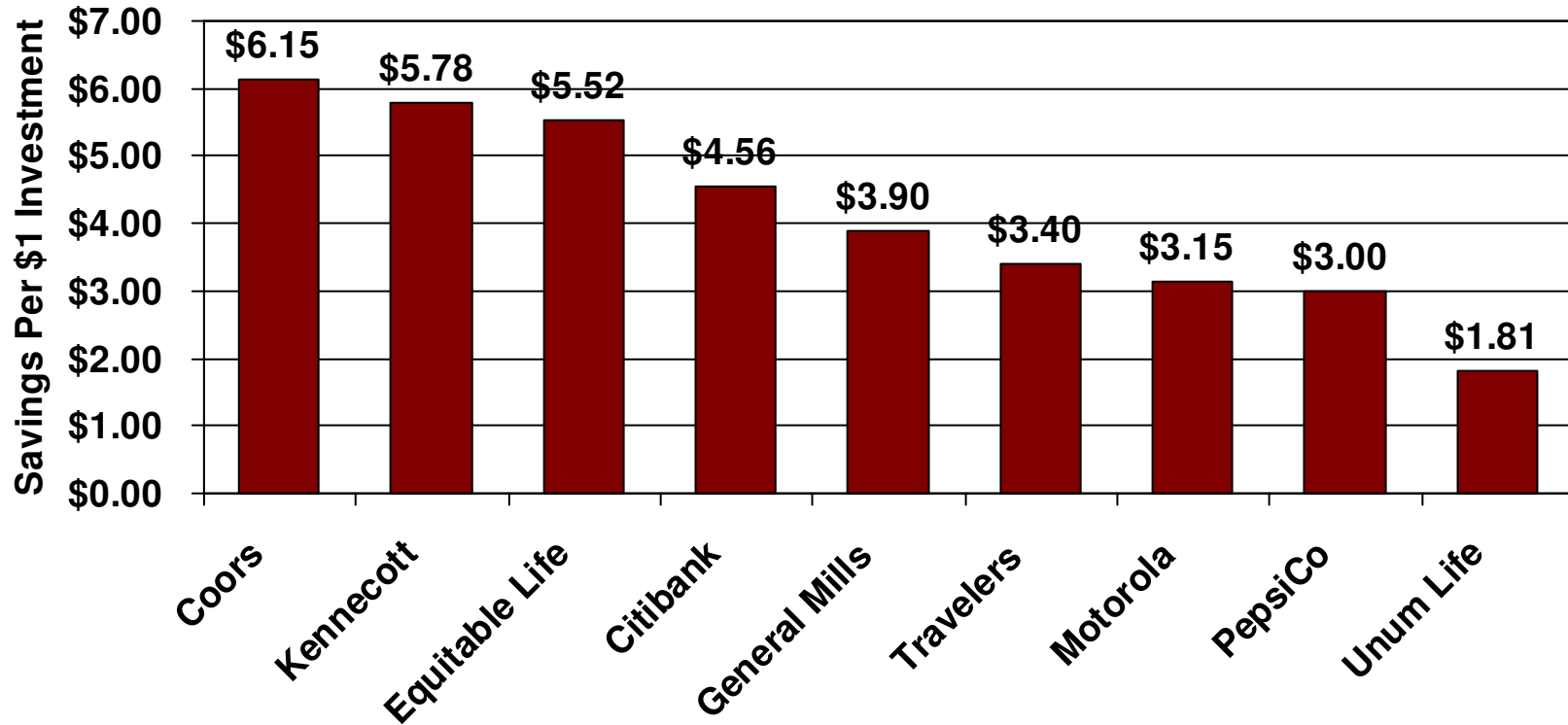
Lost Productivity (Absenteeism and Presenteeism) Due to Smoking



JOEM, 48(10), 1099-1108, 2006

Good News!

Dollars Saved for Every Dollar Invested in Lifestyle Health Programs



We are not such a large organization
that...

- We don't have resources...
- We don't have the expertise...
- We do not have professional staff who could be devoted to wellness...

Underutilized Wealth of Resources

- Health Plans-sponsored Wellness/DM Programs
- Governmental Agency Wellness and Disease Prevention Programs
- Worksite Wellness Programs by No Profit Public Health Organizations

Did you know....

- Most health plans offer health risk assessments at no additional charge?
- Most health plans do provide online wellness information and interactive tools?
- However, not many members take advantage of them?

Why underutilized?

- Unaware
 - Simply unaware...
 - Buried in a overwhelming amount of information
- Skeptical of the helpfulness
- Confidentiality concerns
- Lack of readiness-tailored approaches
- Technical glitches (Invalid phone numbers, consenting procedures)

Low Engagement

- Employees
- Dependents
 - Adults
 - Children
- Employers in promoting and providing wellness programs

Employer Engagement Strategy Examples

- Wellness Consultants
- Kaiser Permanente Total Health and Productivity Kit
- United Healthcare Wellness Tools
- CDC StairWELL
- CDC LEAN Works

CDC StairWell

- CDC Experiences in an Environmental Approach

Poster Templates



Before



After



CDC LEAN Works

CDC's LEAN Works! - A Workplace Obesity Prevention Program

Step By Step
► Introduction
About CDC's LEAN Works!
Why
Plan
Build
Promote
Assess
Additional Resources
Obesity Cost Calculator
Recommendations and Promising Practices
Tools Index
State Toolkits and Resources
Glossary
Site Map
References
Web Site Contributors



In 2000, the total cost (direct and indirect) attributable to obesity was estimated to be \$117 billion,¹ and between 1987 and 2001, diseases associated with obesity accounted for 27 percent of the increases in medical costs.² Medical expenses for obese employees are estimated to be between 29 percent and 117 percent greater than medical expenses for employees with a healthy weight.³

What is the cost of obesity to your organization?

