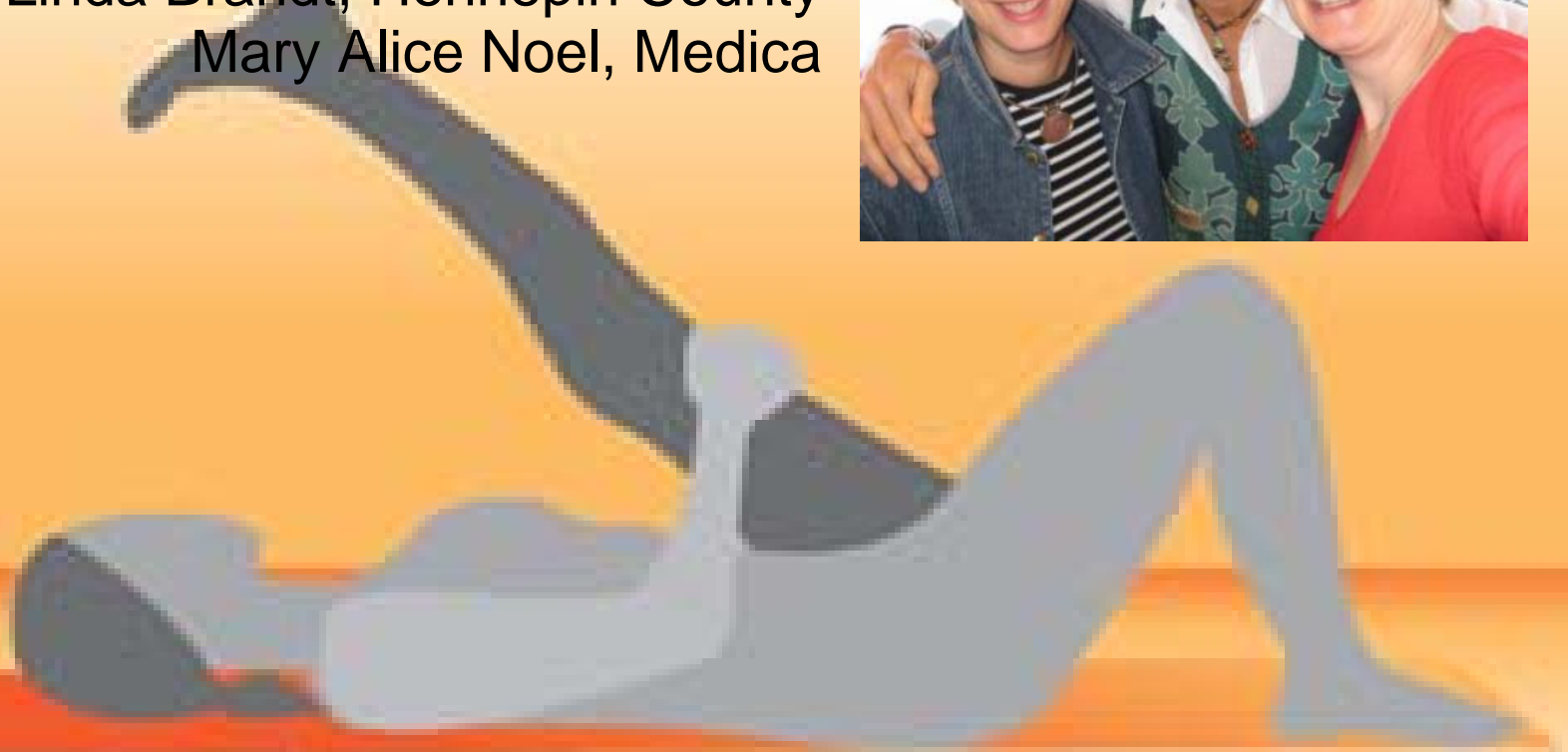


# Leverage Your Wellness Dollar

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in collaboration with:  
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# Agenda

