HANDOUT

From
Making Wellness Really Work: Strategies for Getting Maximum Results

A presentation for the Washington Wellness Program

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President, Chapman Institute

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L & I Headquarters, Tumwater, WA
Notes from Workshop:
AGENDA

✓ What constitutes wellness?
✓ Baselines and Targets
✓ The Results Hierarchy
✓ Understanding AMSO
✓ Small group exercise #1
✓ Available Resources
✓ Complementary Strategies
✓ Small group exercise #2
✓ Summary of Key Points
WELLNESS

“A wellness program aims to help employees and their family members feel their best through positive voluntary behavior changes. These changes focus on reducing health and injury risks, improving health consumer skills, and enhancing well-being.”

- HCA

DIFFERENT WAYS OF DOING WELLNESS

<table>
<thead>
<tr>
<th>Program Model</th>
<th>Feel Good Wellness</th>
<th>Traditional Wellness</th>
<th>Results-Driven Wellness</th>
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<tbody>
<tr>
<td>Main Features</td>
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<tr>
<td>Fun activity focus</td>
<td>• Fun activity focus</td>
<td>• Mostly health focus</td>
<td>• Add productivity</td>
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<tr>
<td>No risk reduction</td>
<td>• No risk reduction</td>
<td>• Some risk reduction</td>
<td>• Strong risk reduction</td>
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<tr>
<td>No high risk focus</td>
<td>• No high risk focus</td>
<td>• Little high risk focus</td>
<td>• Strong high risk focus</td>
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<tr>
<td>Not HCM oriented</td>
<td>• Not HCM oriented</td>
<td>• Limited HCM oriented</td>
<td>• Strong HCM oriented</td>
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<tr>
<td>All voluntary</td>
<td>• All voluntary</td>
<td>• All voluntary</td>
<td>• Some required activity</td>
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<tr>
<td>Site-based only</td>
<td>• Site-based only</td>
<td>• Site-based only</td>
<td>• Site and virtual both</td>
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<tr>
<td>No personalization</td>
<td>• No personalization</td>
<td>• Weak personalization</td>
<td>• Strongly personal</td>
</tr>
<tr>
<td>Minimal Incentives</td>
<td>• Minimal Incentives</td>
<td>• Modest Incentives</td>
<td>• Major Incentives</td>
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<tr>
<td>No spouses served</td>
<td>• No spouses served</td>
<td>• Few spouses served</td>
<td>• Many spouses served</td>
</tr>
<tr>
<td>No evaluation</td>
<td>• No evaluation</td>
<td>• Weak evaluation</td>
<td>• Rigorous evaluation</td>
</tr>
</tbody>
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Primary Focus

- Morale-Oriented
- Activity-Oriented
- Results-Oriented
FOCUS OF WELLNESS EFFORTS

<table>
<thead>
<tr>
<th>Major Targets</th>
<th>Baselines</th>
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<tbody>
<tr>
<td>Tobacco use</td>
<td>SmartHealth Dashboard (P&amp;A)</td>
</tr>
<tr>
<td>Physical activity</td>
<td>Wellness Interest Survey</td>
</tr>
<tr>
<td>Nutrition practices</td>
<td>Program records</td>
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<tr>
<td>Heart health</td>
<td>EHRs</td>
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<tr>
<td>Weight management</td>
<td>BRFSS</td>
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<tr>
<td>Stress</td>
<td>Medical literature</td>
</tr>
<tr>
<td>Medical self-care</td>
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<tr>
<td>Back pain</td>
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</table>

FOUR KEYS TO AN EFFECTIVE WELLNESS PROGRAM

- Ongoing methods for raising awareness
- Ability to enhance motivation
- Learn new skills associated with new behavior
- Opportunity to practice those new behavioral skills

