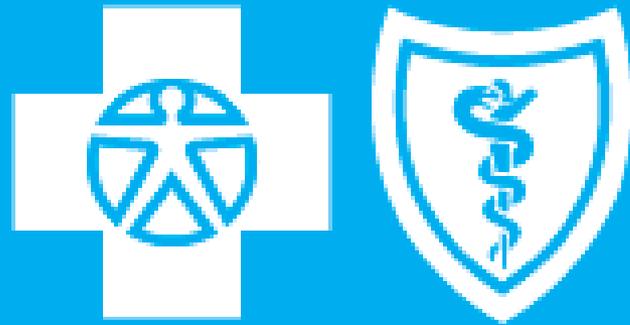


Creating a Culture of Health

“Leading employers are beginning to step up as champions, investing to help their employees live and work better, and cultivate the behaviors that keep us well and better manage illness.

These leaders know that investments in employee well-being have a measurable and sustainable impact on business performance, as well as far-reaching benefits that impact the health of our nation.



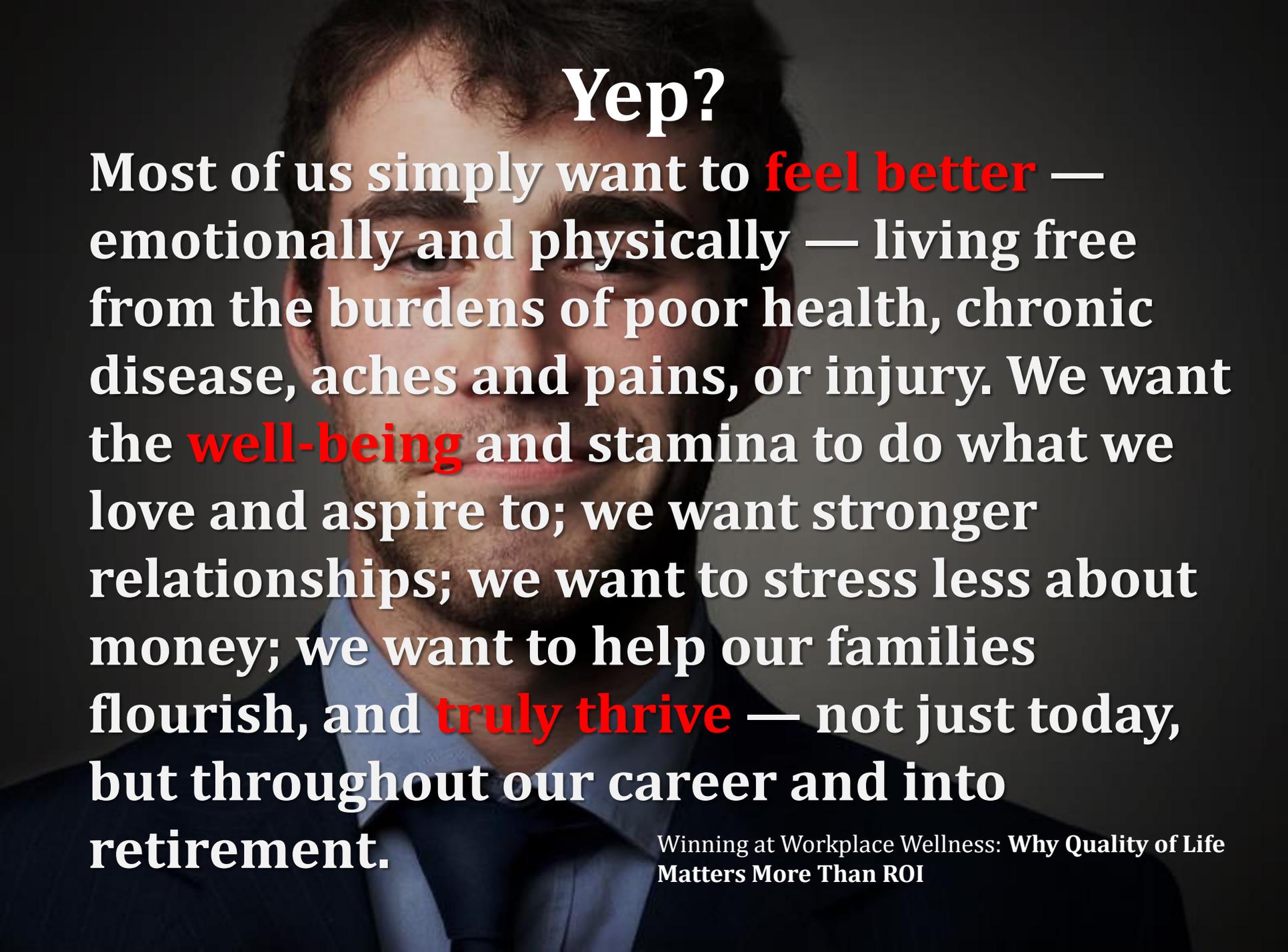
ND

Worksite  **Wellness**

Powered by Blue

Pete Seljevold, MS, MM

North Dakota Worksite Wellness



Yep?

Most of us simply want to **feel better** — emotionally and physically — living free from the burdens of poor health, chronic disease, aches and pains, or injury. We want the **well-being** and stamina to do what we love and aspire to; we want stronger relationships; we want to stress less about money; we want to help our families flourish, and **truly thrive** — not just today, but throughout our career and into **retirement.**