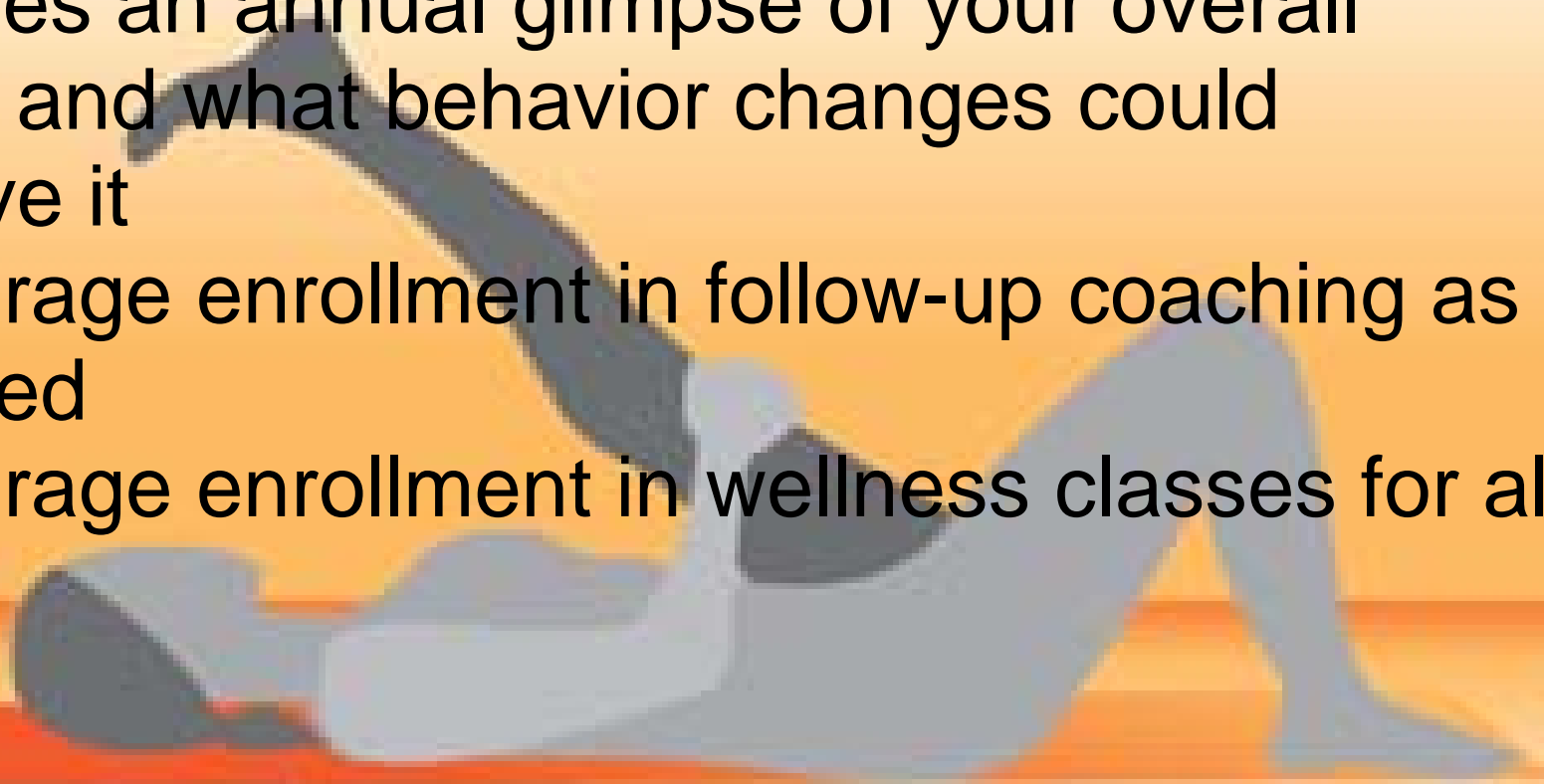
1. There's a cap on free.
2. Leverage what you have.
3. Integrate free resources.
4. Market your wellness benefit.



# Leverage what you have...

## Health Assessment

- Provides an annual glimpse of your overall health and what behavior changes could improve it
- Encourage enrollment in follow-up coaching as provided
- Encourage enrollment in wellness classes for all



# Leverage what you have...

## Employee Assistance Program (EAP)

### Counseling for

- mental health
- financial health
- alcohol and drug use
- workplace issues
- family relationships
- stress
- loss or change



# Leverage what you have...

## Survey Existing Programs

- Classes (formal and informal)
- Clubs and other groups

Could they use further promoting?



