

Closing the Engagement Gap

Practices for Improving Wellness Program Participation

September 14, 2022



Agenda

- ▶ Introductions and Housekeeping
- ▶ Best Practices for Employee Participation
 - ▶ Committed and Aligned Leadership
 - ▶ Collecting Meaningful Data
 - ▶ Collaboration and Partnerships
 - ▶ Strategic Communication Plan
- ▶ Physical Activity Initiative
 - ▶ Move Your Way
 - ▶ Integrating Best Practices
- ▶ Networking & Peer Sharing

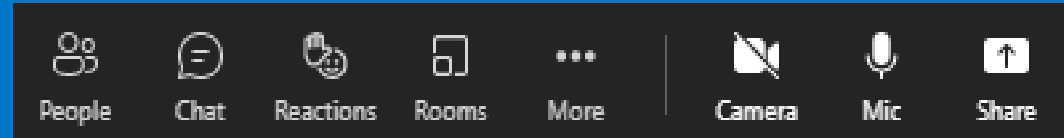
Housekeeping

- ▶ The recorded webinar will be available on the WA Wellness page within a few days.
- ▶ Please click the link in the chat to submit your questions.
- ▶ Initially, only the moderator can see your questions.
- ▶ We will post and answer your questions by the end of the presentation.



Turning on Live Captions

- ▶ Open "More"



- ▶ Select "Turn on Live Captions"

- ▶ Don't select "Start Transcription"

Introductions



Kristen Stoimenoff

WA Wellness Program Manager
WA State Health Care Authority

Pam Walker

Health Promotion Consultant
WA State Health Care Authority

Allie Henderson

Wellness Consultant
Cambia Health Solutions

Rachel Jauken

Business Operations Coordinator
Wellness Coordinator
Department of Fish & Wildlife

Mandy LeBlanc

Health Promotion Consultant
WA State Health Care Authority

Workplace Wellness Program Participation

- ▶ Wellness programs cover over 50 million U.S. workers
- ▶ 52% of U.S. companies offer wellness programs
- ▶ 90% of companies with over 50,000 employees offer wellness programs
- ▶ Only 40% of eligible individuals participate in a program in any given year

[21 Employee Wellness Statistics \[2022\]: Facts On Workplace Wellness Program Efficacy – Zippia](#)

[Wellness Program Participation Rates | BetterYou](#)

Participation Challenges

- ▶ Some staff/faculty not available for noon classes (custodial shifts, faculty teaching at that time, etc.)
- ▶ Limitations on space, equipment and instructors
- ▶ Wellness program in transition
- ▶ Many employees still don't know about their wellness benefits
- ▶ "There's a lot going on" – hard to find time, needs to "be worth it," burn out
- ▶ Employees may dismiss emails because they receive so many / unless required
- ▶ Employees who are tired of online prefer in-person events, the number of in-person events are limited
- ▶ Many districts don't have wellness programs due to limited budgets and staffing
- ▶ Many types of jobs across the state

Meaningful and Engaging Wellness Programs

Holistic Wellness Solutions



Increasing Engagement and Participation

Participation Best Practices	WA Wellness Roadmap Steps
Committed and Aligned Leadership	Step 1: Getting leadership Support
Collaboration and Partnerships	Step 2: Forming a Team
Collect Meaningful Data	Step 3: Collect Data
Strategic Communication Plan	Step 5: Promoting Activities



Committed and Aligned Leadership



Seeking Commitment and Alignment

- ▶ Go where they go!
- ▶ Share leadership best practices and how you can support their efforts
- ▶ Discuss how the wellness program aligns with and supports the strategic plan, mission, and vision
- ▶ Present progress and updates on the wellness program
- ▶ Ask for their feedback, input, and then their support
- ▶ Set manageable goals
- ▶ Provide resources

Collect Meaningful Data

KEY FINDINGS INCLUDE...

