Webinar Series – Part 3: Planning and Program Design: Essential Building Blocks to Successful Workforce Health Programs

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# Agenda

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Webinar Two Review

- Data is important for a successful wellness strategy
- Assessments exist across a broad range of areas related to workforce health
- Data allows you to engage the right people, at the right time, with the right interventions
- Health risks are important in developing a strategy, but assessing the culture and identifying employee interests must come first
- Communication and incentives help drive participation
- Participation and satisfaction are key elements of a good program, and data can help drive both
- A successful wellness program measures impact religiously
Objectives of Webinar Three

- Learn how to set expectations, define priorities and program success
- Understand the different types of wellness initiatives, including value-based designs and policy and environmental changes
- Understand the difference between activity-based and results-oriented programs
Four Steps to a Successful Workforce Health Program

1. Assess
2. Plan
3. Engage
4. Measure
Build a Platform for Planning and Designing a Workforce Health Program

• Internal Stakeholders:
  • employees
  • leaders
  • wellness coordinator
  • wellness committee

• External Partners
  • health plans
  • community agencies
  • wellness vendors
Build a Platform for Planning and Designing a Workforce Health Program

- Agreements
- Internal Stakeholders
- External Stakeholders
Identify ONE Priority

- What objective are you trying to meet?
- What is the most prevalent modifiable risk of the group?
- What are employees willing, able and confident to change?
- What will the infrastructure and the culture of the organization support?
Plan to Maximize Reach and Impact
Plan to Maximize Reach

- Ensure your communications
  - create compelling copy
  - offer something of value
  - include a call to action
Plan to Maximize Impact

- Awareness and Education: 5%
- Motivation: 25%
- Skills and Tools: 30%
- Policy and Environment: 40%
What Drives Behavior Change?

- Policy & Environment: 40%
- Motivation: 30%
- Skills & Tools: 25%
- Awareness & Education: 5%

Personal Behaviors
Awareness and Education

- Create individual awareness
- Create community and organizational awareness
- Create buzz
- Brand the effort
Motivation

- Testimonials
- Incentives
Skills and Tools

- Action plans
- Goal setting
- How to overcome barriers
- Making healthy choices
- How to prepare healthy foods
Policy

- Coverage for preventive services
- Behavior based benefit designs
- No smoking policy
- Flex time
- Time to engage in healthy behavior at the worksite
Environment

- Include healthy foods in the cafeteria/vending machines
- Consider farmers markets
- Post nutritional information in break rooms/kitchens
- Design health “stations”
- Create stairwell campaigns
- Create opportunities to be physically active at work
- Sponsor employee teams
- Ensure proper ergonomics
- Send healthy e-mail blasts on a frequent basis
Find the Standard

- What programs related to the identified priority:
  - are evidence based
  - are safe
  - have been deployed in similar settings and populations
  - have demonstrated positive results
Assess Program Cost

• Many elements of a wellness program can be obtained at low/no cost
  • At the KP Resource Center
    https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter
  • National health observances, health news, health topics
    http://www.healthfinder.gov/nho/default.aspx

• Other program elements may only be available with a fee
  • Biometric screenings
  • Immunizations
  • Health classes
Develop the Blueprint

• Document the initiative
  • finalize agreements among stakeholders
  • develop a timeline that outlines program components with start and end dates
Develop the Blueprint

### City of Anywhere, USA Implementation Timeline (Sample)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Q4 2011</th>
<th>Q1 2012</th>
<th>Q2 2012</th>
<th>Q3 2012</th>
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<tbody>
<tr>
<td>Proposal and Planning</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Letter of Agreement</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Total Health Assessment (KP Members)</td>
<td></td>
<td></td>
<td>9 weeks</td>
<td></td>
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<tr>
<td>Healthy Lifestyle Programs (KP Members)</td>
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<td>9 weeks</td>
<td></td>
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<tr>
<td>Biometric Screenings</td>
<td></td>
<td></td>
<td>6 weeks</td>
<td></td>
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<tr>
<td>Communications (Custom)</td>
<td></td>
<td></td>
<td>8 weeks</td>
<td></td>
</tr>
<tr>
<td>Rewards Program (Health Power/Auto Trigger)</td>
<td></td>
<td></td>
<td>9 weeks</td>
<td></td>
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**Legend**

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<tr>
<th>Implementation Lead Time</th>
<th>Implementation</th>
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<td>Lead Time Disclaimer: lead times noted in this implementation calendar do not include administrative lead times necessary for gathering important decisions and information used during implementation.</td>
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**Milestones:**

- All program decisions and information needed by: November 21, 2011
- Communication pieces delivered to City of Anywhere: Mid - End of January 2012
- Launch of rewards program: February 2012
- Kick off event (biometric screenings): February 2012
Pilot the Initiative First

- Pilot testing the initiative on a limited basis will provide feedback on the effectiveness of your planning strategy
- Pilot testing may be ideal if your organization operates at multiple locations or between multiple departments
Keep Score

- Health care costs
- Workers compensation costs
- STD and LTD
- Absenteeism
- Presenteeism
- Morale
- Turnover
Resources

- Center for Disease Control
  http://www.cdc.gov/nccdphp/dnpao/hwi/programdesign/index.htm#Assessment

- Kaiser Permanente
  https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcenter

- WELCOA
  http://www.welcoa.org/freeresources/

- Wellsteps
  https://www.wellsteps.com/
Toolkits

- At the KP Resource Center
  https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter

Download toolkits to help create a culture of health:

- **Healthy meetings toolkit**
  Offers ways to integrate simple, healthy habits into your meetings to help employees stay focused throughout the day

- **Wellness committee toolkit**
  Helps you develop a wellness committee to ensure that your team is working toward the shared goal of healthier employees

- **tobacco-free campus toolkit** can help you encourage a healthier workplace.
  This comprehensive guide includes planning and implementation tips, a step-by-step action plan, sample materials for you and your employees, and many more resources.
Policy Resources

• CDC
  • http://www.cdc.gov/nccdphp/dnpao/policy/index.html
  • Wellness Policies
    • Nutrition
    • Physical Activity
    • Obesity and overweight

• Leadership for Healthy Communities
  • http://www.leadershipforhealthycommunities.org/

• At the KP Resource Center
  https://businessnet.kp.org/health/plans/ca/workforcehealth/resourc center
  • Tobacco Free Worksite policy language, samples
The Road Ahead is Challenging...
But We Can Find A Way
Questions

- Visit http://www.cacities.org/citiesforworkforcehealth
- Flyer, FAQ, and contact info available on the website
- Visit http://www.healcitiescampaign.org and link to “contact us”
Contact Information

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Thank you!