# Leverage what you have...

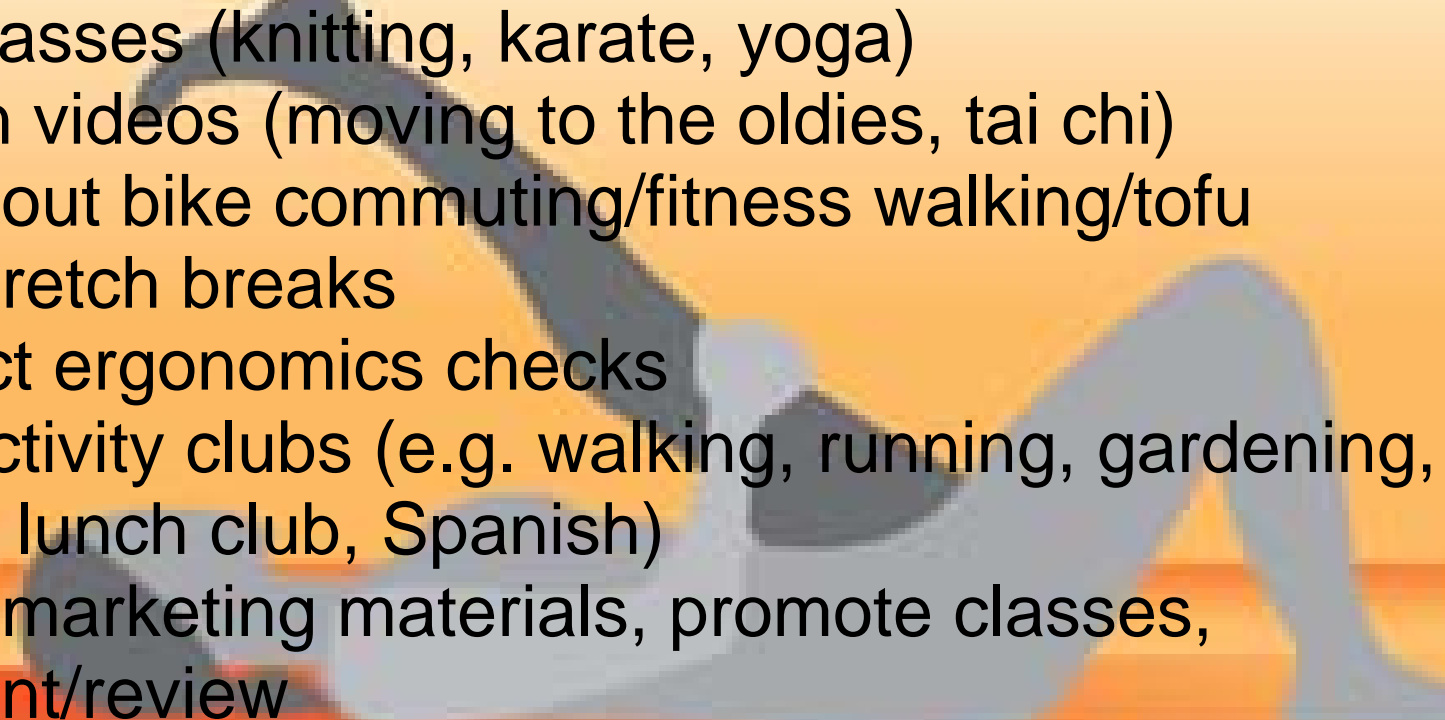
## Survey Existing Facilities

- Walking paths/bike routes
  - Bike lockers/Lockers/Showers
  - Break rooms
  - Dual use rooms
  - Cafeteria and vending machines
  - Fitness Equipment
  - Library
- 

# Leverage what you have

## Unleash Staff Expertise and Interests

Survey their talents, hobbies and interests

- Lead classes (knitting, karate, yoga)
  - Turn on videos (moving to the oldies, tai chi)
  - Talk about bike commuting/fitness walking/tofu
  - Lead stretch breaks
  - Conduct ergonomics checks
  - Lead activity clubs (e.g. walking, running, gardening, healthy lunch club, Spanish)
  - Create marketing materials, promote classes, comment/review
- 

