



Healthy Tips

Courtesy of our 2016 Wealth of Health Honorees

Co-sponsored by:





Goodwill of the Finger Lakes and ABVI Wealth of Health Tips

- Make it fun! Offer a variety of activities and diverse topics to appeal to a large audience: passive and active wellness challenges, frequent topics/speakers, health screenings, wellness fairs, a variety of preventative health screening options, periodic recognition, and incentives for participation.
- Make it a priority! Give wellness efforts an organizational priority with specific desired outcomes. Have senior leaders launch the initiative so all employees see that the efforts are supported.
- Get people involved! Have divisional champions for the program by involving one or two employees from each area on the planning team to lead the efforts and encouragement. Continuously improve the program by listening to the feedback provided and inviting others to join the team.
- Promote it! Brand the program so it creates a cohesive connection for all your efforts and a fresh energy. Communicate information often and in different ways to reach everyone. Let employees know what is happening and how it can benefit them and their families.
- Make it accessible! Let wellness efforts work on your employees' schedules. Allow on-demand online viewing of recorded sessions and provide flextime/breaks for exercise. Promote stair use and highlight healthy options on organization menus.



Wealth of Health Tips – 2016 Submission (2015)

- Keeping updated infographics around the office help support current wellness initiatives.
- Get employees active by offering sign-ups for community teams, like kickball & volleyball!
- Offering 15 paid minutes to be time coded toward taking walks and being active keeps employees more engaged and focused.
- Defining key areas of wellness initiatives (fitness, nutrition, and stress) keep everyone working toward a similar goal!



1. Give examples of how you keep people engaged in your worksite wellness activities?

At CNB we continually look for new wellness ideas and ways to put a new spin on existing initiatives. For example, we run two weight loss challenges a year, but each challenge is slightly different. For example, we change the length of the challenge and mix up the prizes. We typically offer small prizes which is a motivating factor for continued engagement. People are motivated by competition, and we include a competitive element to many of our initiatives. We also have participants share their Non-Scale Victories to celebrate their successes. Some of these victories are amazing, ranging from participants being able to actively play again with their children to one participant being able to discontinue blood pressure medicine. Amazing!

In addition, this year we started to partially subsidize on-site yoga and weight watchers meetings. With these types of events, there is also the opportunity for employees who do not work in the same area to get to know each other. Our last group of weight watcher's participants lost a combined total of 335.8 pounds over a 17 week time frame. The camaraderie experienced in these group classes definitely keeps people actively engaged and participation has increased.

2. Tell us one unique thing you do to motivate employees to live healthier?

Our "Wellness Warrior" recognition program is a nomination based program that recognizes co-workers for their personal wellness achievements. Not only does the recognition and small gift encourage the winner, but their example inspires and encourages all of us. We believe that role modeling great behavior and progress is one of the keys to our successful program. Our most recent Wellness Warrior not only lost a significant amount of weight, but has also been an extraordinary encouraging presence for others in her department to make some healthier lifestyle choices. The department is often seen taking wellness breaks to perform wall sits and planks and inviting other groups in for lunch on one of their "build a salad" days. Wellness is contagious!



1. Give examples of how you keep people engaged in your worksite wellness activities?
 - a. Coordinated Care Services, Inc. (CCSI) ensures Wellness@Work is a strategic priority for all employees have to an opportunity to engage in wellness activities that are meaningful to them as individuals. Wellness@Work starts the minute a new employee walks in the door by providing them with a Fitbit and an overview of CCSI's Wellness@Work program that includes physical, emotional, environmental, financial, intellectual wellness, and community connectedness initiatives. We consider Wellness@Work a professional development program so employees can rest assured they are fully supported by the organization when they choose to participate in these activities during work hours and after.
2. Tell us one unique thing you do to motivate employees to live healthier?
 - a. In 2015, CCSI introduced Mindfulness-Based Stress Reduction (MBSR) as an 8-week course (16 hours of professional development time). MBSR is a practice which helps people cultivate a new way of interacting with the world around them. Through developing a mindful practice, employees are better able to notice when habitual thoughts and feelings arise and be better able to respond to present situation from a place of awareness and compassion. Because MBSR is a sustainable practice, our employees who participate in MBSR report a decrease in perceived stress and an increase in mindfulness.