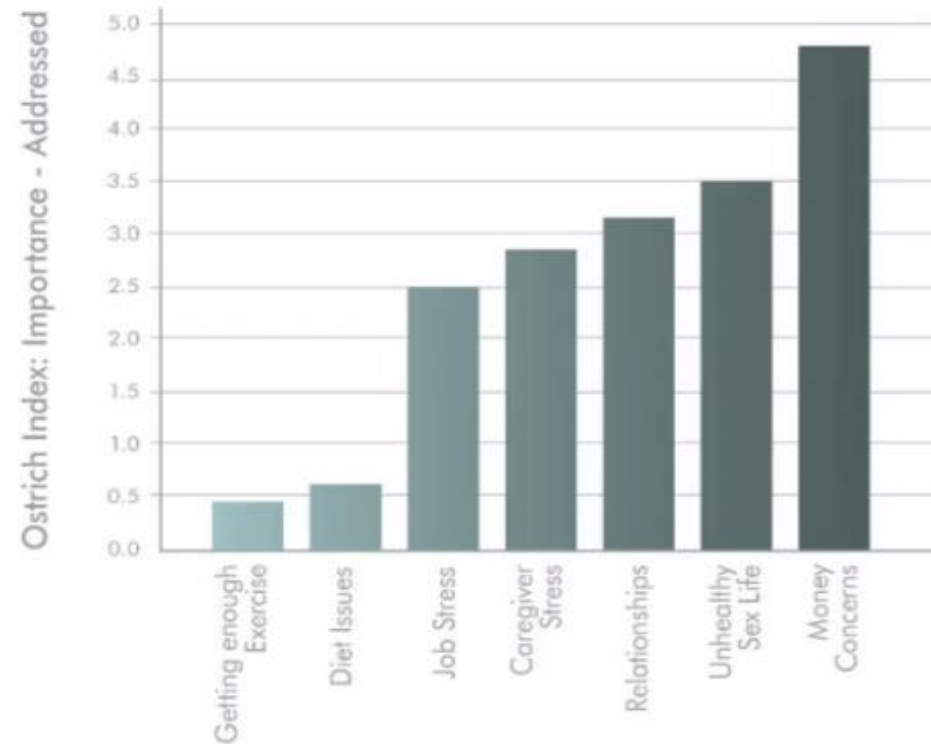
94% reported dealing with at least one of the following issues: money concerns, social conflicts, relationship conflicts, caregiving, job stress, depression, trouble sleeping, bad sex life, getting enough exercise or diet issues.

36.6% identified 1-4 issues; 40.2% identified 4-6 issues, and 17% said they were dealing with as many as 7-9 issues.

Of the named issues, the greatest importance was placed on job stress, caregiver stress and money concerns, followed closely by unhealthy sex life and relationship issues.

As the number of issues a person is dealing with increases, their self-reported general health ranking went down.

