

**TEXAS A&M
AGRI LIFE
EXTENSION**

Next Steps: Starting Your Wellness Program

Ninfa Peña-Purcell, PhD

The members of Texas A&M AgriLife will provide equal opportunities in programs and activities, education, and employment to all persons regardless of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation or gender identity and will strive to achieve full and equal employment opportunity throughout Texas A&M AgriLife.



Growing a Healthy Worksite





The image shows a woman in a dark blue dress standing in a gym. In the background, there are various exercise machines and a sign that reads "WELLNESS CENTER". A "Green Thumb" logo is also visible on the wall.

Learning Objectives

After completing this session, you will be able to:

- Describe strategies to engage employees
- Discuss types of incentives
- Explain the steps to launch a worksite wellness program

Working WELL 



Our Worksite's Culture of Health

- Review your completed *Culture of Health Checklist*
- In your handout, list gaps in your worksite's approach to employee health for 1 to 3 categories
- Write 1 to 2 possible strategies to address the gaps

Working WELL



Engaging Your Employees

Are Your Employees Ready to Change?

- 1 Pre-contemplation**
Denying there is a health problem.
- 2 Contemplation**
Aware that there is a health problem. Not ready to change.
- 3 Preparation**
Will do so within 30 days.

Working WELL



Are Your Employees Ready to Change?



Each is part of the process. It can happen many times at all stages.



Incentives: "The Carrot"

- Achievement awards
- Recognition
- Entertainment – hold events for the wellness program
- Time off work
- Merchandise (i.e., t-shirts, water bottles)
- Monetary awards or rebates on health insurance



Hard to Reach Populations

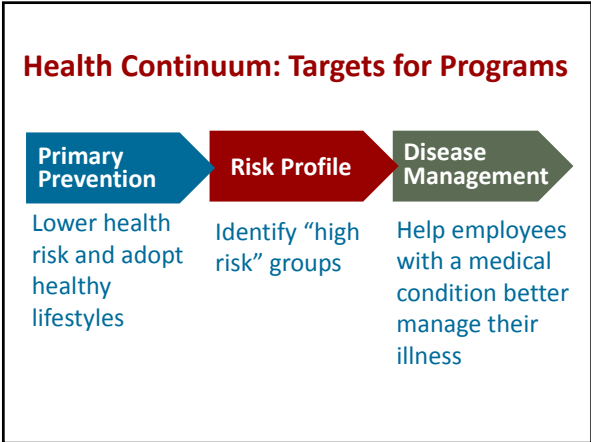
- **Lower education level, lower income**
 - Participatory incentives engagement
- **Males are typically resistant to:**
 - Screenings and immunizations
 - Health assessments and/or biometric screenings
 - Lifestyle change recommendations
- **Shift workers:**
 - Time and access barriers to programming





Big P	Little p
<ul style="list-style-type: none">Program foundationThe whole worksite wellness program	<ul style="list-style-type: none">Planned offerings or interventionsInclude (but not limited to):<ul style="list-style-type: none">ActivitiesEventsChallengesEducational campaigns





Program Scope/Mix

Program Types > EA = Education and/or Awareness
BC = Behavior Change
ES = Environmental Support

Create a 12-month schedule of activities

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
EA	→		X		X		X		X		X	
BC	→			X	X				X	X		
ES	→		X			X			X			

Working WELL

Example Proposed Program

Program type: Awareness

- Name:** Pink Ribbon Breast Cancer Awareness
- Purpose:** Bring awareness to Breast Cancer Awareness
- Need:** High prevalence of breast cancer among women
- Benefits:** Increase knowledge about breast cancer and dismiss myths

Working WELL

Example Proposed Program cont.

- Targets:** All employees and information to take home to family
- Marketing:** Posters, email, and a letter from the worksite's president and spouse
- Delivery:** Employee "Pink" luncheon with a featured celebrity that is a breast cancer survivor (challenge to get a mammogram)
- Evaluation:** Participation, satisfaction, one-month participant follow-up

Working WELL

Timelines

- Preparation
- Marketing
- Delivery
- Evaluation

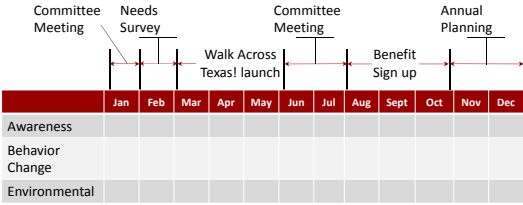


Program Calendar

Two calendars:

- “Big,” or Master: responsibilities and timelines
- Monthly: health promotion activities



Example Master Calendar



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Awareness												
Behavior Change												
Environmental												

Working WELL


Full Program Roll-out or Phase-in


- Full Program Roll-out : Implement the comprehensive worksite wellness program at the beginning  **Full Program**
- Phase-in: Start with foundational activities and gradually implement high-need programs  **Phase-in**

Working WELL

Kick-off Activities

- Support letter from president
- Announcing health Promotion program name and logo
- Health fair and/or screenings
- Marketing campaign using a variety of media outlets
- Motivational event with local sports or health expert




Working
WELL 

Worksite Wellness Committee

Put members to work:


- At least two members with assigned roles to assist with program implementation
- All members assist with promoting wellness activities
- Meet frequently for updates and possible changes
- Follow operating guidelines for consistency


Working
WELL 

Big “P” Operational Plan


An operational manual addresses key issues involved in operating and sustaining a program:


- Program goals and objectives
- Budget
- Reports
- Member/participant management
- Vendor management

Working
WELL 

 **Don't forget to evaluate.**


- How did your worksite's culture of health improve?
- What is your success story?




 **Let's Talk**

Group Activity

- Individually write your answer to the following statements:
As the result of this workshop, I will: _____
[Write one or two action steps].
- Share your answer with your group







Ninfa Peña-Purcell, PhD
Working Well Workshop
author and
statewide coordinator
ncpurcell@ag.tamu.edu