

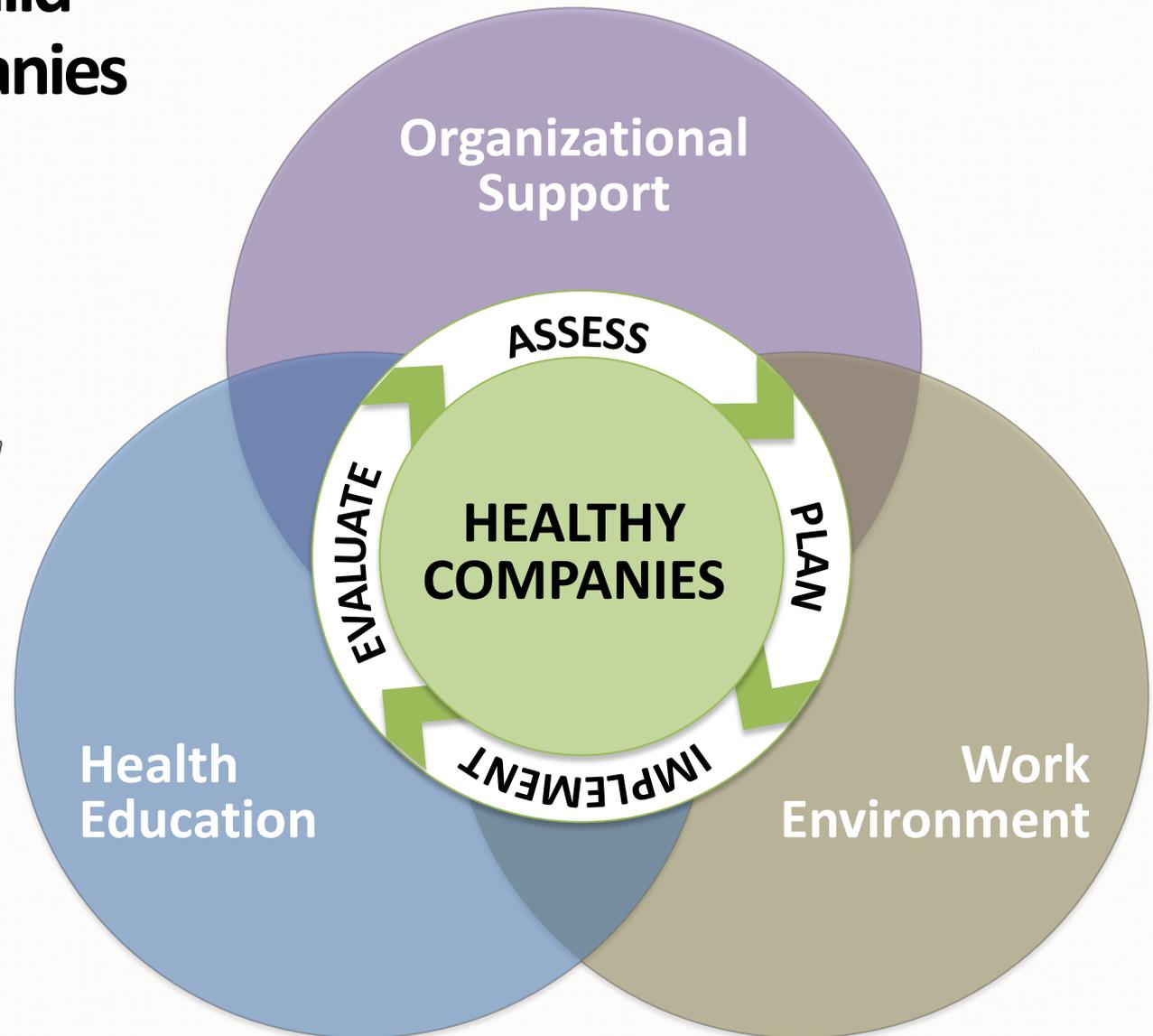
Kentucky's Vision for Worksite Wellness

All public and private organizations will provide access to healthy foods and physical activity opportunities to employees and their families through comprehensive worksite wellness programs.



How do we build healthy companies in Kentucky?

