

Creating a Culture of Health – One University’s Experience



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MAY 19, 2016



The Vision - Creating a Culture of Health & Wellbeing at CWRU



- A campus environment that supports the health and well-being of faculty and staff to maximize quality of life and productivity and to help control health care costs.

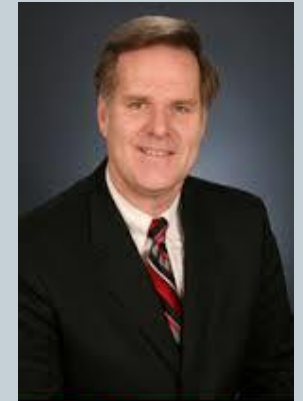


Best Practice Guidelines



- **WELCOA** – Wellness Council of America
- **HERO** – Health Enhancement Research Organization
- **7 Key Benchmarks of Success**
 - Capturing Senior Level Support
 - Creating Cohesive Wellness Teams
 - Collecting Data to Drive Health Efforts
 - Crafting an Annual Operating Plan
 - Choosing Appropriate Interventions
 - Creating a Supportive Health Promoting Environment
 - Measuring and Evaluating Program Outcomes

1. Capture Senior Level Support



William A. "Bud" Baeslack III



John F. Sideras

2. Create Cohesive Wellness Teams



- Health Advisory Committee
- HR & Benefits
- Wellness Champions

3. Collect Data to Drive Health Efforts



Assessment

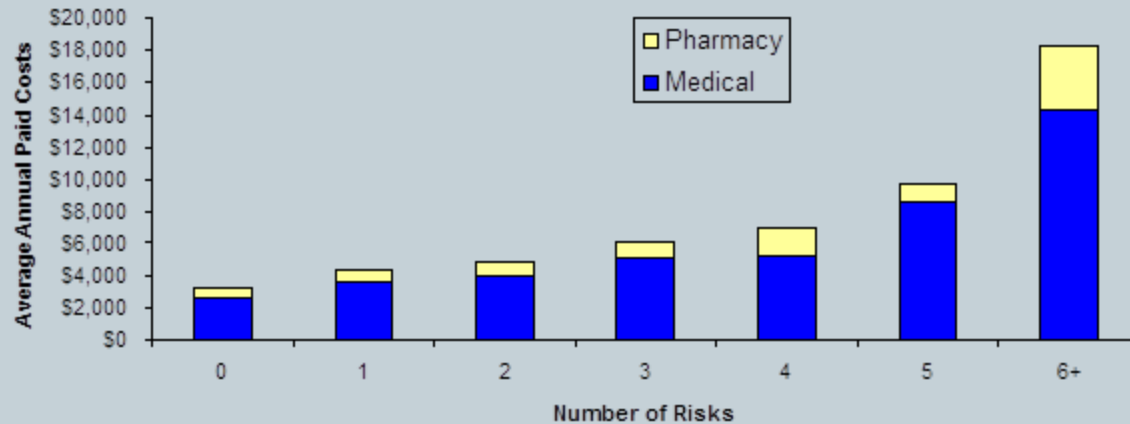


- Data drives program development and impacts future health care plan design.
- Current health and quality of life
 - Health Care Benefit Claims
 - Health Risk Appraisal results
 - Biometric Screening results
 - Workers' Comp., LTD, STD, Absenteeism, etc.

Costs Follow Risks (2013-2014)



- Number of Risk Factors vs. Average Health Care Costs



4. Craft an Annual Operating Plan

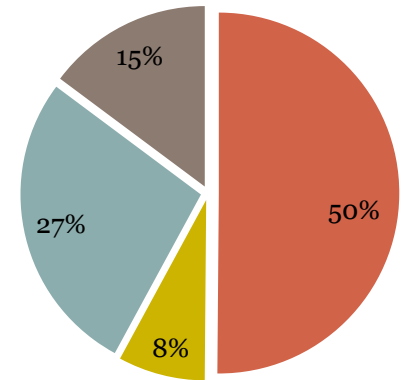


- Multi-Year Plan
- Incentive Plan Design
- Annual Goals

Health Insurance Overview



- Four plans
 - MMO PPO
 - Anthem PPO
 - Anthem HDHP
 - HealthSpan HMO
- 85% of faculty/staff enrolled



Health Matters

- Make it easy to adopt a healthy lifestyle and foster well-being at CWRU
 - Culture
 - Daily environment
 - Policies
- “Big 4”: tobacco, nutrition, physical activity, stress management.



