Worksite Wellness

The case for employee wellness programs
What is Worksite Wellness?

Defined as:

“an organized, employer-sponsored program that is designed to support employees (and, sometimes, their families) as they adopt and sustain behaviors that reduce health risks, improve quality of life, enhance personal effectiveness, and benefit the organization’s bottom line.”

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Obesity Physical Inactivity

CDC (2008). County Level Estimates of Leisure-Time Physical Inactivity and obesity—State Maps

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7 out of 10 deaths are chronic disease related.
$2.5$ trillion spent on annual medical care.
In 2008, $147$ billion medical bills related to obesity.
Productivity losses related to personal and family health problems cost employers $1,685$ per employer per year.
Cost to employers: $225.8$ billion annually.

• By 2030, 40 percent of all adult Americans will have some form of CVD
• By 2030, direct medical costs will triple from $273 billion to $818 billion
• Direct and indirect costs combined total $1.3 trillion in 2030 – nearly as large as the projected federal deficit for 2011
Return on Investment (ROI)

Your Wellness Program

- Health cost returns realized in 12 -18 months

- Healthcare cost fall by about $3.27 for every dollar spent on wellness programs

- Absenteeism cost fall by about $2.73 for every dollar spent
  Baicker, K., Cutler, D., and Song, Z. (2010). Workplace wellness programs can generate savings, Health Affairs; 29:2

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Findings from 56 studies of worksite health promotion programs showed an average:

- 27% reduction in sick leave absenteeism.
- 26% reduction in health care costs.
- 32% reduction in workers’ compensation and disability management cost claims.
- $5.81-to-$1 ROI ratio.

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18 Studies of Health Promotion Programs
   › 18 had a decrease of absenteeism after the introduction of a health promotion program.
   › 6 reported cost benefit ROI $5.07 for every $1 invested.

32 Intervention Studies
   › 28 had a decrease in medical care cost after introduction of a health promotion program.
   › 10 reported cost benefit ROI $3.93 for every $1 invested.
Creating a worksite culture that supports healthy lifestyle choices.
Improving Employee Health

Recommended Components

- CVD Education
- Nutrition
- Tobacco Cessation/Education
- Physical Activity
- Screening/Early Detection
- Stress Management
- Weight Management
- Occupational Safety and Health
- Environmental Modification

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Carnethon M. Circulation 2009; 120: 1725
Laws that Impact Worksite Wellness

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Employment Restrictions on the Use of Consumable Products

Americans With Disabilities Act

Genetic Information Nondiscrimination Act (GINA)

Health Insurance Portability and Accountability Act of 1996 (HIPAA)

Nursing Mothers and the Workplace
Social Media and The Web

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3 Key Attributes to Social Media

Health Communication Tools

1. Personalization – content tailored to individual needs
2. Presentation – timely and relevant content accessible in multiple formats and contexts
3. Participation – partners and the public who contribute content in meaningful ways

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The Role
Of Social Media

- Support
- Resources
- Tools
- Competition
- Sense of belonging
- Positive peer pressure
- Maximize participation
- Improve retention

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http://www.slideshare.net/CometBranding/meaney-wellness
Web Tools

Examples

- Map My Run / Map My Ride
- Active.com
- Nike+
- Daily Mile
- Run Keeper
- Calorie Count
- Traineo

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http://www.slideshare.net/CometBranding/meaney-wellness2
Arkansas Healthy Employee Lifestyle Program

AHELP

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Steps of Model

1. Establish Wellness Committee
2. Assess the Employee Needs
3. Develop a Mission Statement and Plan
4. Develop a Timeline and Budget
5. Decide on Incentives
6. Identify Resources
7. Market the Program
8. Implement the Program
9. Monitor the Progress

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AHELP (2010). Developing the Program.
Components

- Physical Activity
  - Cardiovascular Activity
  - Flexibility
  - Strengthening
- Nutrition
  - Fruit and Vegetable Servings
- Tobacco Cessation

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THANK YOU

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