

Agency Wellness Champions Team Minutes

April 29, 2014

In Attendance:

In Person:

Linda Feltes
Lynn Burwell
Genny Johnston
Nikki Trifilette

Lauren Burks
Stacey Phillips
Tamara Bohmert
Jarvis Keys

Cindy Schneider
John Tuthill
Kim Luchsinger
Debbie Lerdahl

Presenter: Kris Vogel

Via Ready Talk:

Jill Haring
Christy Husby
Bonnie Johnson
Deb Loy

Alla Slutsky
Eileen Brooks
Diane Roggow
Patricia Fox

Joyce Traczyk
Julie Joyce
Washington Nguyen
Sheryl Goldberg

Creating and Sustaining a Culture of Health at the Worksite (Part 2)

Presenter: Kris Vogel, BlueCross BlueShield MN

Kris reviewed why we are walking through this process of setting goals around policy and environmental initiative wellness planning. Basically, wellness programs need to build their foundations first, before we can expect people to succeed with the healthy behavior changes they might accomplish with a program or challenge.

She provided several valuable tools:

1. Goals and measurement work plan: organized by priority areas, such as tobacco, healthy eating, etc. This document is similar to the Check for Health assessment most agencies complete annually, but beyond that, it serves as a worksheet. Completing these initiatives over time would build a "gold Standard" wellness program.
2. Sample Goals, for developing your wellness team, for engaging individuals for improving your environment and for enacting and enhancing policies.
3. A blank goal planning sheet

These documents are submitted below.

Next Meeting

Tuesday, May 27, 2014
1:30-3 pm

Ladyslipper Room, Centennial Office Building

Topics:

- StayWell Eat for the Health of It review of outcomes and evaluation
- Building a biking/walking culture

(See BSBS handouts, starting on next page.)

Goals and measurement work plan

Workplace wellness initiative

Prepared

Goals and measurement work plan

This project document will capture the vision, priorities and measurable goals for our organization’s workplace wellness initiative. When the charts are populated with meaningful information (detail “baseline” (starting) information and subsequent results), this document also becomes our measurement plan.

Therefore, it is important when we begin to use this document that the “baseline” information is document with as detailed as possible, to know our starting point in order to compare future results.

Workplace wellness vision statement

Vision

The work site wellness vision statement summarizes our organization’s commitment to creating and sustaining a work site wellness program. Creating a vision provides focus and consistent direction for our goals and strategies for years to come. The vision statement reminds all employees of the link between worker health and our organization’s ability to achieve its overall mission.

<Company> vision statement

<type vision statement here>

Agreement

The above work site wellness vision statement was established on <date> by the following stakeholders:

<name, title>
<name, title>
<name, title>
<name, title>
<name, title>
<name, title>

<name, title>
<name, title>
<name, title>
<name, title>
<name, title>
<name, title>

Writing SMART goals

Writing goals is not complicated or difficult. It does require some thought about our organization's vision for a culture of health in a way that is "SMART":

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**imed

Specific

What is the specific outcome our organization is looking for? "*Reduce smoking among employees by two percent in the next four years*" is more specific than "*Improve the health of employees.*"

We may wish to write some goals about specific outcomes (reducing smoking among employees) and other goals about specific tasks (implementing a tobacco-free campus policy or reducing the price of fresh fruit in the cafeteria to 40 cents a piece).

Measurable

Making our goals measurable provides a means for evaluating our progress. There is a saying: "What gets measured gets done." Measurable goals can be powerful motivators for our organization. "*Provide more time for employees to be physically active*" is much less measurable than "*Implement a daily 15-minute walking break into the schedule of all employees.*"

"*Increase the number of employees who want to quit smoking*" is less measurable than "*Stop-smoking program enrollments will increase from three to seven employees per year.*"

Attainable

Set goals that challenge our organization to change and demonstrate a commitment to employee health. At the same time, we desire to set goals that are achievable. Goals that are set too far out of reach can be overwhelming and may become a barrier rather than a motivator.

Realistic

Write goals that are achievable given the skills, time, finances and overall strategy of our organization. A realistic project may stretch the skills and knowledge of the people working on it but it shouldn't break them.

Timed

When do we plan to achieve the goal? Next week? Next year? Without a timeframe, the goal is still vague and is much less likely to galvanize resources and energy within our organization.

