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## The Business Case for a Healthy Workplace



Guidance • Support • Prevention • Protection



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## Vermont has a Big Problem

60% of adult Vermonters are above a healthy weight.

Vermont spends an estimated \$291 million every year on medical costs related to obesity.



The obese workforce costs Vermont \$895 million every year.

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<http://www.businessgrouphealth.org/preventive/resources/index.cfm#calculators>

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About This Feature

### Results

Based on a comparison of your input with known data, physical inactivity is costing your business or community an estimated **\$146,656** per year. That's about **\$2,933** per person.

Medical Care Costs:	\$21,222
Workers Comp Costs:	\$293
Lost Productivity Costs:	\$125,141
<b>Total Costs:</b>	<b>\$146,656</b>

If as little as 5% of inactive people in your business or community became physically active, it could save an estimated **\$7,333** per year.

Print Results Close



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Each obese employee costs an average of **\$1478** more per year



A Partnership of the Healthy Business Group, National Business Group on Health, and University of Michigan Health Management Research Center – 2012

<http://www.healthybusinessgroup.net/cost-of-obesity.aspx?no=100>

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## Wellness Saves \$\$\$

### Return on Investment

(Per Dollar ROI for lifestyle programs)



Company	ROI (Per Dollar)
Citibank	\$4.56
Coors	\$6.15
Equitable Life	\$5.52
General Mills	\$3.90
Kennecott	\$5.78
Motorola	\$3.15
PepsiCo	\$3.00
Travelers	\$3.40
Unum Life	\$1.81

Corporate wellness magazine, 7/12

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### VDH Goal 1: Focus efforts on low-wage and small employers (5-50 employees)

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### VDH Goal 2: Increase the number of worksites implementing our 5 'Asks'

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# Resource Guide

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### What Does Wellness Look Like Worksite Wellness Approaches

Two Approaches Worksite Wellness:

**Traditional Programming:**

- Random Programs
- Focus on Awareness and Education Programs
- Programs Operating in Silos
- Weak Data Collection
- Not measured
- Not Targeted or Data Driven
- No proven ROI

**Comprehensive:**

- Data Driven-Claims, HRQ, Biometrics, etc
- Targeted
- Strategic-3-5 year strategic plan, timelines
- Measured
- Outcome Oriented
- Behavior Change Intervention Focus
- Evidence of **ROI**

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### Vermont Worksite Wellness Resource v2.0

- Shift in thinking

Programmatic and linear Holistic and dynamic

- Reformatted Chapters
- New (issues) added:
  - Substance Abuse
  - Mental Health
  - Immunizations
- Updated Success Stories

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### 'Reasonably Designed Wellness Program'

(HERO Joint Consensus Statement, 7/12)

- Emphasis on 'the creation of a culture and environment that supports health and wellness'.

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### Vermont Worksite Wellness Resource

Six Steps (WELCOA):

- 1: Form a Committee or Workgroup
- 2: Assess Worksite
- 3: Create Goals and Objectives
- 4: Plan Activities
- 5: Implement
- 6: Evaluate and Modify Program

➔

'Reasonably Designed Wellness Program'  
(HERO Joint Consensus Statement, 7/2012)

- a. Strategic Planning
- b. Supportive Environments
- c. Programs
- d. Engagement
- e. Evaluation




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- Purpose
- Planning
- Outcomes

Purpose      Planning      Outcomes

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### Vermont Worksite Wellness Resource

#### Strategic Planning

Key Points:

- Organizational Assessment
- Define Goals
- Choose Target Population
- Program Design



Purpose      Planning      Outcomes

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### Vermont Worksite Wellness Resource

#### Cultural Support

Key Points:

- Leadership Support
- Wellness Champions
- Environment
- Policies
- Health Benefits Design



Purpose      Planning      Outcomes

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### Vermont Worksite Wellness Resource

#### Programs

Key Points:

- Assessment and Screening
- Behavior Change Interventions



Purpose      Planning      Outcomes

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### Vermont Worksite Wellness Resource

