



HealthSource
Solutions

a culture of health

2009 MIDWEST WORKSITE
HEALTH PROMOTION CONFERENCE

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health promotion conference

MONDAY, NOVEMBER 9, 2009 | ST. PAUL RIVERCENTRE | ST. PAUL, MINNESOTA



Monday, November 9, 2009

7:30 a.m. **Registration and breakfast with exhibitors**

8:15 **Welcome and announcements**
Mary Kruse, President HealthSource Solutions

8:30 **What's Missing? A holistic, relation-based alternative for worksite health promotion**
Keynote *Jon Robison, PhD, MS—Michigan State University*

As health takes on a heightened awareness in our country, learn more about a holistic, relation-based approach to employee health promotion. The science behind this innovative approach will be presented, and a proven-successful, replicated program that leverages relationships to build healthy work cultures and high-performing organizations will be introduced.

9:40 **Breakout session one:**

A. PART 1 Weight loss at the workplace: A smart investment in tough economic times...or money down the toilet?

Jon Robison, PhD, MS—Michigan State University

Weight loss programs continue to be among the most common workplace health interventions. In these tough economic times, it is more important than ever that worksite health promotion be both evidence-based and cost-effective. This presentation will explore the reasons for the failure of weight loss programs at the workplace and will introduce an innovative, cost-effective, evidence-based approach to help people with weight-related concerns.

This breakout session is part one of a two-part series. You are encouraged to attend both parts. Part two is offered in the second breakout session at 11 a.m.

B. Integration of health promotion into benefits design

Mary Kruse, MS—HealthSource Solutions

How do you build a program that empowers people to change rather than punish them for poor lifestyle choices? The latest trend is to integrate health promotion programming into the benefits design. This session will overview: key areas of a health promotion program; different integration models; HIPPA and GINA laws, and administrative issues to consider when integrating a program. For a program to succeed, it must start with a culture and environment that supports health.

C. Fuel for thought: Building a hunger for healthy foods

Randy Kehr—Freeborn County Chamber of Commerce

Lisa Nadeau, RD, LD—Food and Nutrition Services, Hennepin County Medical Center

Transform your worksite culture by making healthy eating choices convenient and easy. Come hear about two successful programs that have made a difference. Ms. Nadeau will share the challenges and rewards of having a CSA drop site at the workplace as well as farmers markets and an onsite herb garden. Mr. Kehr will provide tangible ideas of how to replicate principles and practices of Blue Zones thinking with case study examples from the Albert Lea Vitality Project.

D. Using social media to talk to employees

Christina Clawson—OLSON

Facebook, Twitter, LinkedIn...have you tried social networking as part of your health promotion program? This session will overview how OLSON agency wove social marketing into their health promotion program. The session will include:

- ◆ When and how to use it
- ◆ Getting started
- ◆ Managing and monitoring
- ◆ A virtual tour of a Web site
- ◆ Lessons learned

E. Meant to be: Do things really happen for a reason?*Mary Treacy O'Keefe, MA—Well Within*

Building a culture of health starts by enriching personal growth. Finding our purpose is a cornerstone for a long and meaningful life. Opportunities for discovering this are often found in circumstances and situations that people believe happened for a reason or seemed meant to be. In this presentation, Ms. Treacy O'Keefe will share inspiring stories about these types of experiences and highlight a four-step process for discovering how to discern purpose and meaning within our own lives.

10:40 **Break****11:00** **Breakout session two:****A. PART 2 Weight loss at the workplace: Health for Every Body***Laura McKibbin, LICSW—Food for Thought Pyramids*

This presentation is part two of Dr. Jon Robison's *Weight loss at the workplace* presentation. Ms. McKibbin will describe *Health for Every Body*, a non-diet worksite intervention for employees with weight-related concerns. Learn how to make the business case to leadership for taking this alternative approach and the data collection plan—including pre, post and follow-up outcomes. Examples and concrete ideas for specific worksite interventions will also be shared.

B. What's intrinsic got to do with it?*Rosie Ward, PhD, MPH—RJF Agencies, Inc.*

Successful worksite health promotion programs have high levels of employee engagement, which is not the same as participation. Sustainable change and engagement requires a high level of intrinsic motivation and a shift in how people think about themselves and the world around them. This seminar will review research and present tips and tools for creating a company culture that supports intrinsic motivation, resulting in greater well-being and engagement.

C. Exergaming: Bringing fun and activity to the workplace!*Carolyn Rathbun, BS and Crystal Miller, BS—HealthSource Solutions*

Wii, Dance Dance Revolution, Guitar Hero—it's not just for kids! See how these tools are changing the video game movement into *movement!* With tension and stress higher than ever, we need to find more ways to incorporate physical activity, fun and laughter into our day. This interactive session will begin with an explanation of the games, followed by brainstorming ways to include them at work. Then, let the games begin! Whether you are a novice or veteran, you're sure to have some laughs!

D. Fuel for thought: Building a hunger for healthy foods*Randy Kehr—Freeborn County Chamber of Commerce**Lisa Nadeau, RD, LD—Food and Nutrition Services, Hennepin County Medical Center*

REPEAT SESSION

E. Student session: Preparing for a career in health promotion*Kris Haugen, MPH—Wells Fargo*

If you are majoring in health promotion or want to know more about the field, this session is for you! We will review:

- ◆ Topics you may not have gotten in school
- ◆ Choosing an internship site
- ◆ Job opportunities
- ◆ Skills that will set you apart



Noon Lunch

12:30 p.m. Dessert with exhibitors

1:00 Afternoon announcements, raffle drawing and networking (nudge) exercise

1:30 **Creating cultural support for wellness**

Keynote *Judd Allen, PhD—Human Resources Institute, LLC*

Wellness holds great promise for each of us. Unfortunately, unsupportive cultures frequently undermine positive practices and our efforts to adopt healthier lifestyles. This presentation explores the impact of five cultural dimensions: shared values, norms, peer support, cultural touch points and the overall social climate. The presentation also features field-tested culture change strategies and best practice examples.