Worksite Wellness refers to the education and activities that a company may offer to promote healthy lifestyles to employees and their families. To be considered comprehensive, a worksite wellness program requires commitment from leadership, a diverse wellness committee, and a strategic plan based on employee needs that integrates health into the company's everyday way of life.



⁶ Western Kentucky University, Results of the Kentucky Worksite Assessment: Utilization of the CDC's Health Scorecard (2014)

⁷ U.S. Census Bureau, County Business Patterns – NAICS (2012)

What is comprehensive worksite wellness?

ONGOING ESSENTIAL PROCESS

➤ **ASSESS** | Using data-driven health risk assessments (HRAs), claims data, biometric screenings and the CDC Worksite Health ScoreCard, a company can determine the type of programs employees need and want.

➤ **PLAN** | Using the results from worksite assessments, the wellness committee and leadership will identify gaps and potential activities that address the company's priority areas and identify a timeline, staff, resources and specific steps needed to implement the program.

➤ **IMPLEMENT** | Promoting the activities and program through the wellness committee and leadership is vital to gaining participation in activities and maintaining interest. Promoting access, knowledge and incentives along with activities will help influence employee behavior.

➤ **EVALUATE** | Continual evaluation ensures that initiatives are meeting programmatic and organizational goals. Reporting the success and shortcomings of the wellness program informs the continuous assessment, planning and implementation process.

ORGANIZATIONAL SUPPORT

Leadership Commitment | Gaining the support of management and commitment to employee health through visible participation and endorsement of wellness activities is the cornerstone of the program's success. Integrating wellness and health into the organization's culture stems from leadership support.

Wellness Committee | Employee support and participation helps with performing assessment, promoting the program, planning activities, recruiting team leaders and conducting evaluation of the initiatives.

WORK ENVIRONMENT

Physical Workplace | Creation of formal policies that impact the facilities or ways of doing business can promote healthier choices and support a healthy work culture.

Social Community | Employees at all levels of the organization should be engaged and empowered to support one another in leading healthy lifestyles and building morale.

Engagement | Wellness goals should be linked to other employee benefits and supportive programs both within the organization's structure and externally in the community at large.

HEALTH EDUCATION

Education | Through awareness-building opportunities, skill development, and behavior change tips, employees are better equipped to manage the well-being of themselves and their families.

Linkages | By linking to employee assistance programs (EAPs) or services offering solutions to personal problems that may hinder work, companies can address all elements of employee well-being.

Incentives | Strategic incentives help communicate to employees that the organization cares about their well-being and can promote a sustained behavior change.

Investing in worksite wellness creates a healthy bottom line for Kentucky companies.

HEALTH

Individual Healthy Behaviors | In companies with a strong culture of health, employees are three times as likely as others to report taking action to improve their own health and safety.¹

Reduce Obesity | Evidence indicates that programs promoting nutrition and physical activity in the workplace impact the choices of employees and their families. Over time, improved eating habits and physical activity result in obesity reduction.²

Reduce Risk of Disease | Health promotion activities, company policies and incentivized healthy choices helps maintain a healthy weight and reduce the risk of many expensive chronic diseases, including diabetes, hypertension, heart disease and stroke.²

PROFIT & PRODUCTIVITY

High Return on Investment | Comprehensive worksite wellness programs yield an average of \$3.27 return on every dollar invested, reducing direct medical costs to the employer and out-of-pocket expenses to the employee. Additional savings come from indirect costs associated with employee replacement, disability/injury, and new employee recruitment and training.³

Reduce Absenteeism | Companies with workplace wellness programs focusing on keeping employees healthy have shown between 25% and 30% lower absentee expenditures than non-participating companies.⁴

Reduce Presenteeism | Programs that promote work-life balance, stress management, flexible work arrangements and employee wellness help prevent burnout, limit distraction and reduce the non-productive time employees spend while in the workplace.^{2,4}

WORKPLACE CULTURE

Job Satisfaction | Being actively engaged in the company's health and wellness program increases morale, pride, trust and respect between employees and their employer. A company's commitment to employee well-being is just as important to job satisfaction as advancement or pay and benefits.⁵