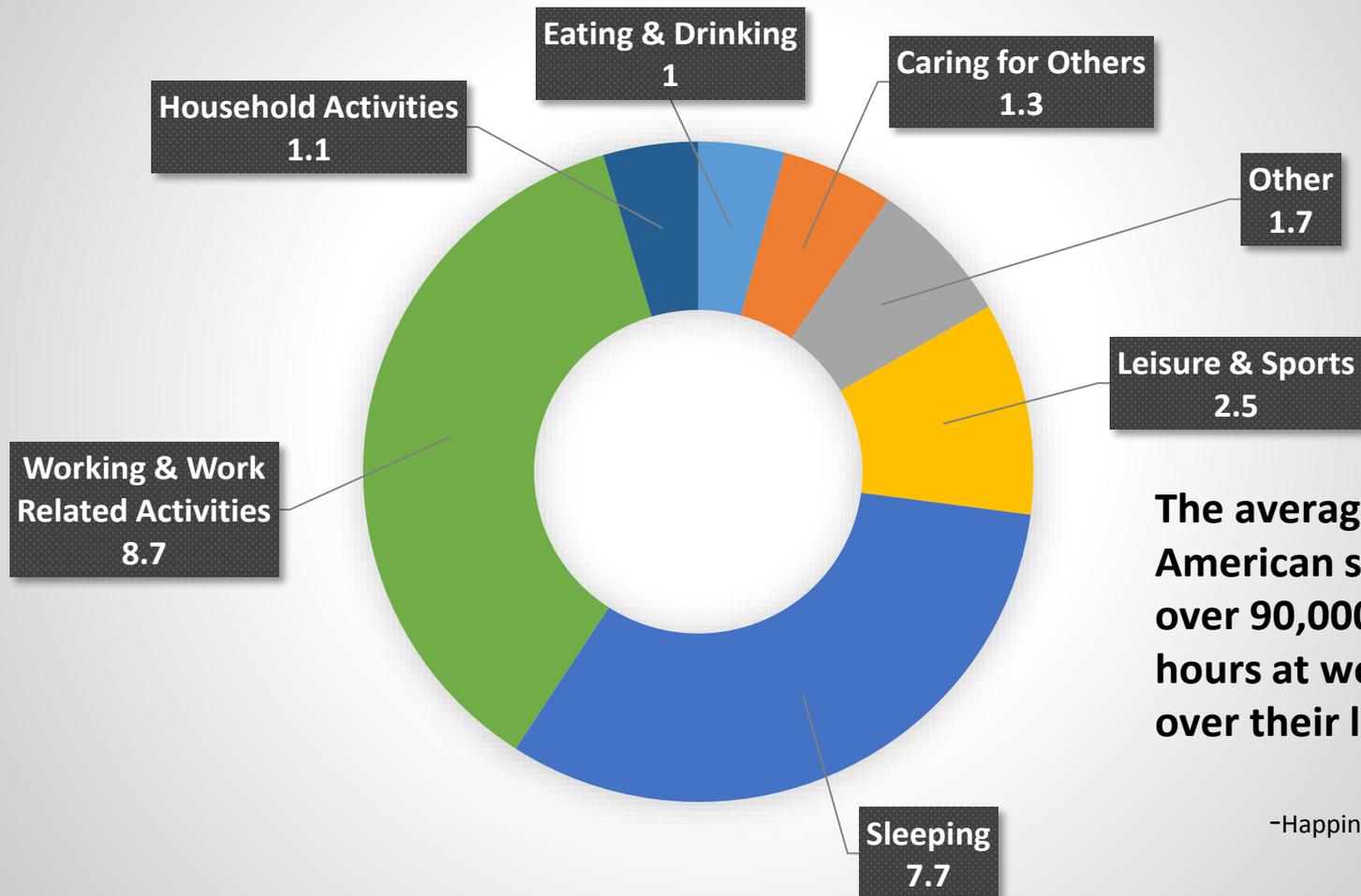
Winning at Workplace Wellness: Why Quality of Life Matters More Than ROI

Worksite Wellness Matters



The Daily Grind

Average Workday for Americans



The average American spends over 90,000 hours at work over their lifetime

-Happiness at work,

Recent Trends.....

- Unhealthy lifestyles are leading to rising rates of chronic disease, increased health care costs and reduced worker productivity.
- Employee health benefits are the fastest growing cost component for employers
- Annual health care costs have been rising dramatically for the past decade +
- Since 2000, the average employee contribution to company provided health insurance has increased more than 143%