"CDC's LEAN Works! Leading Employees to Activity and Nutrition" is a **FREE** web-based resource that offers interactive tools and evidence-based resources to design effective worksite obesity prevention and control programs, including an obesity cost calculator to estimate how much obesity is costing your company and how much savings your company could reap with different workplace interventions.

Be the first to benefit! **Get started with CDC's LEAN Works! today by choosing one of the stages below.**

<u>Why</u>	<u>Plan</u>	<u>Build</u>	<u>Promote</u>	<u>Assess</u>
				
Why should I create a program?	Where should I begin?	What program components and activities should I include?	How do I maintain interest and motivation?	Is my program working?

Related Links

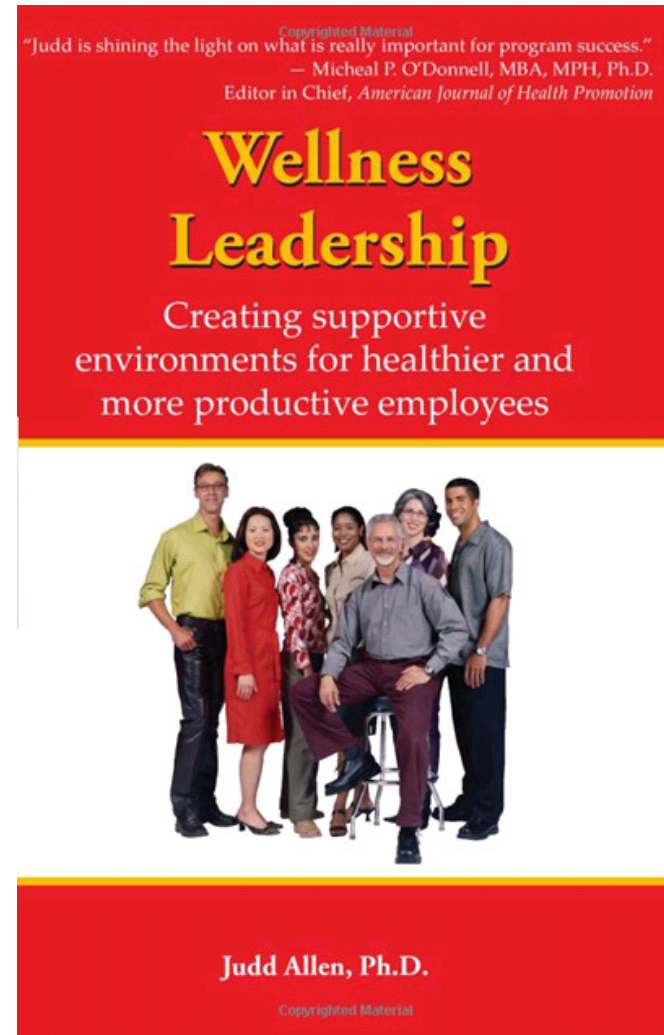
- [Healthy Weight](#)
- [Overweight and Obesity](#)
- [Division of Nutrition, Physical Activity and Obesity](#)

Challenges with the Current Employer Empowerment Strategies

- Lack of the Application of Behavioral Principles to Administrative Behavior of Providing Wellness Programs
 - No triggers/reminders
 - No protocols/schedulers
 - A large volume of program contents yet fragmented and disperse
 - Lack of strategies tailored for organizational readiness of adopting wellness programs
 - No clear rewards for employers
- No clear strategies toward culture of wellness

Culture of Wellness

- Employees as a change/supporting agent
- Wellness programs are **not** something that employers do
 - to employees; or
 - for employees
- Wellness programs are something that employers do
 - with employees



Supporting Environments

- To reach the hard to reach
- To prevent migration toward higher risk
- To make wellness programs more successful

Cultural Value on Healthy Lifestyles and Healthy Employees

- Is it a norm that people take a break?
- Is it a norm that people go out for a walk during breaks?
- Is it a norm that donuts are provided at morning meetings
- Is it a norm that people bicycle to work?
- Is it a norm that people eat lunch at the desk?
- Come to work rested?

Cultural Touch Points

- Role Models
- Rewards and Recognitions
- Peer Support
- Rituals and Traditions

AMSO Framework by O'Donnell

- Awareness
- Motivation
- Skills
- Opportunities

Smaller Organization Advantages

- Flexibility and Quick Implementation
- Immediate Visibility of Effort
- Clearer Understanding of Best Ways to Reach Each Individual

Yosuke Chikamoto, PhD
Wellness Program Specialist
Keenan & Associates
ychikamoto@keenandassociates.com
310-213-6429