



**Employer Wellness Alliance
Oct. 12, 2015 Quarterly Meeting
Activity Report**

Summary:

The Healthy Pima Employer Wellness Alliance, a group of wellness, HR and benefits professionals representing some of Pima County's largest employers that meets monthly to share best practices and resources in employee wellness, hosted its quarterly meeting on Monday, Oct. 12, 2015. The group presented a brief summary of the topics discussed in meetings over the past quarter followed by the group activity, "Tried and True Tactics in Employer Wellness: Best Practices Among Pima County Employers."

The activity involved a brief presentation on a specific topic related to employee wellness, with participants asked to provide a written example of how their company approaches the topic. Participants agreed to make their examples available for the benefit of other employers and wellness professionals throughout Pima County.

This report contains a summary of the resources and best practices shared by group participants for the following topics:

1. Low-Hanging Fruit in Wellness Programs
2. Securing Executive/Leadership Buy-In for Wellness Programs
3. Wellness Programs for Disabled Persons
4. A Holistic Approach to Employee Wellness

Topic 1: Low-Hanging Fruit in Wellness Programs

Presented by Jennifer Billa, Employee Wellness Program Manager, Pima County

Summary: Anyone trying to get started on a new program of wellness is to start small and build on your successes. The low-hanging fruit philosophy is to start with the obvious and easiest and work your way up to the harder stuff. Whatever you choose to do, keep it simple!

Question: What is one program or initiative that your company offered that you consider in the "low-hanging fruit" category?

Employer Examples:

- Gym membership reimbursements, healthy vending machines, weekly wellness tips (email blasts) – *Goodwill Industries of Southern Arizona*
- On-site flu shots and immunizations; free in-network claims filing – *CBIZ*
- Using the WELCOAz program “Health Trip” campaign; created an email list for activity and events; “Maintain Don’t Gain” over the Holidays; Biggest Loser Contest; hiking club on weekends – *Tucson Medical Center*
- Added challenges to each branch to compete with each other; i.e. # of minutes of exercise, # of weight lost per employee – *YMCA of Southern Arizona*
- Walking on Wednesdays – in the airport (ties into comprehensive program); change out vending services to healthier alternatives – *Tucson Airport Authority*
- Providing secure bike parking for commuters; City of Tucson offers free bike racks – *Pima Association of Governments*
- We changed our birthday celebrations by adding healthy food options in addition to cake – *Tucson Jewish Community Center*
- Get Fit/Get Moving: record 10 hours of activities (anything - gym, yardwork, housecleaning, skating, etc.). The more sheets [of activities] you turn in per month, the greater the chance of winning prizes (e.g. \$50 to H.S.A., or \$50 cash if not H.S.A. eligible; Trader Joe’s gift cards); Select 3 sheets per quarter; in December all participants’ names are included in drawings for FitBits and a grand prize Vitamix – *Southwest Gas Corp.*
- Provide regular consistent health information with monthly health newsletters posted on the intranet. Also incorporated “Did You Know” health tips in all employee weekly newsletters – *Pima Community College*
- Have employees record their exercise on “exercise logs”; employees turn their logs in once per month and are entered into a raffle for wellness-related prizes or gift cards – *BeachFleischman PC*
- Pima County uses community resources such as mobile-onsite-mammography (M.O.M.); Epoch men’s health, Weight Watchers at Work, Safeway and other organizations to provide free, convenient on-site health screenings and/or programs for County employees – *Pima County*
- To promote free screenings, we are having employees take a selfie with props (big lips and mustache) if they’ve gotten their screenings done, and we are creating a collage

with pictures; Employees who submit selfies are entered in a drawing for iPad and FitBits; Communications blitz includes cards with free screenings listed for males, females and children - posters, table tents, intranet, etc. – *Tucson Electric Power*

Topic 2: Securing Executive/Leadership Buy-In For Wellness Programs

Presented by Susan Frank, Director of Health and Wellness, Tucson Jewish Community Center

Summary: It is critical to have leadership buy-in for a workplace wellness program to be sustainable. The first step is educating the leaders, not on the bottom line but rather with a focus on the bigger picture as to why healthier employees is simply good for business at every level. From education comes creating a culture of wellness that eventually should be integrated into the organization's mission and vision. Having a clear understanding of the barriers and the resources that already exist is critical in earning the trust of your leaders. This is the starting point and from there a simple plan including the goals, budget and a timeline can help to keep the leaders engaged. If the plan is too complex the enthusiasm from the top down will quickly fade. Finding a leader who is actively involved and can champion the program can be a game-changer.

Question: How did your company obtain executive or leadership support for your wellness initiatives?

Employer Examples:

- We always keep communication with Management as to our programs/events – asking for representation. Department challenges, friendly competition; Department meetings – invited by management; Talked with exec who I knew would be receptive and discussed why there should be a wellness team. How can it benefit the company (beyond just ROI) – this will be different for every company – *Tucson Medical Center*
- Lowering health care costs through employee participation in biometrics and health risk assessments with Cigna – *Tucson Airport Authority*
- We created a business plan with goals, statistics, timelines, budget, ROI. This was presented to executive leadership and a wellness committee was formed – *Goodwill Industries of Southern Arizona*
- Pima County has two administrative procedures related to worksite wellness. There is a Wellness Action Committee (WAC) with wellness representatives from each department. There are also champions who volunteer or support wellness initiatives. Wellness is represented in several County committees to ensure its integration into the daily workforce. Upper management participate in onsite health screening events each year and send county memos to encourage participation – *Pima County*
- Our CEO and President are both physically active and support our wellness programs that encourage employees to be active as well. I continue to receive support by sharing successes with our leadership. When they hear success stories, they are motivated to

continue to support programs. Our leadership team participates in wellness activities – *BeachFleischman PC*