Health Status of 100 North Dakota Employees

4 Diabetes

8 Asthma

16 High Blood Pressure

20 Smoke

24 Binge Drink

28 No Dentist in Past year

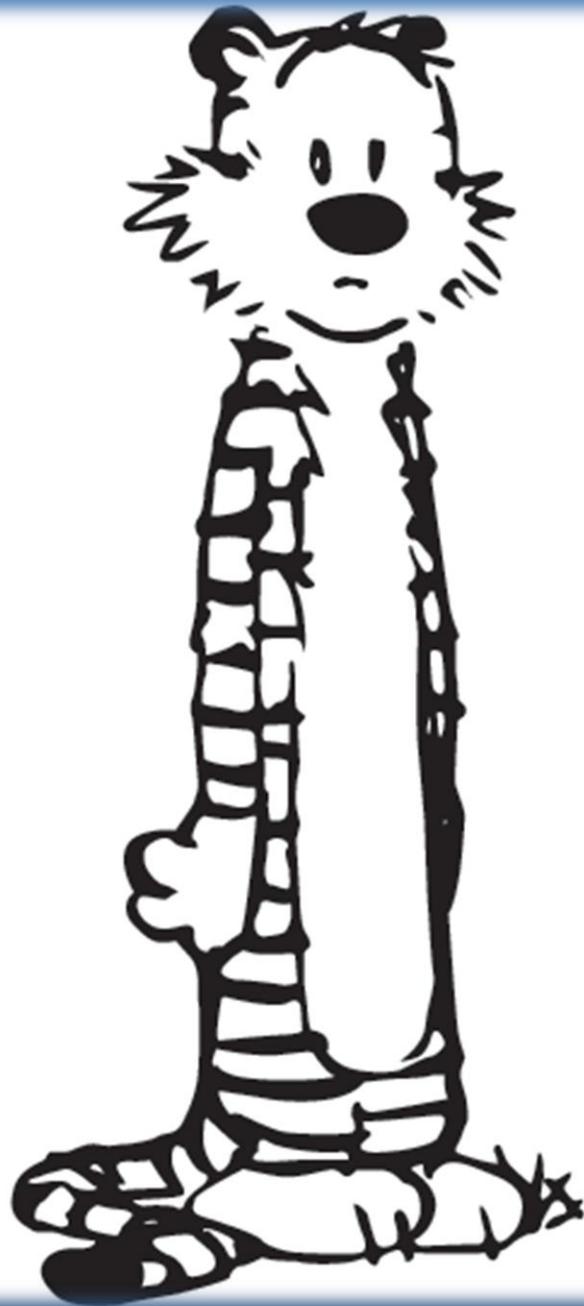
28 High Cholesterol

40 No seatbelt

64 Overweight/Obese

72 No regular exercise

76 Inadequate fruit and vegetable consumption



**“The problem
with the future
is that it keeps
turning into the
present”**

- Calvin & Hobbes





Health Status of 100 North Dakota Students

20 Smoke

24 Overweight/obese

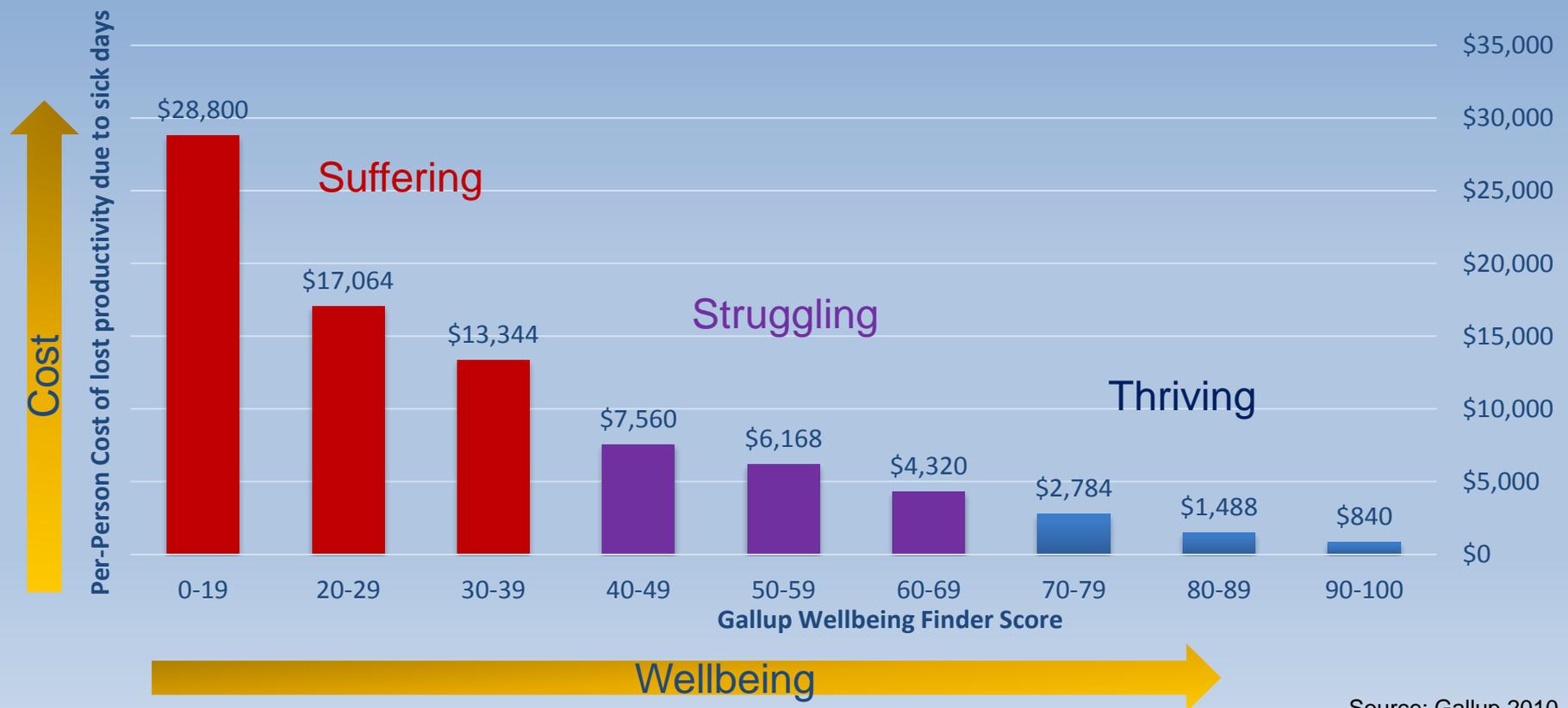
28 Binge Drink

56 No regular exercise

84 Inadequate fruits/veggies

High Cost of Low Employee Wellbeing

For workers with the lowest wellbeing scores, the annual per-person cost of low productivity due to sick days is \$28,800. But the cost drop dramatically as wellbeing scores improve. For workers at the midpoint, the cost of low productivity is \$6,168, but for workers with the highest wellbeing scores, the cost is only \$840 per year (Annual per-person cost based on \$200 per sick day)



In 2003 the economic impact of chronic health conditions treatment and productivity in North Dakota was:

\$2.8 Billion Dollars

In 2023 it is estimated to be

\$7.6 Billion Dollars

Bad News...



Adults with **multiple risk factors** for disease (high blood pressure, smoking, sedentary habits, poor diet, etc.) are more likely to be **high-cost employees** in terms of health care use, absenteeism, disability and overall productivity.

Good News...

Healthy employees,
**and especially those
with healthy families,**
are likely to incur
lower medical costs
and be more
productive.



Impact of Employee Health

Healthcare Costs (direct)

- Medical
- Pharmacy
- Therapy

Lost Productivity (indirect)

- Absenteeism
- Presenteeism
- Short term disability
- Long term disability
- Workers Compensation

**Indirect cost represent 2-3x
direct healthcare costs**



Wellness Is Not Going Away

8 Risks and Behaviors

1. Poor Diet
2. Physical Inactivity
3. Smoking
4. Lack of Health Screenings
5. Poor Stress Management
6. Poor Standards of Care
7. Insufficient Sleep
8. Excessive Alcohol Consumption

15 Chronic Conditions

Diabetes
Coronary Heart Disease
Hypertension
Back Pain
Obesity
Cancer
Asthma
Arthritis
Allergies
Sinusitis
Depression
Congestive Heart failure
Lung Disease (COPD)
Kidney Disease
High Cholesterol