2:30 **Networking and beverages with exhibitors**

2:45 **Breakout session three:**

A. Wellness leadership:

Engaging management and wellness teams in the creation of supportive environments (1X)

Judd Allen, PhD—Human Resources Institute, LLC

Now is the time to engage leaders in supporting healthy lifestyles. This presentation discusses strategies for engaging and training senior and middle management. It also looks at the role of the wellness committee in extending wellness leadership throughout the organization. Mr. Judd Allen will overview:

- ◆ Sharing the wellness program vision including why wellness is important and how employees can participate.
- ◆ Serving as an effective role model by making personal lifestyle improvements and by visibly participating in the wellness program.
- ◆ Aligning cultural touch points including formal and informal policies and procedures such as rewards, training, orientation, scheduling, rituals and communication systems.
- ◆ Monitoring and celebrating success so that individual and workgroup improvements can be acknowledged.

B. What's intrinsic got to do with it?

Rosie Ward, PhD, MPH—RJF Agencies, Inc.

REPEAT SESSION

C. Using social media to talk to employees

Christina Clawson—OLSON

REPEAT SESSION

D. Meant to be: Do things really happen for a reason?

Mary Treacy O'Keefe, MA—Well Within

REPEAT SESSION

E. Exergaming: Bringing fun and activity to the workplace!

Carolyn Rathbun, BS and Crystal Miller, BS—HealthSource Solutions

REPEAT SESSION

3:45 **Program adjourned**

Program overview and objectives

This conference is designed to provide worksite health promotion professionals with tools, skills and techniques to lead successful worksite programs. Following the conference, participants should be able to:

- ◆ Recognize key success factors for worksite health promotion programs.
- ◆ Apply practical information and effective program ideas for reducing employee health risks.
- ◆ Discuss the most current research return-on-investment and program-evaluation strategies in worksite health promotion.
- ◆ Identify strategies to create a healthy work culture and environment.
- ◆ Describe how to manage health trends within a health promotion program.

Accreditation

Each participant will receive a certificate of attendance. It is the responsibility of each participant to apply for credit in his or her field.

Cancellation and refund policy

Substitutions are accepted at any time. An administrative charge of \$25 will apply for cancellations received prior to the start of the conference. No refunds are given after the conference has started.

All activities are subject to cancellation. In the event that this conference would have to be canceled, HealthSource Solutions is not responsible for any airfare, hotel or other costs incurred by participants.

Conference location

The conference will be held at the St. Paul RiverCentre in St. Paul, Minnesota. It is located at 175 Kellogg Boulevard. You will receive a map with your confirmation letter. Please call 763-287-0742 with any questions.

Hotel arrangements

A block of rooms has been reserved at the Holiday Inn RiverCentre until Friday, October 9, 2009 under the name Midwest Worksite Conference. The block of rooms is at the Holiday Inn RiverCentre only, but you can make reservations at other nearby hotels.

Holiday Inn RiverCentre (across the street)
175 West 7th Street
651-225-1515 or 800-465-4329

Radisson Riverfront Hotel (3 blocks away)
11 East Kellogg Boulevard
800-333-3333 or 651-292-1900

Job/internship board

There will be a board available to post job openings or internship opportunities. Please bring a one-page description to post.

Second Harvest Food Drive

Please bring food or cash donations to help support our community.

PLANNING COMMITTEE

Mary Kruse

Conference Chair

HealthSource Solutions

Amy Juairé

HealthSource Solutions

Crystal Miller

HealthSource Solutions

Kris Orson-Jones

HealthSource Solutions

Emily Westlund

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Linda M. Brandt

Hennepin County Human Services and Public Health

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CBIZ Benefits & Insurance Services

Daniel G. Carey

University of St. Thomas

Kris Haugen

Wells Fargo Corporate Benefits

Mary Alice Noel

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StayWell Health Management

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- ◆ **HealthSource Solutions**
- ◆ **AdvantageHealth Corporation**
- ◆ **Hennepin County Health@Work**
- ◆ **Medica**

Conference sponsors current as of press date.

2009 Midwest Worksite Health Promotion Conference

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Online

www.healthsource-solutions.com/midwest-conference

Phone

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Fax

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Mail

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 St. Louis Park, MN 55426

Registration

Name _____

Organization _____

Job title _____

Address _____

City _____ State _____ ZIP _____

Business phone _____ Fax _____

E-mail address _____

Breakout Sessions

Breakout session one
 (9:40 to 10:40 a.m.)

- A
- B
- C
- D
- E

Breakout session two
 (11 a.m. to Noon)

- A
- B
- C
- D
- E

Breakout session three
 (2:45 to 3:45 p.m.)

- A
- B
- C
- D
- E

Tuition (includes syllabus, breakfast and lunch)

Participants \$149
 Students \$40

Walk-ins \$159
 Group rates (5 or more) \$135 each

Payment Method

- Check payable to HealthSource Solutions
- Visa MasterCard Discover American Express

Card number _____

Verification Code _____ Expiration date _____

Cardholder signature _____

*Upon registering, you will receive a confirmation letter and map.
 If you have any special needs, please call 763-287-0742.*



HealthSource Solutions
6465 Wayzata Boulevard, STE 660
St. Louis Park, MN 55426
www.healthsource-solutions.com

**2009 Midwest Worksite
Health Promotion Conference**

**Saint Paul RiverCentre
Saint Paul, Minnesota**

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*Latest research, successful programs,
useful resources, new trends and planned
networking opportunities make this
conference worth attending!*