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1. Give examples of how you keep people engaged in your worksite wellness activities?

- We have great management support. When employees feel empowered by their manager or supervisor, it's much easier for that employee to participate in our wellness program.
- We offer an initiative that we've done in the past, but give it a different spin or flavor. An example is Mission Slimpossible—there was a weight loss component to this activity, but it was not the main focus this time around. Also, the addition of the wellness champions as coaches was much different than anything we've done in the past.
- We ask employees what they want. We survey employees every other year or so to see what they're interested in. This year, an employee wanted to be in a step challenge against his boss. So, the "Beat the Boss" challenge was created and it was a hit!
- We keep making behavior change relevant in their lives. We try to reach them on many levels—not just as employees. We talk about how behaviors are passed down to children and gently open an employee's eyes to whether they may be passing unhealthy habits to their children. We've even talked about how second-hand smoke affects pets. A number of employees weren't aware and were shocked to think that they might be hurting their pets by smoking.
- We have a great trainer (Brian Quinn) and many great wellness champions. When Brian and others make the rounds to try to encourage participation in events, their personalities are so engaging that it's often difficult to say no.
- We make things interesting. We may have empty soda bottles filled with sugar or an interesting-looking fruit or vegetable in employee common areas. Curiosity is a great engagement tool.

2. Tell us one unique thing you do to motivate employees to live healthier?

We're constantly striving to make the healthy choice the easy choice.

We have opportunities for physical activity right at work so that employees don't have to use their free time to work out if they don't want to. Our trainer offers free family-friendly boot camps on Saturdays throughout the Spring, Summer and Fall seasons.

We have smoking cessation, stress management and healthy cooking classes right on site so that employees can learn more about each of these topics at work.

We're currently taking a hard look at our vending options at each of our locations and determining if we can make the healthy choice the more attractive choice by using different ingredients as well as marketing the healthy food better.

We make personal connections with people so that they know that we care. We live by the quote that has been attributed to Teddy Roosevelt (and others) "people don't care how much you know until they know how much you care".



Give examples of how you keep people engaged in your worksite wellness activities?

Dixon Schwabl makes wellness convenient, fun, and economical for our team members. Our Dixon Schwabl Fitness Challenge brought a trainer and a registered nurse to the agency for weekly meetings, ensuring easy access to wellness experts. The agency offers fresh fruit instead of a candy dish, and healthy food and beverage alternatives for birthday celebrations and other agency events.

Tell us one unique thing you do to motivate employees to live healthier?

Dixon Schwabl incorporates our five core values—respect, integrity, teamwork, community, and fun—so that our wellness initiatives make sense strategically and are supported throughout the agency. With a focus on FUN, team members are inspired to embrace wellness!

Lawley Tips:

- Identify people who are interested in wellness and who can actively promote your companies wellness initiatives by encouraging participation in programs and challenges.
- Survey employees to get their say and to learn about their wellness interests and needs – this way the committee has areas that they can target their wellness initiatives
- Be consistent with your wellness information. Send out educational materials on a regular basis and tie them in with national health topics or community events to make them more impactful.
- Measure or mark off a walking path inside your building or its perimeter. This will encourage employees to set goals and be more mindful of their accomplishments.
- It is important to have senior leadership support and participation in your wellness program – it will show employees that wellness is a key part of the culture
- Keep your wellness program simple and fun yet meaningful at the same time – if a program is too complicated and dull employees won't want to participate



Keeping People Engaged:

- **Make it fun.** People want to do something that they enjoy, so we find things that people like to do. If people are having fun, they will want to come back for more.
- **Variety is key.** Continuing to offer different types of activities and programs. Not everyone will want to participate in every offering so we incorporate a variety of programs so that there is something for everyone.
- **Make it beneficial.** There's always some sort of take away – a useful tip or fact, a break during the day to relax, health screen with important health information, chance to have some fun and build camaraderie with co-workers, or a healthy snack.
- **Flexibility.** Encourage people to participate in a way that works for them. If someone can't make it to the group fitness class at lunchtime, they can do the workout later in the day when it works for them. Or if someone can't go on the walk to the Public Market at the scheduled time, they can go on a different day – and they still receive the \$5 Public Market token to support their purchase of fresh local goods. Educational workshops are offered in the evening for our teams that work later hours – and dinner is provided so that they can enjoy the full benefit of the workshop and not have to worry about going to get food.
- **Listen to feedback.** The Wellness Committee is always asking for input on programs and activities, and how to improve on what we do. Our Annual Wellness Fair has grown over the last few years with more vendors, walking and running groups have evolved, Yoga class has become a regular weekly class, walks to the Rochester Public Market are more frequent, and fitness challenges are unique and different – all based on the feedback of our employees.

Motivating Employees:

- Fostering relationships amongst employees is one of the key ways to keep people motivated. People care about one another and are interested in supporting each other on whatever health and wellness journey they may be on. Relationships and friendships are what keep people going. Having someone to be accountable to when working towards a goal can greatly impact a person's success. Or having someone reach out to another person when they hit a rough spot can change the entire outcome for someone.



Give examples of how you keep people engaged in your worksite wellness activities?

- We try to connect with employees on the neighborhoods where they work to provide greater support and increased visibility.

- We communicate talking points about available programs and supports during pre-employment, orientation, and annual health screens.

- We have 1:1 sessions that begin during a new hire's pre-employment physical and continue throughout their employment where we discuss opportunities to make healthy lifestyle changes.

Tell us one unique thing you do to motivate employees to live healthier?

- We have a "snack cart" that we take around to every department and offer a "pick-me-up" for their day. We use the opportunity to further engage staff in the areas where they work..



1. Examples of how the university keeps people engaged in our worksite wellness programs/activities?

The University of Rochester keeps employees engaged in our worksite wellness programs and activities by offering a multitude of incentives. Eligible UR employees and spouses/domestic partners enrolled in a University Health Care Plan receive:

- A \$125 incentive by completing a biometric screening and an online personal health assessment once per calendar year;
- A \$100 incentive for completing a lifestyle management program once per calendar year;
- A \$100 incentive for completing a condition management program once per calendar year.

Employees who complete 16 consecutive weeks of Weight Watchers at work, online, or in the community receive 50 percent reimbursement of the already discounted cost of the program. Employees who complete a nine-week couch to 5K program, Become a Runner, can receive complete reimbursement for the cost of registration for the YMCA program. Employees also have many opportunities to win prizes by purchasing any Be in Balance food items in the medical center's cafeteria.

Well-U helps to keep employees engaged in our worksite wellness programs/activities by publishing a Weekly Wellness newsletter every Friday that highlights the upcoming Well-U programs the following week. Well-U also works with University Marketing and Communications to develop strong marketing visuals to promote wellness fairs and the weekly Farmer's Market. Specific programs are also highlighted in a daily employee newsletter (@Rochester) and on the intranet.

2. One unique thing we do to motivate employees to live healthier?

One unique thing the University of Rochester does to motivate employees to live healthier is offer an array of services and programs that are specifically targeted at employee mental and emotional health. This includes our Employee Assistance Program (EAP), which offers up to five counseling sessions per calendar year for each employee and a 24/7 emergency

consultation phone line. EAP also offers guided relaxations on a monthly basis as well as Lunch-N-Learn presentations with topics such as work-life balance, stress, burnout and compassion-fatigue.

Behavioral Health Partners (BHP) is another University mental health resource available for employees enrolled in a University health care plan. They are comprised of mental health professionals who are committed to improving emotional well-being and mental health. They collaborate with primary care physicians and provide counseling and therapy to treat stress, anxiety, depression, and other conditions.

The University also offers pet therapy events once a month, massage days twice a month, and recently, we have implemented “Stress Free Zones” at various locations. These zones include a stress ball creation station, adult coloring, calming music, and pet therapy dogs. Through these unique offerings and opportunities, employees are motivated to live healthier.