#### Engagement

Key Points:

- Communications
  - Channels
  - Branding
  - Status Updates
  - Messaging
- Incentives
  - Design/size
  - Reasonable alternative standards (required in ACA)
  - Rewards vs. penalties

Purpose      Planning      Outcomes

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## Vermont Worksite Wellness Resource Measurement and Evaluation

Key Points: There are a lot of ways to do this!  
*And it is the only way to know if your program is successful*

- Health Care Claims
- Workman's Comp. Claims
- Absenteeism
- Productivity
- Disability Claims
- Employee health interest survey
- Engagement surveys
- Health status changes
- Program evaluation (policies, participants evaluations, etc.)
- Program participation
- Work place culture
- Cost effectiveness/ROI
- Behavior/knowledge change
- Employee satisfaction

<b>Purpose</b>	<b>Planning</b>	<b>Outcomes</b>
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## Strategy "Levels"

Appendix C - 4: Tobacco Cessation Programming Strategies

- Individual
- Environmental/Organizational
- Policy
- Low
- Medium
- High

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## Appendix C-7: Mental Health Programming Strategies

★ Starred items offer the highest impact and best return on investment

New look: →

LOW RESOURCES	
★ Identify local resources for screening and referral of employees who may be experiencing signs or symptoms of distress	
★ Policies that support employees who have mental health issues including leaves of absence and plans for returning to work	
Provide orientation for employees on workplace policies and supports regarding mental health	
Display health messages promoting workplace policies, understanding/acceptance, and resources for assistance	
MEDIUM RESOURCES	
★ Provide training for supervisors on recognizing and responding to performance issues that may signal distress	
Provide education for employees on mental health: what it is, how it affects families, and how to find support	
Provide stress reduction activities at the workplace	
★ Allow flexible work hours to promote work/life balance and returning to work after leaves of absence	

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## Other Worksite Resources

- Quit at Work
- Breastfeeding Friendly Employers
- Eat for Health
- Ladies First
- Diabetes Program
- Self Management Groups
- Care Teams
- Prevention Coalitions
- Governor's Council on Physical Fitness & Sports
- Worksite Wellness Awards

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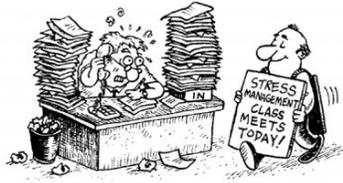
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## VDH's 5 'Asks'

Just telling people how to be healthy doesn't work, we need to change the environment



HEALTHY, WEALTHY & WISE

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### What Can You Do?

1. Implement healthy food and beverages and/or healthy food procurement policies

- Healthy vending machines standards
- Healthy cafeteria choices
- Healthy meeting policies



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"I'm looking over the agenda for our Wellness Workshop. You forgot to schedule cigarette breaks!"



### What Can You Do?

2. Go tobacco-free.

(VDH has Free Counseling/NRT Services)  
1-800-QUIT-NOW



### What Can You Do?

3. Provide refrigerators, microwaves, and break areas making it easier for employees to make the healthy choice.



### What Can You Do?

4. Support local food initiatives;  
• CSA, company garden, etc.



### What Can You Do?



5. Help employees to get 30 minutes of physical activity per day:

Provide: *bike racks, fitness space, showers, locker rooms, inviting stairwells, walking paths, etc.*



### What we need:

- Local business connections
- Expertise in outreach
- Input for technical assistance documents (resource guide, sample policies, etc.)
- Success stories
- Feedback from employer groups

### Show Off Your Program!

Apply for a Vermont Governor's Council on Physical Fitness and Sports Worksite Wellness Award!

Application submission periods are announced each Fall.

Review past winner's programs and apply at [http://vermontfitness.org/?page\\_id=47](http://vermontfitness.org/?page_id=47)



### Do you have a Success Stories or Example to share?



Submit your stories to: [tanya.weigel@state.vt.us](mailto:tanya.weigel@state.vt.us)

### Feedback/Comments/Questions?