The Ostrich Index™

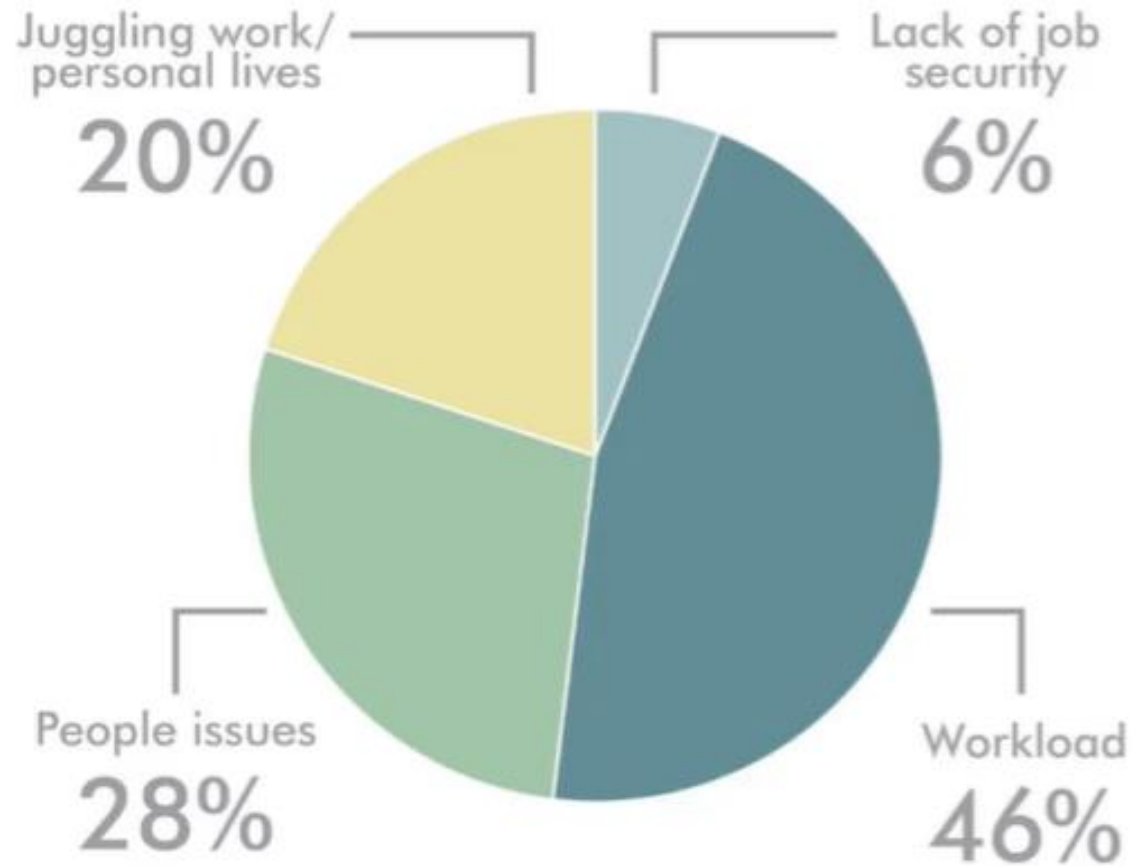


Stress is the #1

workforce risk issue, ranking above physical inactivity and obesity.



MAIN CAUSES OF STRESS



STRESS COSTS U.S. BUSINESSES ROUGHLY \$300 BILLION A YEAR AS A RESULT OF:

- » Accidents
- » Absenteeism
- » Employee turnover
- » Diminished productivity
- » Direct medical, legal, and insurance costs
- » Workers' compensation awards as well as tort and FELA judgments

Seek to Understand

Needs and Interest
Survey

Yearly SmartHealth
Well-being
Assessment Report

SmartHealth
Dashboard

Employee
Engagement
Reports

Wellness program
evaluation

Other sources in
your organization?

Program Participation 2021



PARTICIPATION

31.5%

93,153 REGISTERED EMPLOYEES

53% is average across Limeade BoB

83.5%

77,805 PARTICIPATED IN AN ACTIVITY

75% is average across Limeade Book of Business

38.6%

35,919 COMPLETED THE WELL-BEING ASSESSMENT

64% is average across Limeade BoB

4.4/5

USER SATISFACTION

4.2 is average across Limeade BoB

TOP WBA DIMENSION

PHYSICAL

Drinking Moderately

Self-Care

EMOTIONAL

Positive Relationships

Self-Acceptance

WORK

Self-Leadership

Work Meaning

BOTTOM WBA DIMENSION

Sleep

Healthy Weight

Managing Stress & Anxiety

Energy Level

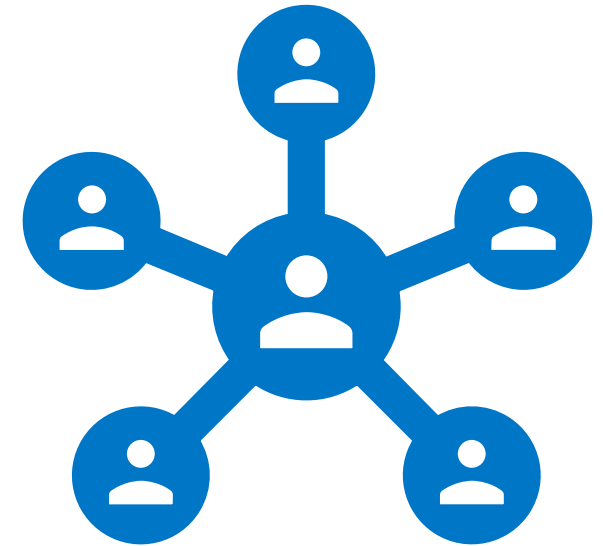
Fit with Culture

Belief in Company

Top dimensions: The most numerous top scoring Well-Being dimensions for employees.
Bottom dimensions: The most numerous lowest scoring Well-Being dimensions for employees.

Collaboration and Partnerships

- **Diverse and Collaborative** – Strive for a team of cross-functional stakeholders who collaborate and coordinate in support of employee wellness.
- **Partnership Opportunities** – Identify collaborative opportunities to align initiatives and leverage resources.
- **Inclusive** – Provide opportunities for employees and stakeholders throughout the organization to share their input, feedback, and participate in planning and implementing the organization's wellness program.