Account for
80%

of total costs for
chronic illnesses
worldwide

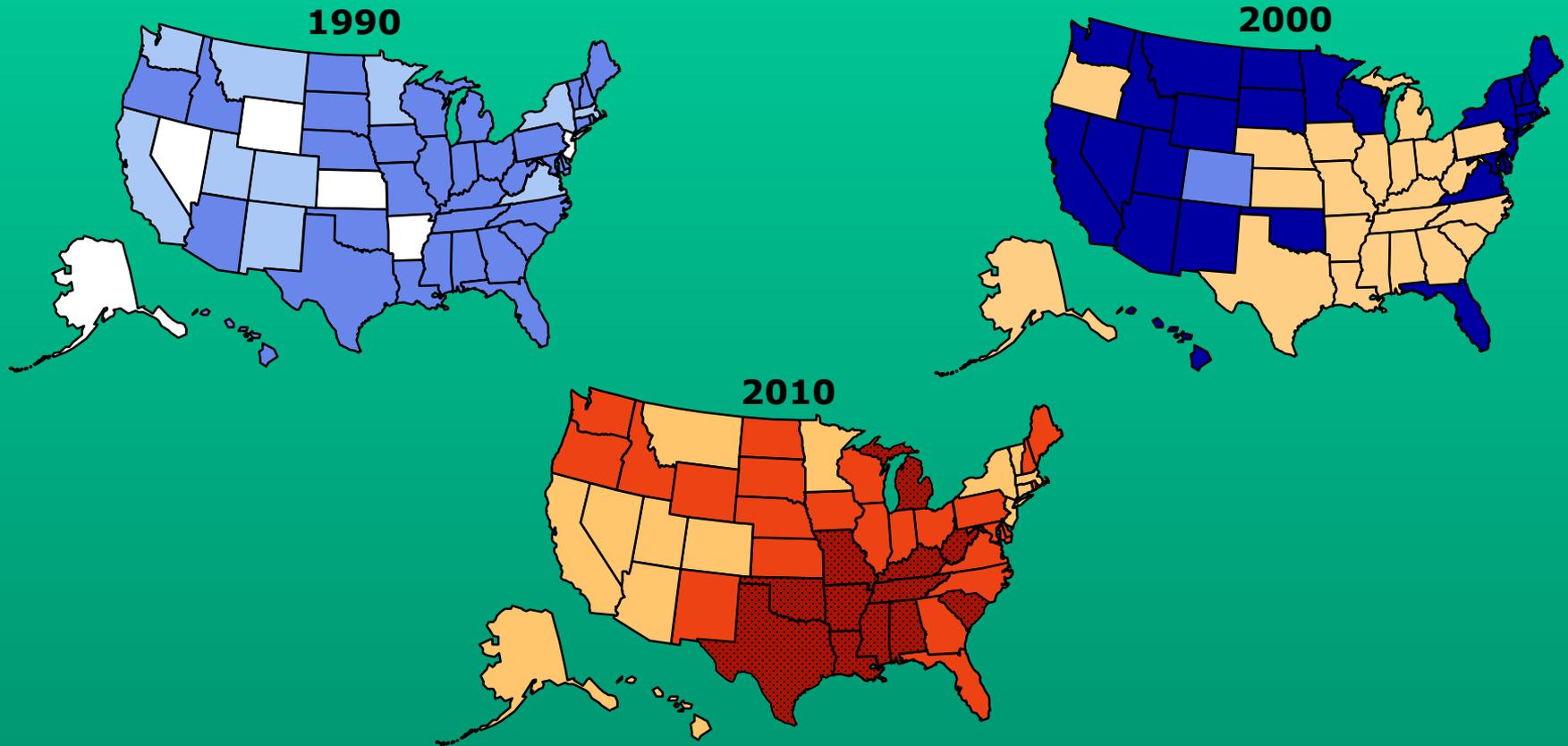


Obesity

Obesity Trends* Among U.S. Adults

BRFSS, 1990, 2000, 2010

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)

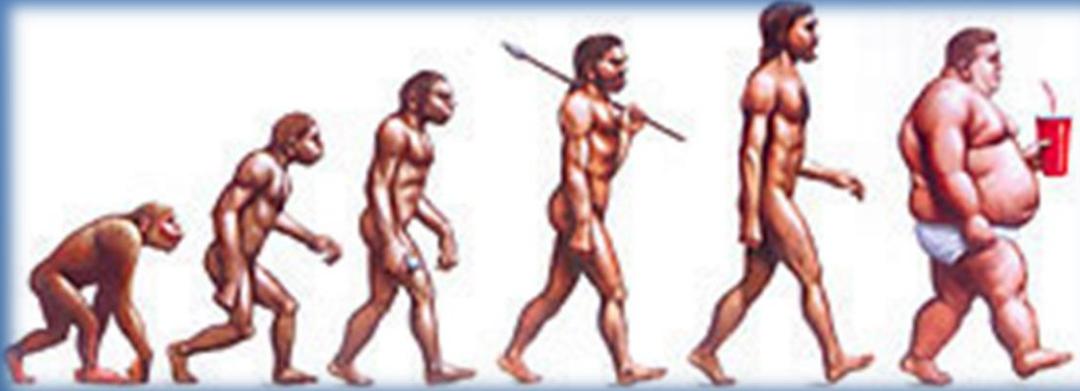


No Data <10% 10%–14% 15%–19% 20%–24% 25%–29% $\geq 30\%$



Source: Behavioral Risk Factor Surveillance System, CDC.

Obesity, a Heavy Burden

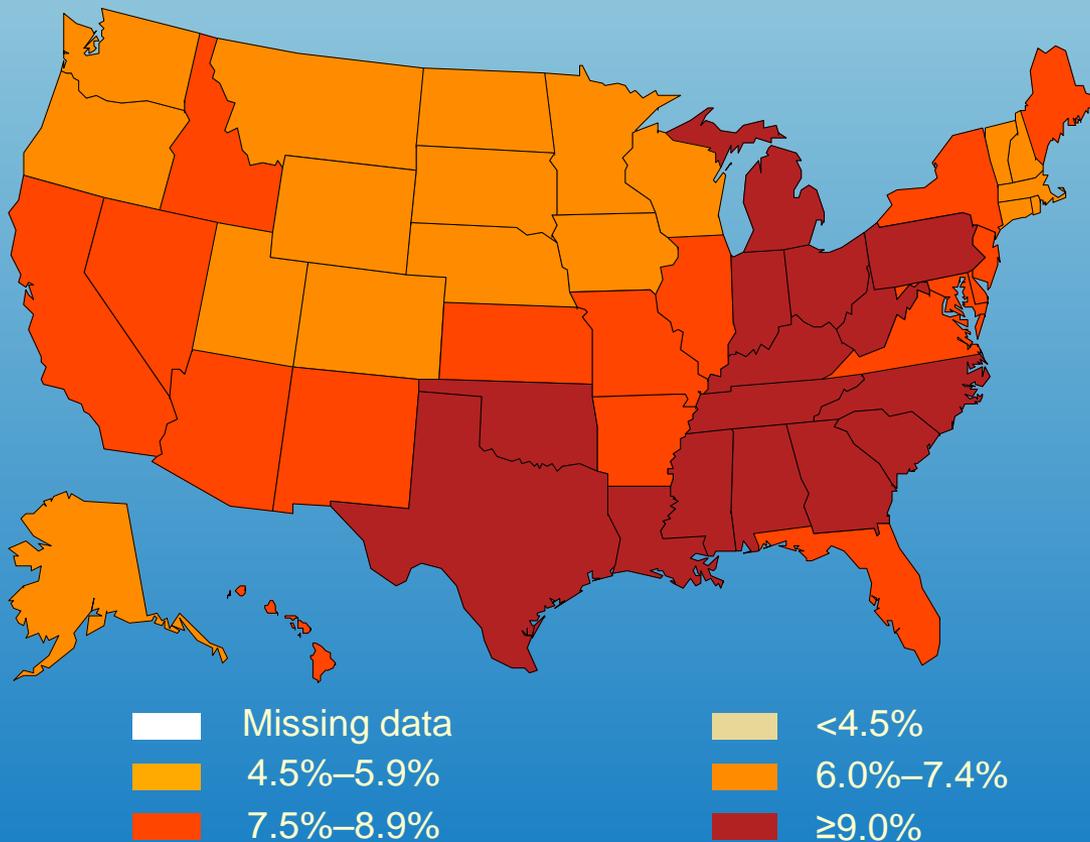


- Average American is **23 lbs overweight** CDC
- In 2010, **35.7% of adults** and **17% of youth** were obese in the U.S. CDC
- CDC estimates **42%** of Americans will be obese By **2030** CDC
- The medical costs for people who are obese were **\$1,429 higher** than those of normal weight CDC
- Estimated Annual Obesity-Attributable Expenditures in North Dakota **\$371 Million** National conference of state legislators 2010
- Obese workers have up to **21%** higher health care costs an increased workers co and disability claims WEEOA