Fall Wellness Activities



- Complete:
 - Health Risk Assessment
 - Biometric Screening
 - Tobacco Attestation form
- Qualify for \$25 monthly premium incentive.
- Voluntary participation



Wellness Incentive Options



- Monthly Premium Incentive
- Reported as “Earnings” in monthly or bimonthly paychecks
- Provided to those completing fall activities and who have elected university medical insurance
- Program Incentive
- \$100 for one program completed
- \$100 for second program completed
- Payable via paycheck at year end

Wellness Program Incentive



- Annual Participation Opportunities:
 - Tobacco Cessation programs
 - Stress Management programs
 - Weight Management/Nutrition programs
 - Physical Activity programs

5. Choose Appropriate Interventions



Programs – Onsite & Online



- **Stress Management**

- S.M.A.R.T. (1.0, 2.0, 3.0, Eating)
- Mindfulness
- Meditation

- **Nutrition**

- Nutrition for Health & Well-being
- Plant-Based Nutrition

- **Tobacco Cessation**

- Group (ease@work)
- Quitline (1-800-QUITNOW)

- **Physical Activity**

- Workstation Workout
- Healthy Backs & Bodies
- Fitness Coaching
- Health Trails
- Get Fit Together

- **Other**

- Financial Wellness 101
- SelfHelpWorks
- Team Competitions
- Flu Shots

6. Create a Supportive Health-Promoting Environment



- www.case.edu/wellness
- [Facebook](#) (wellnessatcase)
- Monthly wellness newsletter
- *The Daily* – university newsletter
- Manager/Supervisor support



Signage



 **CASE WESTERN RESERVE**
UNIVERSITY EST. 1826

Make The Right Choice

Healthy food selections can be purchased from this AVI vending machine!

HEALTHY FOOD CRITERIA:

- 400 or less calories
- No more than 35% calories from fat
 - No more than 15 grams of fat for a 400 calorie item
- Contains zero grams of trans fat
- No more than 10% calories from saturated fat
 - No more than 4 grams of saturated fat for a 400 calorie item
- No more than 35% of calories from total sugars and a maximum of no more than 15 grams of total sugars in the item
- No more than 480 mg of sodium per package


AVI FOOD SYSTEMS
THE FAMILY DIFFERENCE IN HOSPITALITY SERVICES

Culture of Health



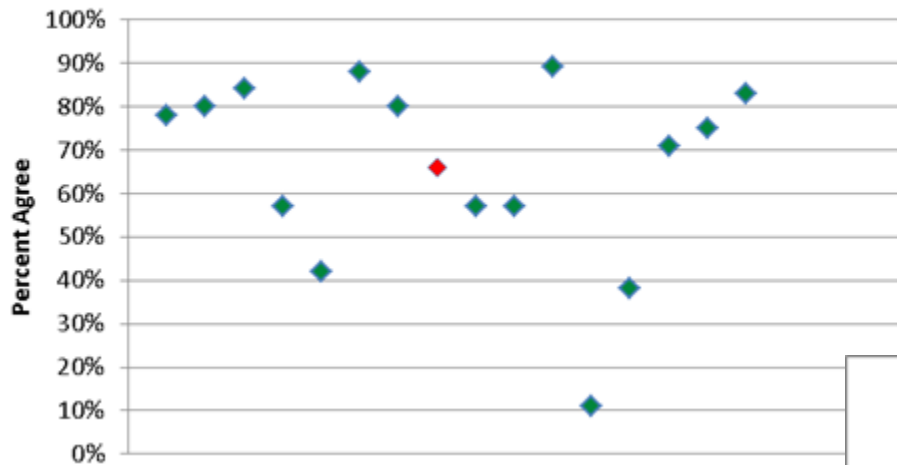
Year of COH	Classes					Total
	Agree	Strongly Agree	All in middle	NO response	Strongly disagree	
2013	668	927	297	43	266	2201
	10.96	15.21	4.87	0.71	4.37	36.12
	30.35	42.12	13.49	1.95	12.09	
2014	34.72	35.09	40.57	39.81	38.72	
	680	969	249	35	262	2195
	11.16	15.9	4.09	0.57	4.3	36.02
	30.98	44.15	11.34	1.59	11.94	
2015	35.34	36.68	34.02	32.41	38.14	
	576	746	186	30	159	1697
	9.45	12.24	3.05	0.49	2.61	27.85
	33.94	43.96	10.96	1.77	9.37	
Total	29.94	28.24	25.41	27.78	23.14	
	1924	2642	732	108	687	6093
	31.58	43.36	12.01	1.77	11.28	100