Collaboration and Partnerships

- ▶ **Opportunities in your organization:**
 - New employee orientation/Human Resources
 - Trainings/Learning management system
 - Employee resource groups
 - Safety team
 - Topic experts
 - Health and wellness center
 - Counseling services
 - Student wellness committee
 - Yearly performance evaluation



Community Collaboration and Partnerships



NON-PROFITS



PRIVATE INDUSTRY



CHAMBER OF
COMMERCE



OTHER STATE
AGENCIES, CAMPUSES,
SCHOOL DISTRICTS



EAP

Partnerships In Action

- ▶ **WWU**
 - Internal: Western's HR Wise & Well U program
 - External: Community partners who run community events like the Jingle Bell Run and the Bellingham Bay Marathon
- ▶ **SPSCC**
 - Internal: The new Health and Wellness center, counseling services, and with campus events
 - External: Consistently reaching out to community partners to promote wellness and introduce new activities and resources
- ▶ **SEBB**
 - Kaiser Permanente Thriving Schools
 - Space Between (*Used by Seattle Public Schools*)
 - WA EAP (see list of SEBB customers)
 - WA Wellness

Partnerships In Action

- ▶ **State Agency**
 - New and improved wellness committee
 - Facilities
 - HR
 - Leadership teams
 - Contracts
 - Payroll
 - Training and Development
 - Ethic team
 - External consultant pool
 - Internal communication team
 - Agency volunteers
 - Bloodworks NW
 - IACP (external support organization)
 - HCA
 - Internal psychologist
 - Peer support
 - Lighthouse wellness app
 - Capitol campus coordinators
 - Other agencies

Strategic Communication Plan

Communicate often-
seek out opportunities.

Vary the content

Multi-channel

Use pre-made
communication
materials.

Identify the
communication that
will have the greatest
impact.

Tailor the messages to
the needs of the
employees.

Evaluate success-
Survey employees
about the
communications that
are most helpful.

Communication Channels

- ▶ Emails (internal)
- ▶ Educational sessions / in-service / continuing education
- ▶ Newsletters / News briefs
- ▶ Infuse Wellness moments in meetings
- ▶ Website content (employee wellness or benefits site)
- ▶ Post flyers
- ▶ Monthly wellness updates sent to all staff
- ▶ WA Wellness turnkey messages / promotional materials
- ▶ Facebook
- ▶ New employee orientation
- ▶ T-shirts and other swag



Communication Channels (*cont.*)

- ▶ Agency-wide check-in meetings / broadcasts
- ▶ Daily Bulletins
- ▶ Branded emails
- ▶ Printed materials
- ▶ Digital signage
- ▶ Presentations
- ▶ Teams channel
- ▶ Sharepoint
- ▶ Webinar
- ▶ EAP
- ▶ Success Stories





- Move Your Way campaign overview
- Integrating best practice guidelines for a physical activity challenge

WHAT IS YOUR
WHY?

SET YOUR VISION

- What do you want to achieve?
- What are you measuring?
- How will you collect data?

WHAT IS YOUR
WHY?

SET YOUR VISION

- What do you want to achieve?
 - Inclusive physical activity program that increases physical activity minutes using “Move Your Way” campaign
- What are you measuring?
- How will you collect data?



Activity Planner

Ready to get more active this week?

Use this planner to set goals, choose activities you want to do, and get tips to help you stay motivated. When you're done, print your plan to track activity throughout the week.

Adults need a mix of activity to be healthy:

Moderate-intensity aerobic activity

Anything that gets your heart beating faster counts.



Muscle-strengthening activity

Do activities that make your muscles work harder than usual.



Why these goals? [Learn more about the guidelines.](#)

So aim for that mix in your weekly plan!

[Make your activity plan](#)

- [Move Your Way Community Playbook](#)
- [Move Your Way Adult Fact Sheet](#)
- [Tips for Getting Active Video](#)
- [Tips for Busy Days Video](#)

WHAT IS YOUR
WHY?

SET YOUR VISION

- What do you want to achieve?
 - Inclusive physical activity program that increases physical activity minutes using “Move Your Way” campaign
- What are you measuring?
 - Participation
 - Activity Minutes
- How will you collect data?
 - Survey employees fill out at the end



How will we get leadership involved?