Diabetes



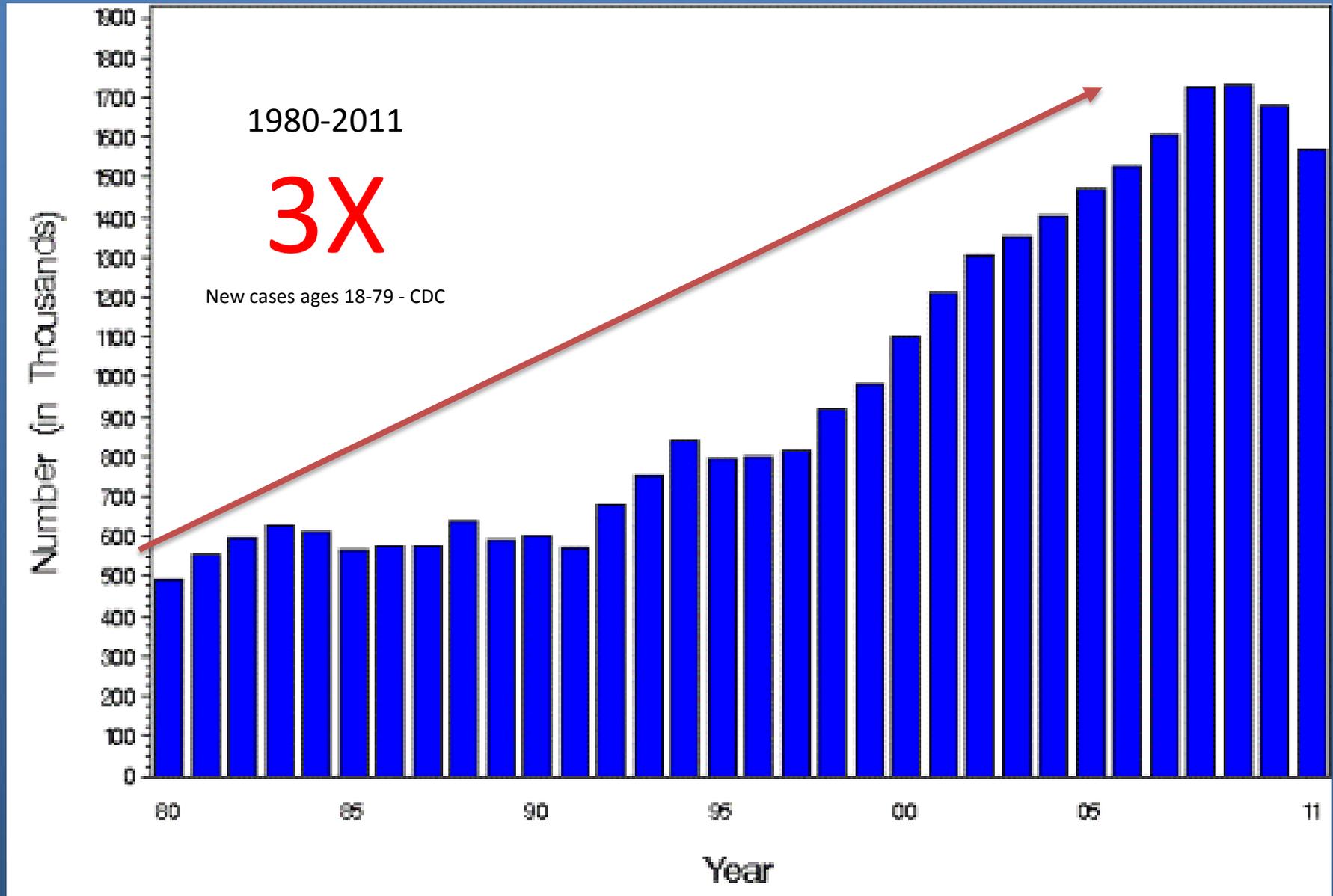
Age-Adjusted Prevalence of Diagnosed Diabetes Among U.S. Adults 2010



CDC's Division of Diabetes Translation. National Diabetes Surveillance System
available at <http://www.cdc.gov/diabetes/statistics>



Diabetes Trends 1980-2011



CDC recommended physical activity guidelines:

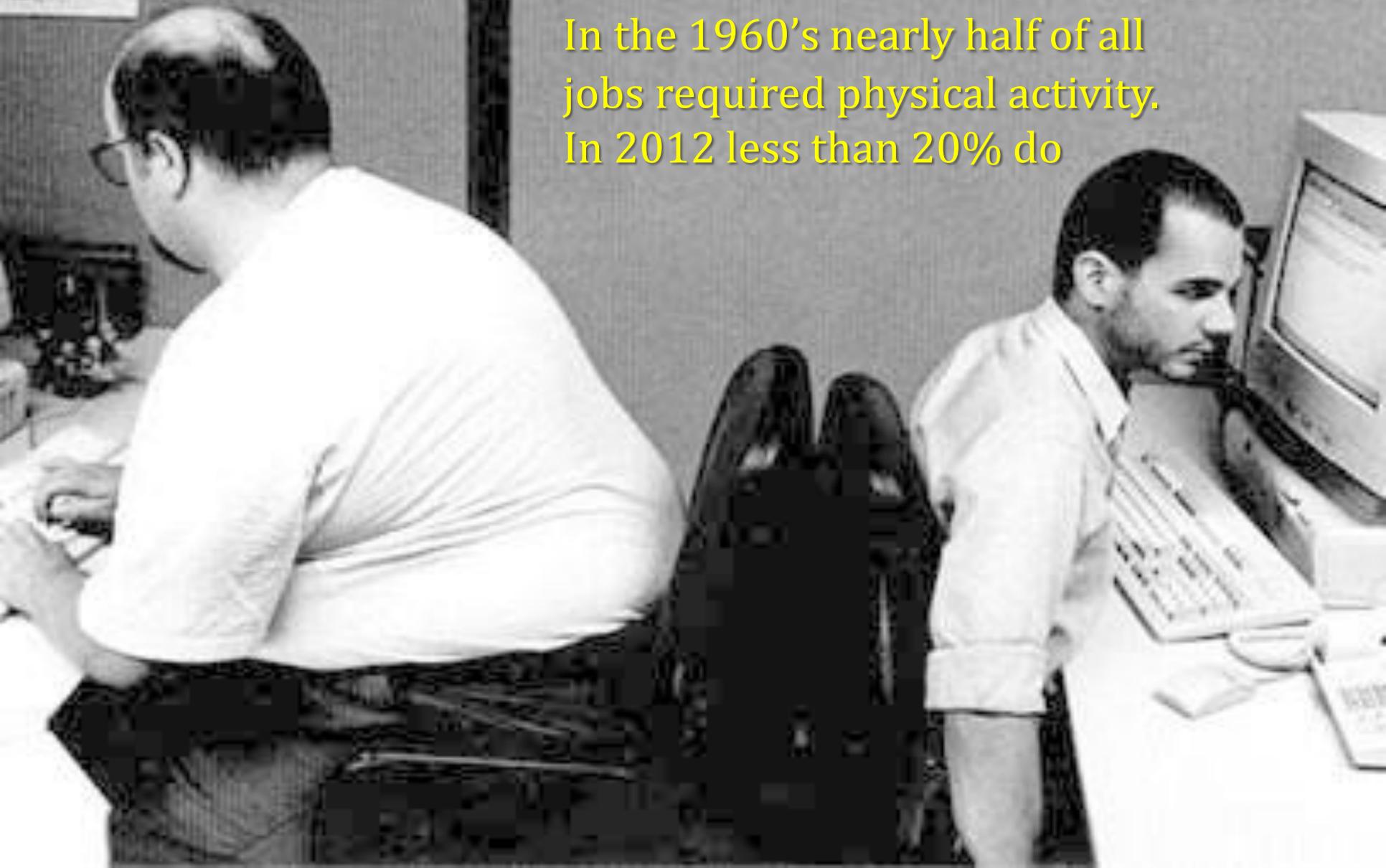
- 150 minutes a week of moderate intensity aerobic physical activity OR 75 minutes of vigorous-intensity aerobic physical activity
- Muscle strengthening activities on 2 or more days a week

Percent of North Dakota adults who meet these recommendations:

16.4%

Is Your Desk Killing You?

