

# WORK FOR BETTER HEALTH



Brandi Holt, Ed.D and Betty Blackwood

# Work for Better Health

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- Goals of the program.
- Budget for the program.
- Evaluating the program objectives.
- Example of program success.
- Sustaining the progress.
- Recommendations

# Work for Better Health Goals

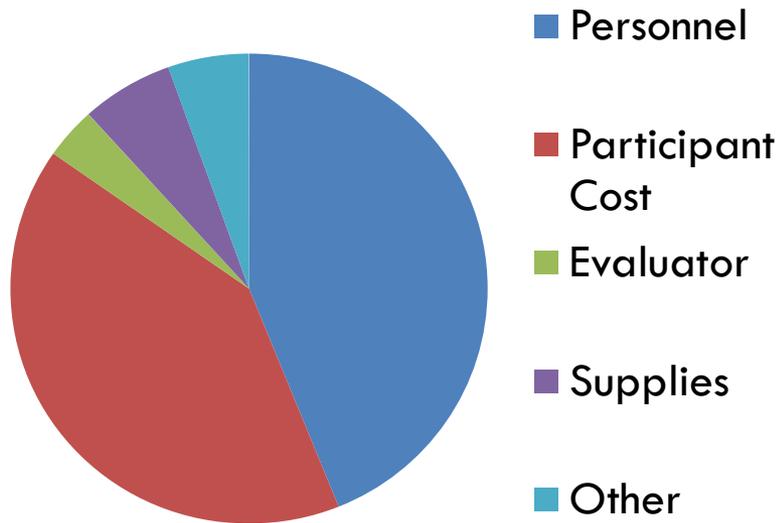
- ❑ Create a self sustaining worksite wellness program in businesses in Madison County.
- ❑ Increase health information in the county.
- ❑ Decrease risk factors for chronic disease.