"Reduce the percent of employees who use tobacco from 20 percent to 15 percent" less concrete than "By the end of 2015, reduce the percent of employees who use tobacco from 20 percent to 15 percent".

Priorities and goals

Agreed upon priorities and goals are identified on subsequent pages, with accompanying target dates for completion.

Priorities include

- <update the bulleted list below based upon priorities>
- Establish or improve foundational elements
- Reduce tobacco use
- Increase physical activity
- Increase healthy eating
- Support for nursing mothers

PRIORITY AREA - Foundation

GOAL: Create a strong foundation to support workplace wellness		Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>			
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
Incorporate work site wellness into organization's strategic plan					
Establish work site wellness vision statement					
Annually review/establish written goals					
Update the goals and measurement work plan (this document) at least quarterly					
Commissioner, assistant commissioner, deputy commissioner directly communicate his or her support for work site wellness initiatives to all employees at least quarterly					
At least one member of the senior leadership team (Commissioner, assistant commissioner, deputy commissioner) actively participates on the work site wellness committee					
Members of the leadership team will visibly model healthy behaviors at the work site (e.g., eat healthfully, hold walking meetings, walk breaks and participate in on-site events)					

GOAL: Create a strong foundation to support workplace wellness	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>
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Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
Support of work site wellness initiative is incorporated into mid-level manager annual review					
Establish workplace wellness budget					
Create workplace wellness brand					
Form a wellness committee					
Wellness committee will:					
<input type="checkbox"/> Maintain this goals & measurement plan					
<input type="checkbox"/> Meet at least quarterly (on paid work time)					
<input type="checkbox"/> Representation from all divisions and locations, management to line staff, etc.					
<input type="checkbox"/> At least one senior leader actively participates					
<input type="checkbox"/> Defined roles and responsibilities (facilitator, note-taker, time-keeper, communications, promotions, etc.)					
<input type="checkbox"/> Report progress annually on work site wellness goals to senior leadership and all employees					
Measurement: Target participation rate of # percent					

GOAL: Create a strong foundation to support workplace wellness		Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>			
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
Offer a health assessment (available to insurance eligible employees)					
Measurement: Target participation rate increase by agency of # percent					

PRIORITY AREA - Tobacco

GOAL: Enact a comprehensive tobacco-free workplace policy		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
Measurement: Identify the percentage of employees who use smoke / tobacco (Source: health assessment aggregate report or medical premium tobacco surcharge)					
Measurement: Identify employees readiness to change “quit smoking/using tobacco”					
Confirm leadership support to develop a tobacco-free work site policy					
Research tobacco-free work site policies at similar organizations, if needed					
Draft tobacco-free work site policy					
Discuss enforcement protocol for the tobacco-free work site policy					
Gather tobacco cessation information					
Draft leader letter, Q&A document and tobacco cessation resources document					
Determine enforcement protocol for the tobacco-free work site policy					

GOAL: Enact a comprehensive tobacco-free workplace policy		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
Finalize policy					
Sr. Management approves the tobacco-free work site policy					
Finalize leader letter, Q&A document and tobacco cessation resources document					
Announce policy in order to give employees a [six] month notice. The notice will include a leader letter, copy of the policy, Q&A document and quit/cessation resources and information					
Promote policy three months in advance of “go live” date					
Promote policy one week in advance of “go live” date					
Measurement: Post signage at the workplace [entrance(s) to parking lots and buildings, break rooms, etc.] notifying visitors (and staff) of the tobacco-free work sites policy					
Policy is “live” (Human resources updates employee handbook, updates new employee orientation information)					
Measurement: Best-practice tobacco					

GOAL: Enact a comprehensive tobacco-free workplace policy		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
policy adopted					
Measurement: Compile and use with permission, testimonials of employees who have quit					

GOAL: Promote tobacco cessation information (quit program and quit medications)		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
Identify available effective stop-smoking programs (5 plan options)					
Make over-the-counter quit medications available to employees at no or low cost, and with no limits					
Promote existing benefits – no copay for over the counter (OTC) Nicotine Replacement Therapy (NRT)					
Create and follow a communications plan					
Measurement: Identify usage rate of tobacco quit products					
Measurement: Capture number of employees who have enrolled in stop-					

GOAL: Promote tobacco cessation information (quit program and quit medications)		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
smoking program					
Measurement: Compile and use with permission, testimonials of employees who have quit					