Who can we collaborate with?

How will we communicate to employees?

What incentive can we provide?

INVOLVING LEADERSHIP

- Which leader(s) can “sponsor” the event?
- Make leader’s lives easier
 - When reaching out to a leader to be a spokesperson, provide specific asks
 - Can you mention our physical activity program in the next meeting? Here is a short script you can use.
 - Will you provide us a picture of you exercising or being active for us to share?
- Provide information to managers that help them know how to involve and engage their team

COLLABORATION

Think of your roadblocks and how others may help

- Leadership!
- What resources do we already have?
- Whose expertise or experience is available to us?
- Can be internal or external
- Less is more
- Great opportunity for incentives when there is no budget

Examples

- Work with campus departments, internal resource groups, various committees, etc., to promote
- Using employed nutritionists, mental health experts, etc.
- Use walking trail pamphlets from Parks and Rec department to distribute



COMMUNICATION

WHAT'S THE PLAN?

- Make a specific communications plan for your program
- How will employees enroll in program?
- What information will we collect when they enroll?
- How often will we communicate during the program?

WHAT SOURCES DO WE HAVE?

- Targeted wellness program email list
- Newsletters
- Social media
- Orientations
- Websites
- Flyers

SOCIAL ENGAGEMENT DURING PROGRAM

- How can participants stay connected during the program?
 - Social media
 - Microsoft teams
 - Smart Health community feed
 - Break room or team challenges

POST CHALLENGE

- Analyze data and compare to vision
 - Have employees submit a Google survey or Microsoft Form with how many minutes they achieved each week
 - How do they feel physically and mentally after completing challenge?
 - Focus on qualitative and quantitative
- Incentive
 - Recognition
 - Prizes
 - Collaborate with internal and external resources

KEY TAKEAWAYS



Set your vision



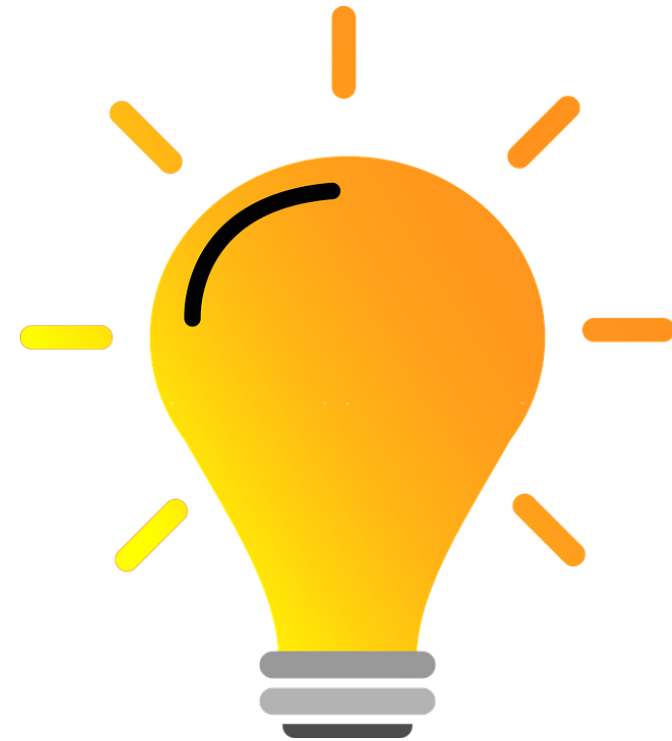
Make your life easy by using resources like Move Your Way



Make leader's lives easy

Resources

- ▶ **Aligned and Committed Leadership**
 - [Assessing leadership's support for employee wellness](#)
 - [Capturing leadership support](#)
- ▶ **Wellness Program Participation**
 - [Little things make a big difference for increasing participation](#)
 - [Closing the engagement gap – physical activity](#)
 - [Increasing wellness program participation](#)
- ▶ **Physical Activity**
 - [Exercise as a Prescription for your Health](#)
 - [Creating a culture of movement at work](#)
 - [Physical Activity for People with Disability](#)
 - [Physical Activity for Arthritis](#)
 - [Get Active! | Diabetes](#)
 - [Physical Activity Workplace Health Resources Tools](#)



Meetings and Materials

Resources (*cont.*)