In the 1960's nearly half of all jobs required physical activity.
In 2012 less than 20% do

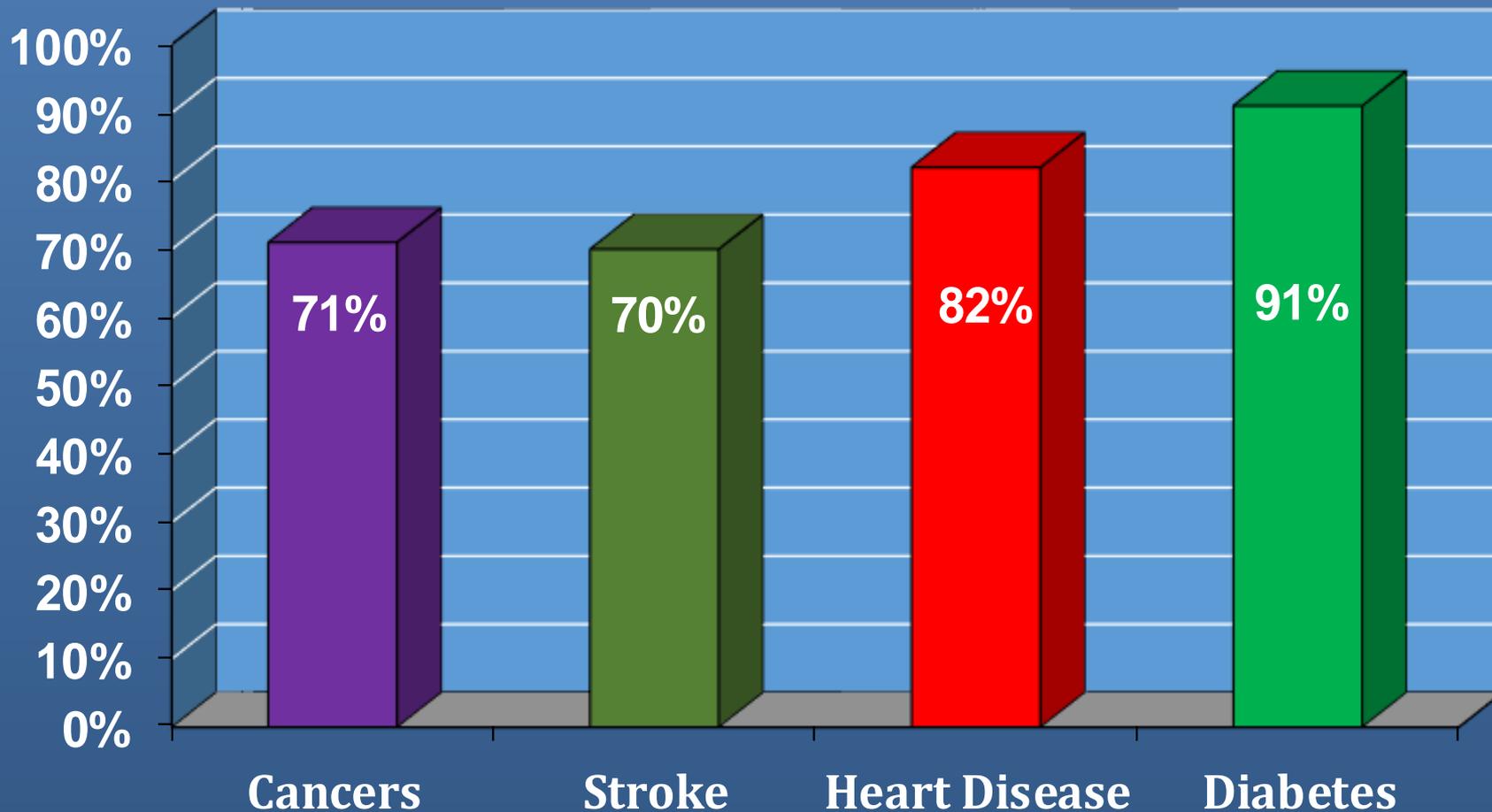


THIS JOB ISN'T FOR EVERYONE



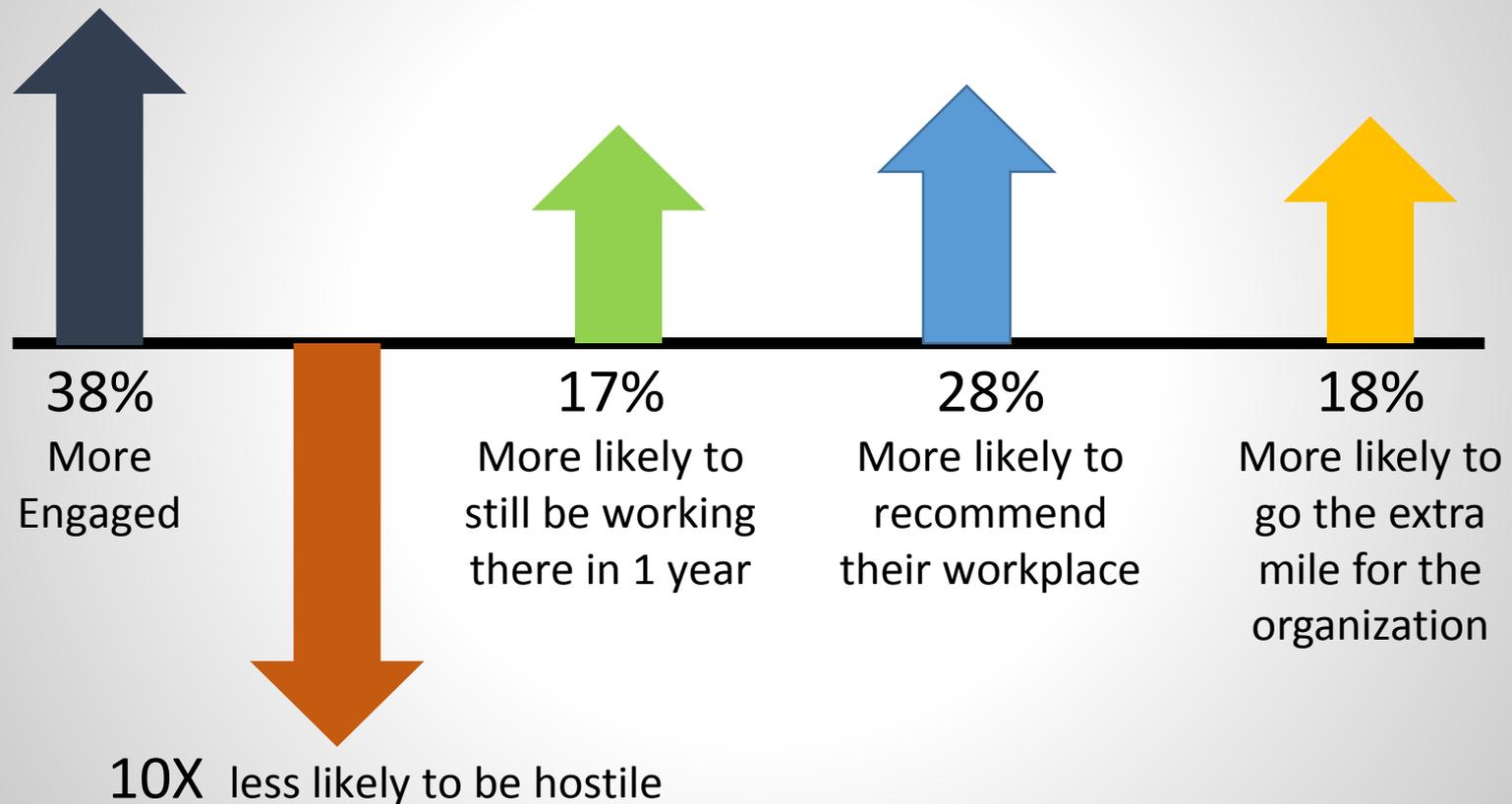
BUT HAY....ITS IN MY JEANS

Percent of Chronic Diseases That Are Caused by Poor Lifestyle



Perception is Reality

When employees believe their organization cares about their health and wellbeing they are...



What is **Worksite** Wellness?



“Creating an **organizational culture to foster employee **health and well being**”**



Making the **healthy choice the **easy choice****

**Wellness is not a
program.**

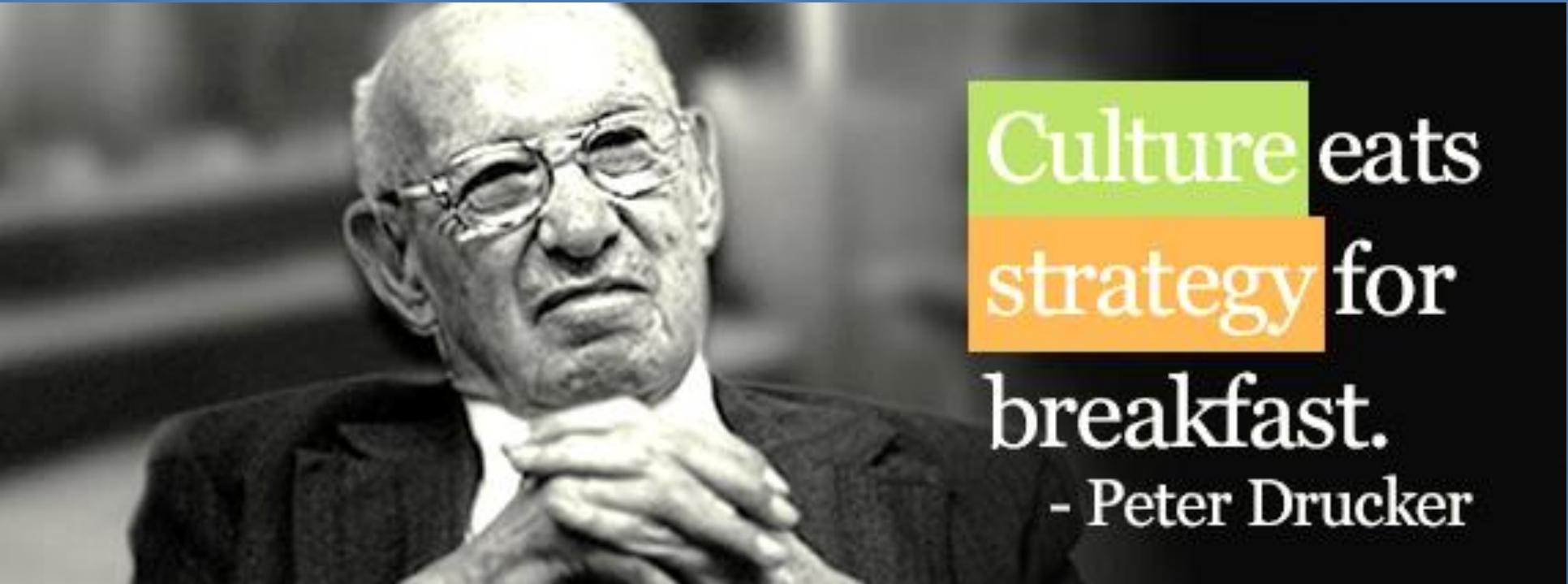
It is a strategy

It's Beyond Onsite Yoga....

Scientific evidence demands attention to the influence of **stress, financial health, job satisfaction, relationships, family life**, and other factors on worker well-being.

*When employees have the support they need to cope with life's challenges, they're more likely to **perform well** on the job and **make the choices** that reduce their health risks and costs.*

Wisdom



Culture eats
strategy for
breakfast.

- Peter Drucker

Why is a healthy culture important again?

- “Employees who perceive their organizations as having a strong culture of health are **happier, less stressed** and more likely to **take control** of their well-being”

Aon Hewitt, the National Business Group on Health and The Futures Co.



ND

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The six health dimensions that affect well-being



Culture
Supports
Healthy
Environment

Employees
Feel
Valued

Employees
Actively
Engaged

Fewer Incidents
Higher
Productivity

Reduced Costs,
Claims Benefits
& Premiums

Healthier
Organization

Pathway to Poor Health



Unhealthy
Cultures

Unhealthy
Behaviors

Elevated
health risks

Chronic
disease and
early death

Healthy Climate vs. Culture



Healthy Climate

Programs and policies related to healthy behaviors

- ✓ **Employee wellness programs or on-site fitness classes**