Recruitment | An investment in comprehensive worksite wellness connects employees and their families to the community, enhances the corporate image and increases the visibility of the company as a desirable place to work for potential high-quality employees.²

Retention | Healthy employees that are more productive, absent less often, satisfied with their job and perceive an employer's strong commitment to their health are more likely to remain with the same company and feel fairly compensated for their time.²

¹ Isaac, FW. Sustaining a Culture of Health and Well-being at Johnson & Johnson (2010)

² CDC, Benefits of Workplace Health Promotion Programs (2013)

³ Baicker K, Cutler D, Song Z. Workplace Wellness Programs Can Generate Savings. Health Affairs (2010)

⁴ Chapman L. Meta-evaluation of Worksite Health Promotion Economic Return Studies. Art of Health Promotion Newsletter (2003)

⁵ Georgetown University. Healthier Workforce for a Healthier Economy (2012)

Worksites are a great place to reach many Kentucky families.



Employees spend about **36%** of their total waking hours on the job, making the worksite a place where wellness programs have a captive audience many of which are parents.²



The percentage of employers in Kentucky with some sort of worksite wellness program.

About 6% of these are comprehensive programs.⁶



Kentucky has the opportunity to impact the health and wellbeing of approximately 1,480,000 employees and families.⁷

⁶ Western Kentucky University, Results of the Kentucky Worksite Assessment: Utilization of the CDC's Health Scorecard (2014)

⁷ U.S. Census Bureau, County Business Patterns – NAICS (2012)

Kentucky's worksites are helping employees make healthy choices.



TRAINING AND TECHNICAL ASSISTANCE >>> *Worksite Wellness Pilot*

With an increasing demand for worksite wellness programs, local health departments and various organizations are now offering specialized assistance and conferences with networking opportunities. Kentucky is currently piloting a comprehensive worksite wellness project in the Kentucky Department for Public Health and five businesses. The pilot emphasis on organizational support, nutrition standards and increasing opportunities for physical activity. This work is one way Kentucky is coordinating statewide efforts for employer training.

EVIDENCE-BASED RESOURCES >>> *A Guide for Worksite Wellness*

Through a partnership between the Department for Public Health and Chamber of Commerce, Kentucky has developed materials for employers to guide them through the comprehensive process. This Kentucky-specific resource and the CDC's Worksite Health ScoreCard are being promoted across the state. Each tool helps employers assess the comprehensiveness of a company's program and helps customize an evidence-based, tailored wellness plan.



WORK ENVIRONMENT >>> *Better Bites Nutrition Standards*

Kentucky state government is now offering employees and visitors healthy, dependable choices when dining at any state-operated cafeteria or park resort. Each *Better Bites* entrée, side dish, soup or dessert is certified to meet nutrition standards and labeled to meet guidelines.

INCENTIVE OPPORTUNITIES >>> *Students with Active Role Models (SWARM)*

The Kentucky Employees Health Plan has partnered with HumanaVitality to offer SWARM, a rewards program for teachers and staff who participate in physical activity during school throughout the year. By incentivizing employees to lead healthier lives, Kentucky teachers and staff are becoming a more positive role model for their students.



Let's use worksites as an opportunity to improve the health of all Kentuckians.

OUR VISION

All public and private organizations will provide access to healthy foods and physical activity opportunities to employees and their families through comprehensive worksite wellness programs.

STRATEGY 1

Employer engagement

Promote the benefits of comprehensive worksite wellness to business and community leaders to encourage all employers to embrace worksite wellness and stimulate the need for improved health in Kentucky's workplaces.

STRATEGY 2

Training, technical assistance and resources

Provide opportunities to educate employers on the tools and training available to implement evidence-based strategies for worksite wellness.

STRATEGY 3

Recognition program

Create a program that acknowledges employers for their success in establishing comprehensive worksite wellness and provides publicly support.

Contributing Partners

Kentucky Association for Economic Development

Kentucky Department for Public Health

Kentucky Department of Education

Kentucky Injury Prevention Research Center (KIPRC)

Kentucky Safety and Prevention Alignment Network (KSPAN)

Lexington Tweens Coalition

State of Wellness



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