Source: Michael O’Donnell, PhD, MBA, MPH
### MAJOR TARGETS AND AMSO

<table>
<thead>
<tr>
<th>Major Targets</th>
<th>A</th>
<th>M</th>
<th>S</th>
<th>O</th>
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</thead>
<tbody>
<tr>
<td>Tobacco Use</td>
<td>HRA, Coach, LMS</td>
<td>Incentive criteria, LMS,</td>
<td>Coach, mentor, educ program</td>
<td>Worksite policies, PHR, eHealth portal</td>
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<tr>
<td>Physical Activity</td>
<td>HRA, Coach, LMS,</td>
<td>Incentive criteria, LMS,</td>
<td>Coach, mentor, educ program</td>
<td>Worksite policies, onsite, subsidy, walking program, wearables, PHR, eHealth portal</td>
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<td></td>
<td>campaign</td>
<td>group competition,</td>
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<td></td>
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<td>wearables, self-quiz</td>
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<tr>
<td>Nutrition Practices</td>
<td>HRA, Coach, LMS,</td>
<td>Incentive criteria, LMS,</td>
<td>Coach, mentor, educ program</td>
<td>Worksite policies, food options, eHealth portal</td>
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<td></td>
<td>food demos</td>
<td>food demos, self-quiz</td>
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<tr>
<td>Heart Health</td>
<td>HRA, Coach, LMS,</td>
<td>Incentive criteria, LMS,</td>
<td>Coach, mentor, educ program</td>
<td>Worksite policies, Prev benefits, PHR, eHealth portal</td>
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<td>screening</td>
<td>screening, self-quiz</td>
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<td>Weight Management</td>
<td>HRA, Coach, LMS,</td>
<td>Incentive criteria, LMS,</td>
<td>Coach, mentor, educ program</td>
<td>Worksite policies, repeat screening, Refreshers, PHR, eHealth portal</td>
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<tr>
<td></td>
<td>scales, screening</td>
<td>screening, self-quiz</td>
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<td>Stress</td>
<td>HRA, Coach, LMS,</td>
<td>Incentive criteria, LMS,</td>
<td>Coach, mentor, educ program</td>
<td>Worksite policies, quiet space, PHR, eHealth portal</td>
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<td>Somatizer educ</td>
<td>PTO, self-quiz</td>
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<td>Back Pain</td>
<td>HRA, Coach, LMS</td>
<td>Incentive criteria, LMS,</td>
<td>Coach, mentor, educ program</td>
<td>Worksite policies, PHR,</td>
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<td>self-quiz</td>
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<td>LIMS, eHealth portal</td>
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<td>Medical Self Care</td>
<td>HRA, Coach, LMS</td>
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RESULTS HIERARCHY

- Economic Return
- Health Care Utilization
- Health Status Improvement
- Health Risk Prevalence
- Behavior Change
- Readiness to Change
- Attitudes Change
- Information Change

ONGOING METHODS FOR RAISING AWARENESS

Key Concepts
- Personal health and well-being issues
- Need periodic process
- Learning preferences used
- Need to track and use information

Practical Interventions
- HRA
- Biometric screening
- Newsletter
- Education
- Discussion
- Coaching

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ABILITY TO ENHANCE **MOTIVATION**

**Key Concepts**
- Few intrinsically motivated
- Awareness & skills not enough
- Transtheoretical model™
- Motivational interviewing
- Follow their passion

**Practical Interventions**
- Coaching
- HRA questions
- Incentives
- Communications
- Campaigns

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LEARN NEW **SKILLS ASSOCIATED WITH NEW BEHAVIOR**

**Key Concepts**
- Focus on the “how”
- Experience is a powerful teacher
- Incorporate habit
- Steps for success
- Preventing relapse

**Practical Interventions**
- LMS
- Coaching
- eHealth portal
- Mentors
- Demo’s
OPPORTUNITY TO PRACTICE THOSE NEW BEHAVIORAL SKILLS

Key Concepts
• Often not addressed
• Importance of social support and relationships
• Consider as part of supportive environment
  – Physical environment
  – Policy environment
  – Culture
  – Programming