- ✓ **Flex time**
- ✓ **Healthy food options in the cafeteria**
- ✓ **Safety programs**
- ✓ **Sit-to-stand work stations**
- ✓ **Subsidized gym memberships**

Healthy Culture

The unconscious, taken-for-granted attitudes and behaviors

- Each employee understands how his/her work contributes to living the organization's purpose and vision
- Employees are valued for all of their contributions
- Employees have meaning and purpose in their work
- Leadership is cohesive
- Rules are clear and apply to everyone
- Clear communication is prioritized and valued

**How can we make
wellness work...where we work!**



Worksite Wellness Goal

- To improve health in order to prevent or eliminate health risk factors and future chronic diseases



Key Objectives

- Keep healthy people healthy
- Teach unhealthy, at risk people how to reduce or eliminate health risk factors



Successful Program Characteristics



1. Establish a supportive work environment to encourage engagement



2. Improve lifestyle behavior that reduces health risks

- Tobacco cessation
- Increasing physical activity
- Healthier eating habits
- Reducing stress



3. Target the most common and modifiable health risk conditions:

- Obesity
- Hypertension
- High Cholesterol/lipids
- Depression/Anxiety
- Tobacco use



4. Encourage screenings and general preventative health:

- Mammogram
- Colonoscopy
- Flu Shots
- Immunizations
- Dental exams/cleaning
- Vision exams



Different Ways...Different Results

Good



- Fun
- Morale
- No Risk Focus
- Employees Only
- No Incentives
- No Evaluation
- No long term results

Better



- Time Commitment
- Some Risk Reduction
- Minimal Spouse Involvement
- Voluntary
- Weak Incentives
- Weak Evaluation
- Sort Term Results

Best



- Part of Company Culture
- Comprehensive Approach
- Risk Reduction Focus
- Family Included
- Some Activity Required
- Meaningful Incentives
- Rigorous Evaluation
- Results Oriented

9 things to do to make wellness work...where you work!