PRIORITY AREA – Healthy eating

GOAL: Increase the places where employees can obtain healthy foods at the workplace		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
Measurement: Identify the percentage of employees who do not eat healthfully (fruits & vegetables, whole grains, etc.) (Source: health assessment aggregate report)					
Measurement: Percent readiness to change: improve nutrition					
Offer more places for employees to get healthy foods at work					
<input type="checkbox"/> Foods served at meetings					
<input type="checkbox"/> Foods served at events (birthdays, anniversaries, etc.)					
<input type="checkbox"/> A healthy snack station offering healthy foods at/ near cost					
<input type="checkbox"/> Healthy foods are provided to employees on a <monthly> basis					
<input type="checkbox"/> Healthy entrée in cafeteria					
<input type="checkbox"/> Other healthy foods in cafeteria					
<input type="checkbox"/> Healthy options in cafeteria labeled to provide nutritional content					
<input type="checkbox"/> Healthy options in cafeteria are promoted					
<input type="checkbox"/> Increased availability of healthy					

GOAL: Increase the places where employees can obtain healthy foods at the workplace		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
foods in vending to at least # percent					
<input type="checkbox"/> Healthy options in vending offered at a reduced price by # percent less than unhealthier options					
<input type="checkbox"/> Healthy options in vending labeled to provide nutritional content					
<input type="checkbox"/> Healthy options in vending are promoted					
<input type="checkbox"/> A healthy snack station will be created to offer only healthy foods at near cost					
Measurement: Percent increase in healthy foods available in targeted venue					
Measurement: Changes in numbers of sales for healthy foods					
Measurement: Amount of promotion of healthy foods					
Measurement: Employee satisfaction with taste, appearance, price and availability of healthy foods					
Measurement: Regular (quarterly) quality assurance checks on the commitments outlined in the "places" to get healthy foods					

GOAL: Enact a healthy foods policy		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
Get leadership support to enact healthy foods policy that ensures the above goals for <i>places</i> are sustainable					
Draft policy					
<input type="checkbox"/> Food served at meetings and events are healthy					
<input type="checkbox"/> Support a healthy vending program					
<input type="checkbox"/> Create and support a healthy snack station					
Healthy foods policy is approved					
Compile a healthy catering guide to support staff in placing orders for healthy food options for meetings and events					
Announce the upcoming healthy foods policy to give employees a [two] month notice of policy enactment/ enhancement. That notice will include a leader letter, copy of the policy, Q&A document and healthy catering guide					
Healthy foods policy in place (Human resources updates employee handbook, updates new employee					

GOAL: Enact a healthy foods policy		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
orientation information)					
Measurement: Regular (quarterly) quality assurance checks on the commitments outlined in the policy					

PRIORITY AREA – Physical activity

GOAL: Increase the places where employees can get in physical activity at/near the workplace		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
Measurement: Percentage decrease in sedentary time					
Measurement: Percent readiness to change: improve physical activity levels					
Measurement: Increase in the amount of physical activity opportunities					
Build/Identify at least three places (indoors or out) for physical activity at the work site					
<input type="checkbox"/> Map walking routes around the campus and vicinity; and provide laminated cards of the routes					
<input type="checkbox"/> Encourage active commuting (Bike to work day, bike racks, showers and lockers)					
<input type="checkbox"/> Utilize indoor or outdoor space for creating a walking path					
<input type="checkbox"/> Create a bike sharing program and/or promote Nice Ride, work toward a subsidy for subscription					
<input type="checkbox"/> Conduct a feasibility study for creating an on-site fitness center					

GOAL: Enact a physical activity policy		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
Get leadership support to enact a physical activity policy . Policy components to include a leader letter, Q&A document and the chosen components below:					
Draft policy					
<input type="checkbox"/> Dress code conducive to being physical activity during the day					
<input type="checkbox"/> Allows employees to be physically active during the workday [e.g., Increase morning break time by five minutes should break be used for physical activity (e.g., walk, stretching); flexible work schedule, encouragement of walking meetings]					
<input type="checkbox"/> Increased number of places to be active at the workplace					
Physical activity policy is approved					
Announce the upcoming physical activity policy to give employees a [two] month notice of policy enactment/ enhancement. That notice will include a leader letter, copy of the policy, and Q&A document					
Host a walking event to celebrate the physical activity policy and the					