Practical Interventions
• Policies
• Incentives
• Programming
• Refreshers
• Wearables
• Groups

SMALL GROUP EXERCISE #1
Assessing Your Program’s AMSO Level

1. First, identify 3 key wellness behaviors your program is trying to address.
2. Then, for each of the behaviors analyze how your program currently addresses A, M, S and O for that behavior.
3. Use the worksheet to record your findings.
AVAILABLE RESOURCES

- SmartHealth Try New Things Flyer
- SmartHealth Trainings
- SmartHealth Get Started Brochure
- SmartHealth Program Detective Video
- SmartHealth Website
- SmartHealth Go Mobile app
- SmartHealth Worksite Wellness Roadmap (8)
- SmartHealth Dashboard (P&A)
- SmartHealth Customized Activity Request
- SmartHealth Activity Idea Bank
- SmartHealth Renewal Message
- SmartHealth Activity Calendar
- SmartHealth The Benefits of Worksite Wellness
- HCA and Limeade staff
- Internal state staff (DHS, HE, OPM, L&I)

COMPLIMENTARY STRATEGIES

- “Campaignize” key behaviors
- Customized activity requests
- Onsite educational programming
- Wellness Ambassadors
- Wellness Mentors
- Recognition programs
- Small support group formation
- Affinity and activity group formation
- Team competitions
- Custom challenges
- Piggy Back wellness events
- Promote SmartHealth tools and resources
SMALL GROUP EXERCISE #2

Improving Your Program’s AMSO Level

1. Now, review the results from exercise #1 and identify what ways you can enhance the AMSO effects in your wellness program.

SUMMARY OF KEY POINTS

- All of us need more wellness and well-being.
- But long term behavior change is not easy.
- Wellness is flexible and can address a broad range of issues and behaviors.
- There are lots of different ways to address those issues and behaviors.
- Wellness results should be considered as a “hierarchy.”
- Your SmartHealth Dashboard can help track your results.
- You have lots of great wellness resources to use.
- However, in order for your wellness efforts to produce more results they must AMSO!
- You can create more wellness results with a little careful thought and some selected program changes.
THE CHAPMAN INSTITUTE

"Certification and tools for Results-Driven Wellness"

- Four (4) levels of certification for worksite wellness practitioners. Online, Live Webinar and Onsite:
  - CWPC  (Level 1)
  - CWPM  (Level 2)
  - CWPD  (Level 3)
  - CWWPC (Level 4)

- Special Offer for Washington Wellness!
  50% Off Level 1 until end of year for:
  ✓ Live Webinar: October 5, 12, 19 and 26 (8:00 am to 11:00 am)
  or
  ✓ Online program (Self-paced)
  ✓ Cost = $575

50% off instructions:
1) Go to https://chapmaninstitute.com
2) Select course under "Wellness Certification"
3) Enter "wa-hca-half-off" at checkout

WellCert

Results-Driven Wellness

SKILLS COVERED IN LEVEL 1 - CWPC

Skill #1  How to build strong senior management support
Skill #2  How to assess your employees' wellness needs
Skill #3  How to use a Health Risk Assessment (HRA)
Skill #4  How to set your wellness strategy
Skill #5  How to design your organizational infrastructure
Skill #6  How to design your technology infrastructure
Skill #7  How to design effective wellness communications
Skill #8  How to design your health management process
Skill #9  How to design group activities
Skill #10 How to create a supportive environment for wellness
Skill #11 How to design onsite programming
Skill #12 How to perform a simple evaluation of your program

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Small Group Exercise #1  Assessing Your Program’s AMSO Level

<table>
<thead>
<tr>
<th>Key Wellness Behavior</th>
<th>On-going method for raising Awareness</th>
<th>Ability to augment intrinsic Motivation</th>
<th>Ability to acquire new Skills</th>
<th>Opportunity to Practice those new skills</th>
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## Small Group Exercise #2

### Improving Your Program’s AMSO Level

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