Tools & Resources for Jump-Starting Your Workforce Health Program

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Wendy Hausotter — HealthWorks, Kaiser Permanente
Matt Szenderski — KeenanWell, Keenan
Cora Dino — City of Belmont

March 2014
What is Cities for Workforce Health?

- Offer all Cities an opportunity to access no-cost, self-help tools to develop and implement employee wellness programs, with the goal of creating a healthy, productive workforce.

- Offer expertise and financial support to a select number of cities who have demonstrated readiness, need and commitment for a more advanced workforce health strategy.
Program Plan: Overview

**Online Tools**
- Promote new workforce health resource center
- Promote existing CWH online resources (e.g. webinars, Nolo book)
- Video vignettes

**Educational Webinars**
- Host webinar series with new content
- Cities must register

**In-Person Learning Sessions**
- Round-table learning sessions sharing results and key learnings from 2013 participating cities

**One-on-One Consultation and Grants**
- Five cities chosen for consultation and grants through HealthWorks
- Application required

- Ongoing
- March - October
- Ongoing
- July-Aug
Online Tools & Resources

- KP’s Workforce Health Resource Center
- Keenan Well
- HEAL Cities Campaign
- Healthy Employees, Healthy Business e-book
- Existing webinars from 2013

VISIT: www.cacities.org/citiesforworkforcehealth
Webinars

Educational sessions on various workforce health topics

<table>
<thead>
<tr>
<th>Topic</th>
<th>When</th>
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<tbody>
<tr>
<td>Webinar #1 Overview of CWH</td>
<td>Today!</td>
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<tr>
<td>Webinar #2 Participation &amp; Incentives</td>
<td>May 1 at 11am</td>
</tr>
<tr>
<td>Webinar #3 Safety &amp; Occupational Health</td>
<td>June TBD</td>
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<tr>
<td>Webinar #4 Policy &amp; Environment</td>
<td>Sept TBD</td>
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<tr>
<td>Webinar #5 Labor / Union Engagement</td>
<td>Oct TBD</td>
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*Exact dates and more details available on the website soon.*
One-on-One Consultation and Grants

**What**
- One-on-one consultation with a workforce health expert
- $5,000 credits for wellness programming through KP HealthWorks

**Who**
- 5 Cities will be chosen
- Must submit application (more details to come)

**When**
- Application released July 2014
- Selections made September 2014
- Consultation begins January 2015
Cities for Workforce Health Website

http://www.cocities.org/citiesforworkforcehealth
KP’s Workforce Health Resource Center

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

Health care reform

Health care reform implementation varies from state to state. For information about health care reform specific to your region, select from the following:

- Health care reform in California
- Health care reform in Colorado
- Health care reform in Georgia
- Health care reform in Hawaii
- Health care reform in Maryland/Virginia/D.C.
- Health care reform in Ohio
- Health care reform in Oregon/Washington

Navigate health care reform with our new resource guide. (You will need Adobe Acrobat Reader to view the file.)
What’s available?

Partner with us
- Comprehensive programs
- Occupational health

Resource center
- Build a successful program
- Build a case for workforce health
- Healthy meetings toolkit
- Wellness committee toolkit
- Testimonials
- Exercise
- Flu prevention
- Nutrition
- Stress management
- Tobacco cessation
- Weight management
Just getting started?

Build a case for workforce health

You know the negative effect that rising health care costs and lowered productivity have on your business. And you understand how implementing an employee health program can give you a competitive advantage. But before you launch one of our workforce health programs, you may need to get the rest of your company up to speed. To help them understand the importance of good employee health, use the proof points and resources on this page to help you build your case.

- Get buy-in from leadership
- Reduce chronic illness
- Achieve a strong ROI
- Resources to help build your case

Quick links

- Resource center
- What’s included
- Success stories
- Healthy town

Follow us

thrive blog

Marin County develops wellness program

- Kaiser Permanente worked with the county to create a plan that worked for union and non-union employees at several worksites in the county.
- Launched Thrive Across America walking competition to all employees in May 2011.
- On-site health education sessions with Kaiser Permanante doctors and blood pressure screenings helped educate employees about their health.