GOAL: Enact a physical activity policy		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)
additional (newer) opportunities for physical activity at the workplace. Leadership will actively participate in the event					
Enact a physical activity policy (Human resources updates employee handbook, updates new employee orientation information)					
Measurement: Regular (quarterly) quality assurance checks on the commitments outlined in the policy					

PRIORITY AREA – Other

GOAL: <List goal here>		Target completion date for goal:	Baseline information as of January 2014 (What was taking place at the start of this project?): <list information on your organization's starting point here>		
Strategy / Task	Deadline date for strategy / task	Person responsible for Strategy / task	Progress update(s)	Date strategy / task completed	Lessons learned / Result(s)

Appendix

Visioning

A vision statement is a statement that summarizes the purpose and goals of your organization's commitment to creating a culture of health. Taking the time to clarify and describe your organization's vision can provide a focus and a consistent direction for your strategies for years to come. The vision statement reminds leaders and employees of the link between employee health and the organization's ability to achieve its overall mission.

Answer the following questions and you will have initial themes to build a simple and powerful vision for your organization's culture of health:

- *What* do you want your culture of health to accomplish?
- *How* do you plan to accomplish it?
- *How* does this mission support or further the *organization's mission*?

A sample vision statement might be . . .

To have employees who perform at their best and who enable XYZ Corporation to be an industry leader in printing quality and customer service (*organization's mission*), XYZ Corporation is committed to providing opportunities for employees to engage in healthy behaviors during the workday in order to encourage employees to work and live at their best.

The vision statement supports the development of strategies, goals and outcome measures.

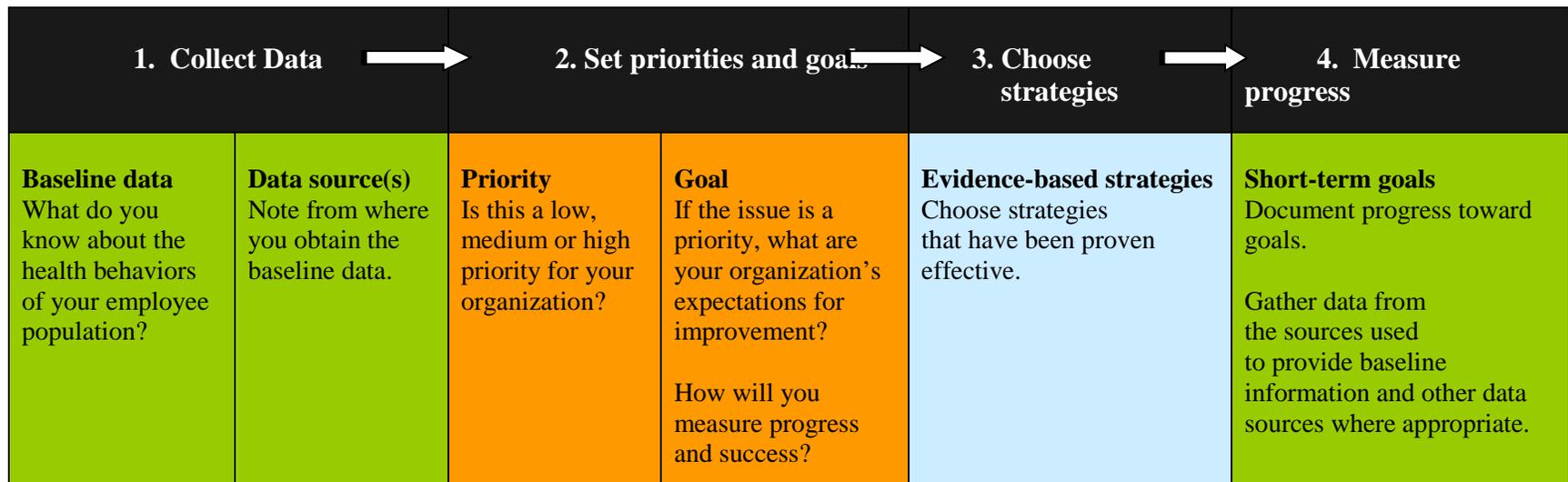
Goal setting

Why set goals?

Goals take your organization's health improvement priorities and make them specific and measurable.

Well-defined goals provide direction and a basis for measuring progress. The strategy planning chart below outlines the steps to follow in establishing appropriate strategies, goals and outcome measures.