- ▶ **Collect Meaningful Data**
 - [Collecting-meaningful data to evolve a wellness strategy](#)
 - [Needs Interests Survey Template](#)
- ▶ **Move Your Way**
 - [Move Your Way Community Resources](#)
 - [Move Your Way Partner Promotion Toolkit](#)
 - [Move Your Way Community Playbook](#)
 - [Walk Run Dance What's Your Way?](#)
- ▶ **Workplace Health Promotion**
 - [Workplace Health Promotion | CDC](#)
 - [Resources | Workplace Health Promotion | CDC](#)
- ▶ SmartHealth.hca.wa.gov



Meetings and Materials

Questions





Time to
evaluate

Contact Us



hca.wa.gov/washington-wellness



wawellness@hca.wa.gov



360-725-1700



Virtual Networking Session

**CHAMPIONS OF
WELLNESS &
LEADERSHIP
WALK**

INITIAL INVITE FROM HCA

Kelly Susewind
Director
Department of Fish and Wildlife
P.O. Box 43200
Olympia, WA 98504-3200

Dear Kelly:

Another year has passed and it's time for the State Agency Champions of Wellness Challenge. This will be the third year for the challenge and we are hoping that you will embrace it with the same spirit you have in the past.

This challenge will run from **August 1 through 31**. The title asks that you give the gift of time by volunteering to help your community, family or friends once each week, during the month of August. It is our hope that this challenge will bring out the volunteer side of those that choose to participate. Sometimes, giving your time is much more valuable than opening your wallet. And that is what makes this challenge so easy to participate in.

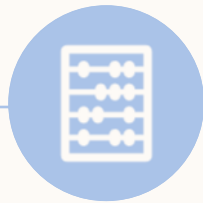
KICK-OFF MEETING

- Olympia Wellness team members met
- Reviewed other SmartHealth activities to combine the Champions challenge with staff feedback seeking to knock out as many tiles as once!
- Talked about our new Director and approached their executive assistant with an idea.
- Got the Ok and included Regional folks

PRIMARY GOALS

- Complete Champions of Wellness Challenge
- Include leadership walk in weekly goals
- Enjoy the outdoors
- Check off several SmartHealth tiles
- Give folks opportunity after to ask questions about SmartHealth goal of 2,000 points.
- Provide alternative options for those that could not attend.

HOW WE GOT THERE



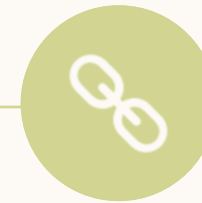
EXECUTIVE/LEADERSHIP

- Executive Assistant blocked out Director's calendar for a 10am walk
- Other executives either joined the walk or promoted the challenge.



REGIONAL SUPPORT

- Regional Directors (6)
- Regional AA5's/someone that could help coordinate and promote the activity
- Some regional areas walked at the same time/date as Olympia did and others completed it after work.



PROMOTION

- Email announcement
- Outlook calendar invite
- SharePoint event
- Reminder day of – location to meet and time and to send any pictures captured to the DFW Wellness Team
- Debrief after event

STAFF ENGAGEMENT



REGION 4

Current Deputy Director
on left – Amy Windrope



REGION 5

Invited family & pets!



OLYMPIA STAFF

Meet & Greet

KEY TAKEAWAYS

- Executive support increases awareness/, encouraged staff to join activities.
- Combining more than one tile or goal, can accomplish even more
- Be inclusive and creative for those not able to join in due to various reasons
- Small actions and encouragement go a long way.
- Small incentives are nice to have, if you have room in your budget.
- Would do this again but will consider virtual/hybrid options.



Virtual Networking Session

Participation Options

Participate

Participate verbally or type responses and comments in chat

Ask

Use the “Raise Hand” feature to ask a question

Introduce

When you participate, please introduce yourself and share what organization you are representing

Virtual Networking Session

Guiding Questions

- ▶ Share an example of how physical activity is supported in your organization and how employee participation is promoted.
- ▶ What challenge(s) have you experienced with employees participating in your wellness program initiatives?
- ▶ Please share any additional ideas you have for strengthening wellness program participation.

Guiding Question #1

Share an example of how physical activity is supported in your organization and how employee participation is promoted.

Guiding Question #2

What challenge(s) have you experienced with employees participating in your wellness program initiatives?

Guiding Question #3

Please share any additional ideas you have for strengthening wellness program participation.

Thank You!