Watch the video on YouTube

Getting started with your workforce health program

A BETTER WAY to take care of business

Assess-Plan-Engage-Measure checklist

<table>
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<tr>
<th>Steps</th>
<th>Actions</th>
<th>Tools</th>
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<tr>
<td>Get leadership endorsement</td>
<td>Present a business case for workforce health to your leadership team. Your program has a better chance of success when the company owner or CEO is on board, and leadership buy-in makes it easier to get things done.</td>
<td>How to build a case for workforce health \nWELCOA’s seven benchmarks of results-oriented workplace wellness programs</td>
</tr>
<tr>
<td></td>
<td>Use our workforce health survey to evaluate your company’s workforce wellness needs. Find out what health issues matter most to your employees with our employee interest survey.</td>
<td>Worksite health survey \nEmployee interest survey \nWELCOA’s Needs &amp; Interest Survey \nA Prevention and Lifestyle Risk report shows which risk factors—such as weight, cholesterol, blood pressure, and smoking—are affecting your employees with Kaiser Permanente coverage the most. Contact your Kaiser Permanente representative for more information.</td>
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League of California Cities   Kaiser Permanente   Keenan
Looking to advance your program?

Assess-Plan-Engage-Measure checklist

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<tr>
<td>Implement your workforce health program</td>
<td>Launch and engage employees in your workforce health program. Visit our workforce health topic center to find educational resources, tools, and programs to encourage participation.</td>
<td>Workforce health topic center</td>
</tr>
<tr>
<td>Keep employees engaged</td>
<td>Send out periodic emails or company newsletters, and posters throughout your workplace. Ongoing communication will help to promote your program, keep the excitement going, and celebrate successes.</td>
<td>WELCOA’s increasing participation checklist</td>
</tr>
<tr>
<td>Evaluate your program</td>
<td>Track progress, participation, and interest in your program by filling out the worksite health survey again. Evaluate your program’s success based on before-and-after survey results.</td>
<td>Worksite health survey</td>
</tr>
<tr>
<td>Share the results</td>
<td>Communicate program participation rates and positive outcomes with your employees.</td>
<td>WELCOA’s increasing participation checklist</td>
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- **Making the Case for Health and Productivity** white paper—gives you facts to help tell your story
- **Wellness Council of America**—case studies, research, and promotional materials from a leading advocate of workforce health
- **Healthy Employees, Healthy Business**—workforce wellness ideas for small businesses
- **Zero Trends**—evidence-based information to help you make the business case for wellness
- **Reasons for Investing**—visit this CDC Web page for facts that support the value of workplace wellness
Visit keenan.com/keenanwell and then “click” on “KeenanWell Resources Website”
Wide array of resources to help support your employee wellness initiative.

Welcome to the KeenanWell Resources Website

The KeenanWell Resources website is designed to provide Keenan clients with information and tools to help support their wellness program initiatives. Please explore the documents and links on this website that can help provide you with resources for your program as you create and sustain a culture of wellness.
Resources available through health plans.

KeenanWell
www.keenan.com/keenanwell
Third party wellness and condition management vendors.
Additional resources to help support your employee wellness initiative.
City of Belmont

How did the City of Belmont utilize the resources provided by CWH?

- Provided helpful information on Wellness Programs and grant opportunities
- Provided a connection to credible resources
- Participated in webinars/meetings on wellness programs

What did City of Belmont do with the online resources & webinars?

- Educated ourselves
- Shared information with our wellness committee members
- Used data to educate our management group — example follows
Needed to do a presentation to educate City management group about the importance of worksite wellness to help gain their support. ...we used a lot of info and data on the business case for workforce wellness from KP’s website.
City of Belmont

What advice would you give to other cities starting a program?

- Form a **wellness committee** comprised of members who are passionate and supportive of health and wellness and that are representative of various groups.

- Utilize the **resources** available at your fingertips including CWH.

- **Communicate** and educate regularly.

- Be **creative, optimistic, open, and resilient**!

- Be **persistent and determined** but go at a pace appropriate for your agency.

- Most importantly—keep things **fun and exciting**!
QUESTIONS?
Join us for our next webinar!

Thurs, May 1
11am-12pm

Topic: Participation & Incentives