Agree Strongly Agree All in middle NO response Strongly disagree

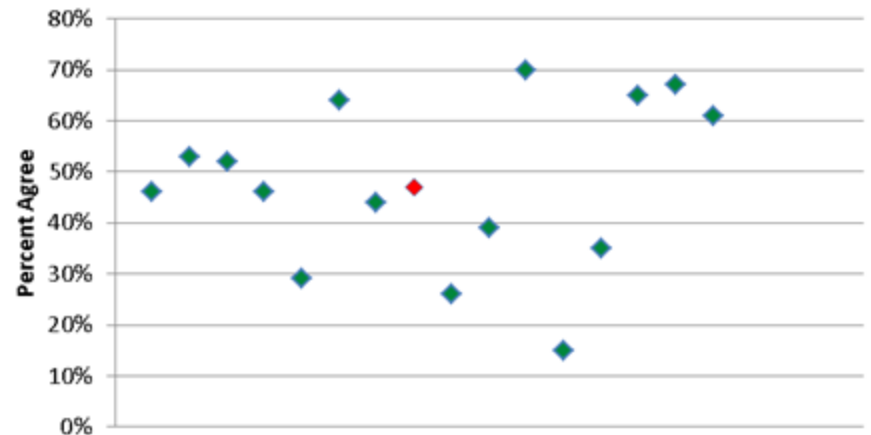
Culture of Health



Overall Policies Support Health



Manager Support for Programs



Culture of Health



- **Staff Climate Survey**

- Do you feel that the University recognizes the importance of employee wellness to the institution's success?

- **Success Stories**

- Carla
- Judy
- Rosanna

Programmatic Partnerships



- 1-2-1 Fitness Center
- Onsite Recreation Centers
- Bon Appetit
- EAP – ease@work
- Health Plans
- Other CWRU wellness events



Policies



- Tobacco Free Campus
- Healthy Vending
- Healthy Catering



7. Measure & Evaluate Program Outcomes



Program Participation (2015)