“Wellness programs are something **we do with and for our employees**, not something we do to them.”

Get Support From the Top

1. Issue a letter of support from the top

When CEOs value healthy lifestyles and openly practice good health habits, the rest of the organization is likely to follow in their footsteps.



Who's in Charge?

2. Designate a wellness leader

- Provide Training
- Job description



Survey Says.....

3. Conduct an employee health interest survey

- Discover employees needs and interests



Know Your Numbers

4. Provide an opportunity for health screenings

- Biometric screenings
- Health risk assessments



Get Moving!

5. Administer an annual physical activity campaign

“If exercise came in a pill bottle, it would be the most widely prescribed medicine by far”



Free Lunch!

6. Hold lunch and learns or incorporate into staff training

- Physical Activity
- Stress Management
- Healthy Eating
- Financial Wellness
- Time Management



Deliver Good News

7. Provide healthy information

- Newsletter
- emails
- Twitter
- Social Media



It's our Policy

8. Implement health promoting policies

- Tobacco
- Healthy Vending
- Flex Time
- Breast Feeding
- Healthy Meetings



Go Outside and Play

9. Promote community health efforts

- Run/Walk Events
- Health Fairs
- Screening Events

- Host your own!



Ultimate Goal



**Creating a Work Culture that
Supports Healthy Behaviors!**



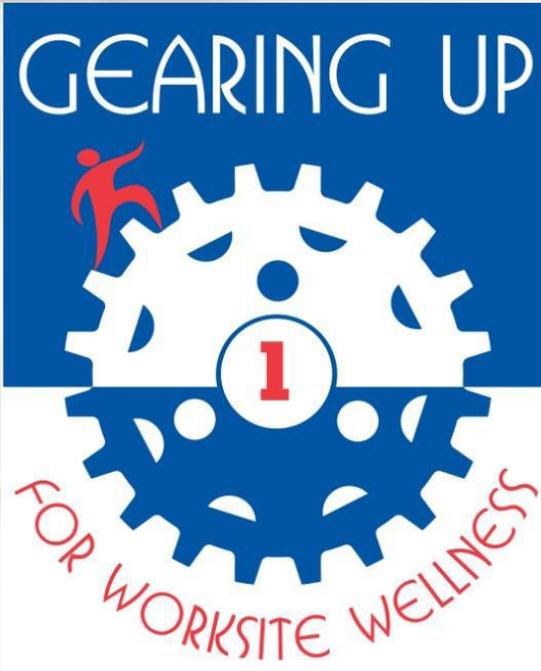
WORKSITE WELLNESS SUMMIT

- October 17, 2016
- Fargo-Holiday Inn
- Eventbrite



ND

WORKSITE WELLNESS
building a healthy north dakota



- **November 9-10**
- **Fargo**

Dakota Medical Foundation



ND



The screenshot shows the homepage of the ND Worksite Wellness website. At the top, there are navigation links for "ABOUT", "TRAINING/EVENTS", and "CONTACT US". A prominent red button labeled "GET STARTED" is positioned in the upper right. The main content area features a collage of images: a man at a computer, a person on a bicycle, a healthy meal with a sandwich and grapes, a man on a bicycle, a construction worker in a hard hat, a plate of salmon, a woman in an office, and a doctor with a patient. A text box asks, "See what you know about wellness at work" and provides a multiple-choice question about lost workdays in North Dakota, with options for \$50,000, \$1.5 million, and \$2.1 billion. Below this is a "Check Your Answer" button. A large banner reads, "YOU WANT HEALTHY EMPLOYEES. WE PROVIDE THE RESOURCES TO HELP YOU ACHIEVE THAT GOAL." The "ABOUT" section states that unhealthy employees outnumber healthy ones, costing productivity and profits, and encourages turning things around with a worksite wellness program. A "GET STARTED 2010" button is also present. The "TRAINING/EVENTS" section highlights the "September 28, 2010 Healthy ND Worksite Wellness Summit" featuring Dr. David Hunnicutt from WELCOA. The "RESOURCES" section lists "Free Health Risk Assessment", "Step-by-Step Guide", and "Program Toolkit". The footer includes a survey link, site map, privacy policy, and logos for partners like Blue Cross Blue Shield of North Dakota, DAF, and HEALTHY.

ABOUT TRAINING/EVENTS CONTACT US

WORKSITE WELLNESS
building a healthy north dakota

WHY WORKSITE WELLNESS? **GET STARTED**

See what you know about wellness at work

How much do North Dakota businesses lose each year from lost workdays and decreased productivity in unhealthy workers?

- \$50,000
- \$1.5 million
- \$2.1 billion

Check Your Answer »

YOU WANT HEALTHY EMPLOYEES. WE PROVIDE THE RESOURCES TO HELP YOU ACHIEVE THAT GOAL.

ABOUT

If your organization is like most, unhealthy employees outnumber the healthy ones, costing you in productivity and profits. Turn things around with a worksite wellness program.

GET STARTED 2010

TRAINING/EVENTS »

September 28, 2010
Healthy ND Worksite Wellness Summit »
Featuring Dr. David Hunnicutt from WELCOA (Wellness Council of America).

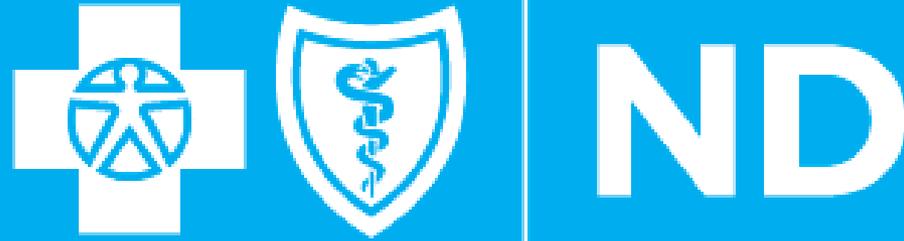
RESOURCES

- Free Health Risk Assessment »**
- Step-by-Step Guide »**
- Program Toolkit »**

Partners: Blue Cross Blue Shield of North Dakota DAF HEALTHY

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Thank You!



Worksite  **Wellness**
Powered by Blue

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