# Work for Better Health Budget

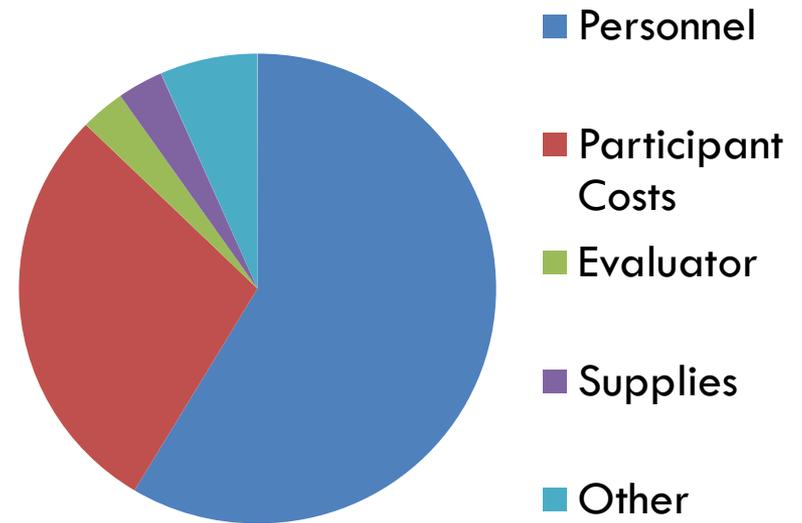
2009

**\$56,300**



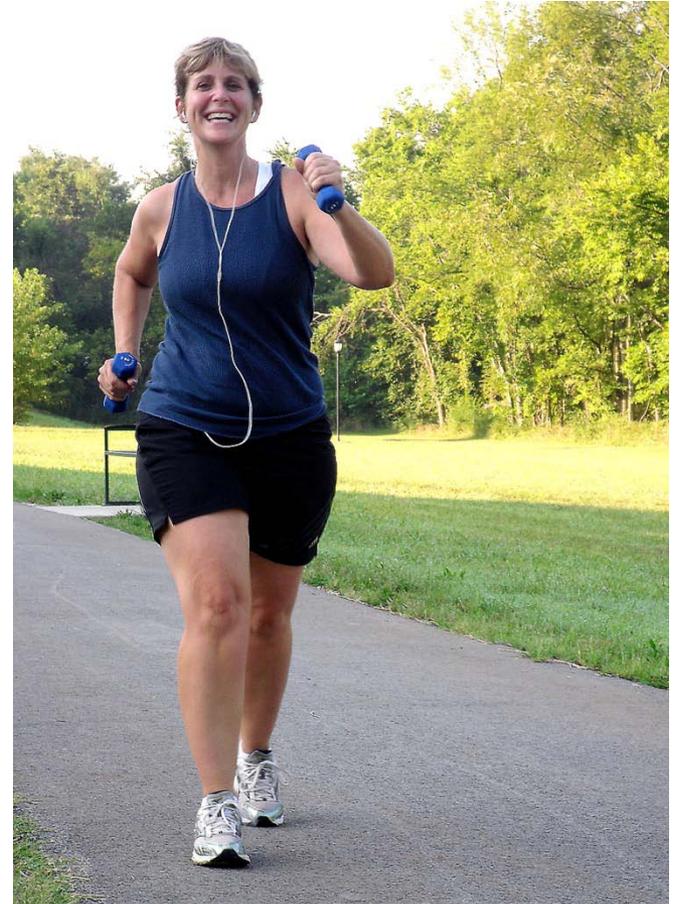
2010

**\$66,360**



# Work for Better Health

Encouraged participants to get at least 30 minutes of moderate activity a day for 10 weeks.



# Work for Better Health

Offered free health screenings for participants to raise awareness.



# Work for Better Health

Local health professionals offered free health advice for participants to raise awareness.



# Work for Better Health - Challenges

No paved walking/jogging tracks in the county.

No public or private fitness centers or gymnasiums in the county.

More dirt roads than paved roads in the county.



Madison County Walking Trail Grand Opening April 2009



## Work for Better Health – Make Do

Kingston School Parking Lot and Bus Track

# Work for Better Health - Challenges

## 2009 - Challenges

- ❑ Low attendance at educational classes.
- ❑ Low participation in health screenings.

## 2010 Solutions

- ❑ Lunch and Learns at worksites.
- ❑ Provided health screening at the worksites.

# Work for Better Health

2009

- 654 Participants
- 56 Businesses
- 53 Pre/Post Screenings

2010

- 268 Participants
- 44 Businesses
- 102 Pre/Post Screenings

**922 Total Participants**

**6% of Madison County**

**\$116.36 Invested Per Participant**



Work for Better Health Results

96% Increased Physical Activity



Work for Better Health Results

81% Completed 10 Weeks



Work for Better Health Results

42% Meet Fitness Goals



Work for Better Health Results

16% Exceeded Their Goals

Betty Wood



Patty McCoy

Work for Better Health Results

79% Lost Weight

# Work for Better Health Results

## Pre Program Screening

- 70% BMI >25
- 59% High Blood Pressure
- 33% High Cholesterol

## Post Program Screening

- 71 % Lowered BMI
- 49% Decreased blood pressure
- 56% Decreased cholesterol

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Work for Better Health

Dogwood Design Success

# Dogwood Designs Team



# Dogwood Designs



□ “Oh, my gosh ...  
I have high  
cholesterol.”

Diana

# Dogwood Designs



# Dogwood Designs



**Walking At Lunch**

**Walking At Break**



# Dogwood Designs



# Dogwood Design - Program



# Dogwood Designs



# Sustaining Success

Butterball, LLC

Watson Primary

Huntsville Intermediate

City of Huntsville

Kingston Tai Chi Class

Huntsville Church of Christ Health Support Group

# Must Haves

Project Coordinator

Someone to recruit businesses and train team captains.

Offer tools for implementing the program.

Help keep team captains motivated.



# Must Haves

Team Captain

Someone committed to seeing others reach their goals.

Good motivator and role model.



# Must Haves

Program Length

No less than 6 weeks and no more than 10 weeks.

Challenging with Arkansas weather.



# Must Haves

## Business Buy –In

Willingness to offer rewards to participants.

Willingness to allow participants to participate at work in the program.

Understanding the benefits the business will see from the program.



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