Goal setting - strategy planning chart



Terms and definitions

Baseline information	Baseline information/data is information gathered before a program begins. It is used later to provide a comparison for assessing program impact. Use the most current data available. Capture the date parameters associated with the data.
Foundation	Creating a “foundation” of wellness means establishing the ground work needed to support and sustain work site wellness initiatives. Examples include: leadership support, health assessment implementation with a targeted participation rate, incentive offerings, creating a representative work site wellness committee, appropriate staffing to support work site wellness initiatives and securing an annual wellness budget.
Measurement results	Clearly identifies the results of the goal.
Results	The identified or quantified outcome. Participation number or percentage, policy in place, etc.
Update	Report the status of the strategy / task at designated intervals. Has the task been started? In progress? Ahead or behind schedule? Provide any narrative that will be helpful for other partners to know.
Vision statement	A work site wellness vision statement is a concise statement that summarizes the purpose and objectives of your corporation’s commitment to creating a culture of health.

Sample Building blocks – State of Minnesota Wellness Champions

Key foundational, policy and environmental elements

Potential goals for your worksite wellness initiative

Use the items below as potential written goals for your wellness initiative. Be sure to include a deadline (date) within each goal.

Sample goals for developing your WELLNESS TEAM	Sample goals for engaging INDIVIDUALS
<ul style="list-style-type: none"> • Document SMART goals for your wellness initiative by <u>September 1, 2014</u> • Ensure wellness team champion (engagement champions) representation from multiple departments by <u>November 1, 2014</u> • Develop, document and communicate wellness champion roles and responsibilities by <u>November 1, 2014</u> • Promote environment and policy changes by <u>December 31, 2014</u> (and ongoing) to all staff using at least <u>two</u> channels of communication (executive memo, website, e-mail, paper, payroll stuffer) and at least <u>two</u> times through 2015 	<ul style="list-style-type: none"> • Obtain <u>65</u> percent or higher participation in the health assessment (on or before December 30, 2015) • Target <u>50+</u> healthy items purchased each month from the vending machines (on or before December 30, 2015) • Obtain <u>70</u> percent or higher participation in on-site screenings (on or before December 30, 2015) • Enroll 20 percent of tobacco users in a stop smoking support program (on or before December 30, 2015)
Sample goals for improving your ENVIRONMENT	Sample goals for enacting and enhancing POLICIES
<ul style="list-style-type: none"> • Work with vending company vendor on or before <u>September 30, 2014</u>: <ul style="list-style-type: none"> ○ at least <u>35</u> percent of foods will be designated as a “healthier option” ○ investigate the option of creating an attractive price difference between healthier and less healthy options ○ include water in vending at a lower cost than sodas • By September 30, 2014, promote hallways open for walking from <u>6:30 through 7:45 a.m.</u> and from <u>2:45 through 5 p.m.</u>, Monday through Friday • By September 30, 2014, fitness center hours determined for staff use (<u>specify days and times based upon sports team schedule/needs</u>) 	<ul style="list-style-type: none"> • Physical activity policy in place by <u>January 1, 2015</u>, that includes: <ul style="list-style-type: none"> ○ Times when hallways and fitness center are available for all staff ○ A flexible work schedule to accommodate physical activity ○ Flexibility for staff to combine morning and afternoon break with lunch break if they use that time for physical activity • Healthy foods policy in place by <u>December 1, 2014</u>, that includes: <ul style="list-style-type: none"> ○ Encouragement for staff to bring healthy choice if they bring food for meetings and events ○ A guidance that food purchased by State of Minnesota employees for meetings always includes a healthy choice ○ Supports vending and/or cafeteria changes • Tobacco-free workplace policy in place for <u>April 30, 2015</u> that outlines: <ul style="list-style-type: none"> ○ Tobacco-free areas (buildings, grounds and vehicles) ○ Enforcement protocol



Sample Building blocks – State of Minnesota Wellness Champions

Key foundational, policy and environmental elements

Take a moment to **draft three to five Specific, Measureable, Actionable, Realistic, and Timely (SMART) goals** for your worksite. **Share your draft goals with your neighbor.** *Be sure to include a deadline (date) within each goal.

Sample goals for developing your WELLNESS TEAM	Sample goals for engaging INDIVIDUALS
Sample goals for improving your ENVIRONMENT	Sample goals for enacting and enhancing POLICIES