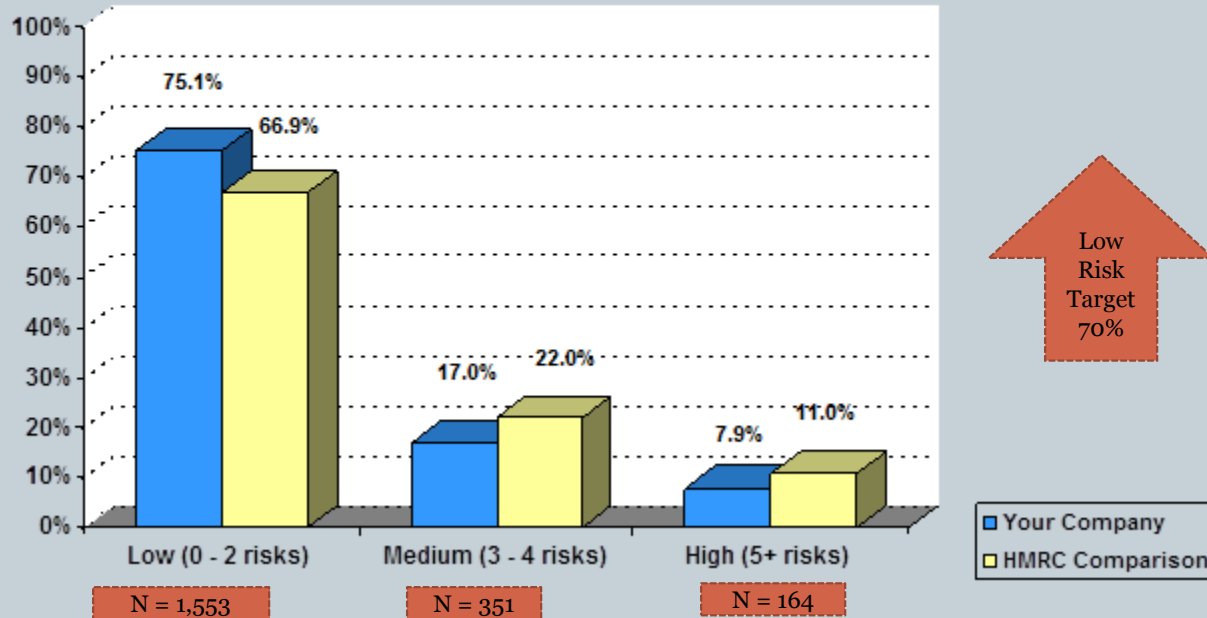


- 55% participation rate in Wellness Premium Incentive
 - Participation rate for individual activities = 62-64%
 - Unique employees completing activities = 69%
- 47% participation rate in Wellness Program Incentive
 - Participation rate for program categories = .3-37%
- 22% participation rate in on-campus programs by unique employees

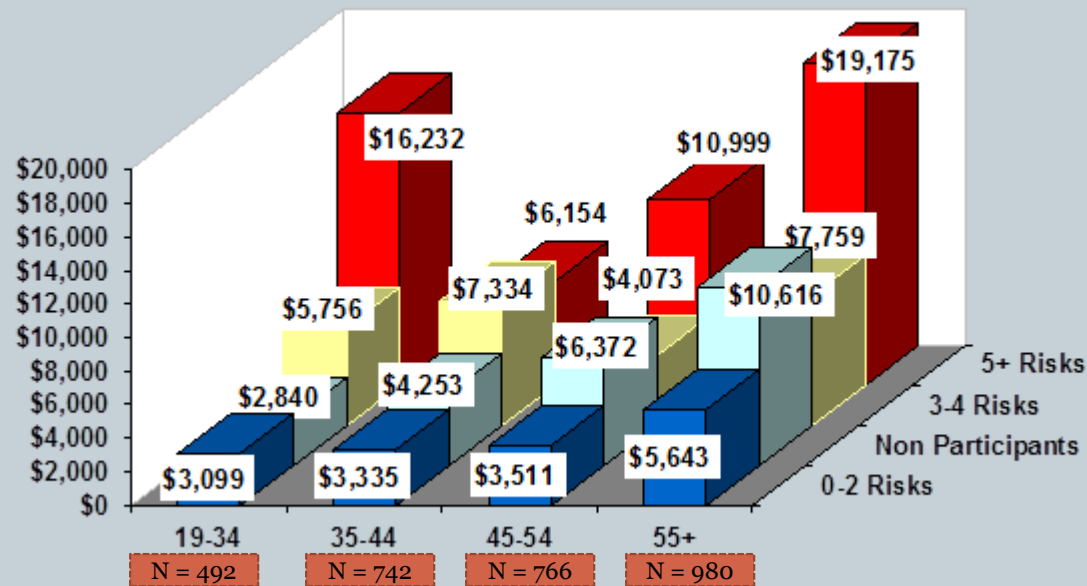
Keep Healthy People Healthy



Risk Status



Cost by Age Group by Risk Status



What Are Other Universities Doing?



- Spouse incentives
- Health coaching
- Outcomes based programming
- Fitness center reimbursement
- Manager/supervisor training and support
- Productivity impact evaluation
- Community/career/social dimensions (Gallup)
- Well-being vs. Wellness
- Premium discounts
- Premium surcharges
- Chief Wellness Officer positions

What Have Other Universities Achieved?



- “Seven-Year Trends in Employee Health Habits From a Comprehensive Workplace Health Promotion Program at Vanderbilt University” (JOEM, 2011, 53(12), 1372-1381)
- University of Iowa (2014 Annual Report)
- “Can Workplace Wellness Signal Superior Stock Performance” (HERO, 1/6/16)
- MHealthy – University of Michigan Annual Report (2014)

Questions?



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- *It's all about your health.*
- *Make the moment healthy!*
- *It's about what you are doing now!*