- Requested an email from the Chancellor to all employees encouraging the program and connecting it back to the mission – *Pima Community College*
- Southwest Gas Corp. had informal wellness groups company wide for approximately 20 years. In the past four years the company prompted employees to take charge of their health – be proactive. In Jan. 2014 the company hired a contractor/health coach (1 person) to serve over 2,100 employees in 3 states. Support at the higher level has been active for many years – *Southwest Gas Corp.*
- Use example that if the “J” is a destination for members we must be destination of wellness for our staff! – *The Tucson Jewish Community Center*
- I’m lucky – our VP of HR already cares a great deal about wellness and has signed the pledge for this program. She helps us get buy-in from the rest of the leadership team – *Tucson Electric Power*
- Stress productivity in the short term, workers’ comp. in medium term, health claims savings in long term – *CBIZ*

Topic 3: Wellness Programs for Disabled Persons

Presented by Jennifer Maxwell, Total Rewards and Employee Relations Manager, Goodwill Industries of Southern Arizona

Summary: People with disabilities need health care and health programs just like everyone else, so they can remain as healthy as possible, stay active and participate in their communities. But these individuals also often face additional daily challenges pertaining to mobility, accessibility, social barriers, and communication. When designing wellness programs that involve individuals with disabilities, it is important to consider the legal implications from ADA, EEOC, GINA, HIPAA, and the ACA. Wellness programs must be voluntary and if an employer requires participants to meet certain health outcomes or to engage in certain activities in order to remain in the program or to earn rewards, the employer must provide reasonable accommodation, absent undue hardship, to those individuals who are unable to meet the outcomes or engage in specific activities due to a disability.

Question: What is one strategy you have implemented to ensure a wellness program was accessible to all abilities?

Employer Examples:

- Southwest has a corporate wellness incentive program = numbers based. Employees must complete 3 requirements: 1.) Attend health fair to complete biometrics (glucose, cholesterol, weight/height/BMI, blood pressure); 2.) Health assessment; 3.) One preventive yearly screening (annual physical, mammogram, PAP, colonoscopy (age

permitted). Completing 3 requirements in 2015 = eligible for company's employer contribution in 2016 to eligible H.S.A.: \$50 individual, \$1000 family; Non – H.S.A.: \$100 gift card – *Southwest Gas Corp.*

- Pima County offers a variety of wellness programs. They can be completed on-site, self-paced, in teams, or completed online. Programs with incentives offer a reasonable alternative. For example, the Seasonal Fitness Challenge requires the employee to track their exercise monthly. If they are injured, they can participate in a different program for the same incentive – *Pima County*
- Keeping the “activities” flexible enough to allow alternatives to “exercise” – encouraging wellness in place of a workout (e.g. meditation) – *Tucson Electric Power*
- We did a walking challenge and provided a conversion chart for folks to count their “steps” for activities that didn't involve walking – *Goodwill Industries of Southern Arizona*
- Bilingual EAP presentations and HRA; offsite free gym through surrounding hotels – *Tucson Airport Authority*
- Spanish language classes; ADA accessible areas for various events; individual help with computer-based programs; personal specialized health coaching –
- When tracking activity for contests we included any type of wellness activity including meditation, reading to children, getting 8 hours of sleep, etc. Whatever wellness meant to them – *YMCA of Southern Arizona*
- Key pieces of marketing materials include information about accommodations being available – *Pima Community College*
- We keep our wellness activities very flexible and broad so everyone can participate – *BeachFleischman PC*
- A variety of different offerings – not just activity-based; Focus on whole person as individual so that helps reach a variety of populations – *Tucson Medical Center*

Topic 4: A Holistic Approach to Employee Wellness

Presented by Amy Ramsey and Mary Atkinson, Employee Wellness, Tucson Medical Center

Summary: Successful wellness programs should be holistic and inclusive of all employees focusing on work life balance and addressing the whole person. By thinking outside the traditional box of exercise and nutrition, and incorporating activities that address all aspects a person's wellness, gives the employee permission to choose the best path for them to achieving total wellness.

Question: How does your program incorporate a holistic approach to wellness?

Employer Examples:

- Pima County works with individual departments/sub-departments to develop or offer wellness programs tailored to meet their individual needs. Promote wellness in new-hire orientation, department training/meetings and committees – *Pima County*
- Lunch and Learns catered with different healthy foods. Activities are incorporated – *Tucson Airport Authority*
- Adding education/programs that incorporate mind/body/spirit. Stop “asking” something of employees and “give” them something; Voluntary participation, Various topics/events – stress management, etc., private health coaching – *Tucson Medical Center*
- Tries to address physical activities, nutrition and other wellness items – *CBIZ*
- We try to offer a variety of programs; Financial: Lunch and Learns; Nutrition: Healthy vending and meetings; Physical: gym reimbursements and quarterly contests (exercise bingo, walking contest); Spiritual (affirmation tree) – *Goodwill Industries of Southern Arizona*
- Incorporating wellness topics – nutrition, health topics into employees’ safety meetings – *Tucson Electric Power*
- Include a variety of topics and programs to incorporate multi-dimensional models of wellness. For example, include not just physical activity and nutrition but financial wellness, stress management, sleep, etc. – *Pima Community College*
- We are offering monthly staff meetings that can eventually provide support to alternative wellness options. Not just exercise and food, but happiness and small shifts. The meetings are based on Jewish values and offer a stop for looking inward – *The Tucson Jewish Community Center*