# 3. Integrate free resources

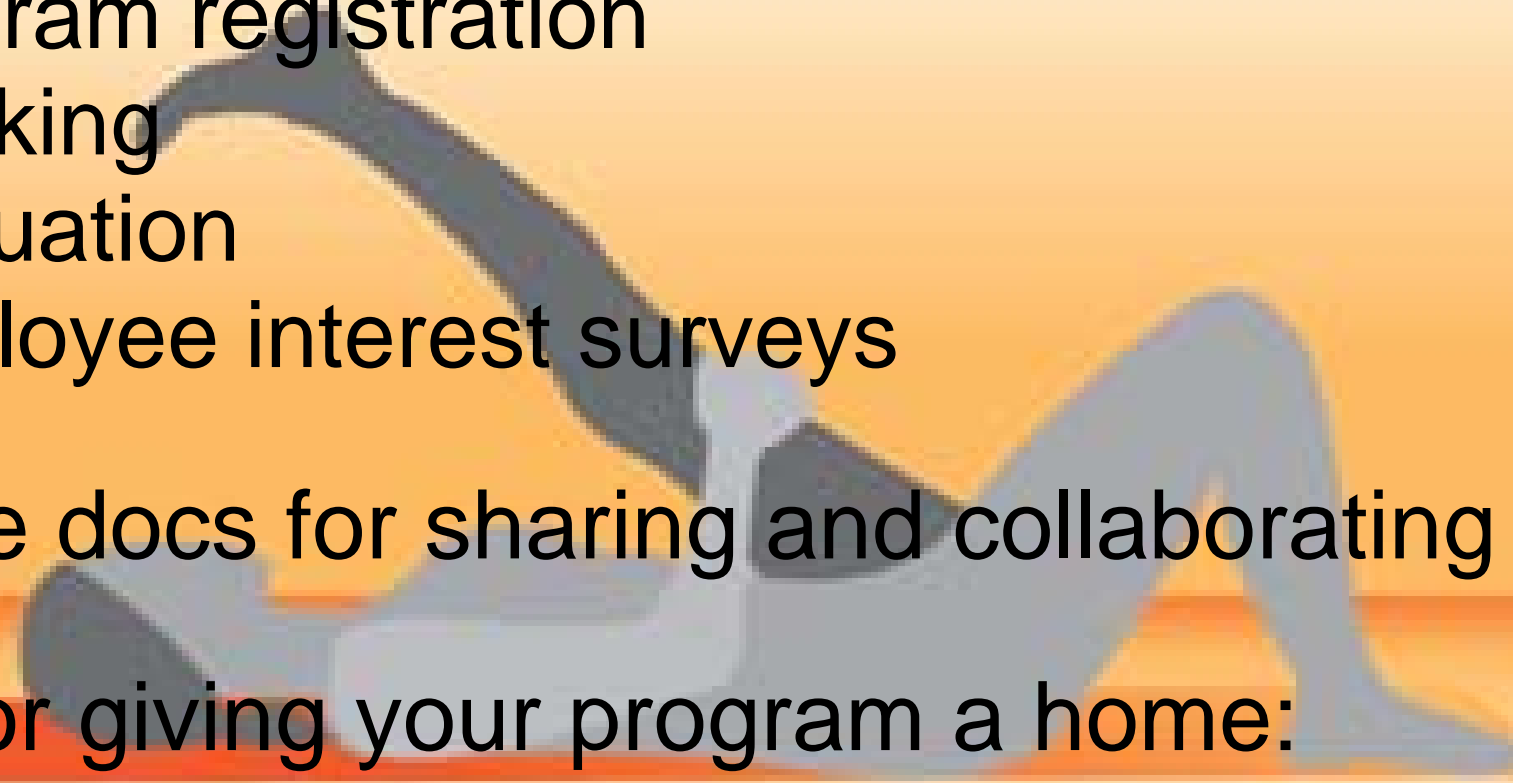
## Toolkits

- **Hero Employee Health Management Best Practices Scorecard**
- **WELCOA's Checklist**
- **Minnesota Work Well interactive toolkit**



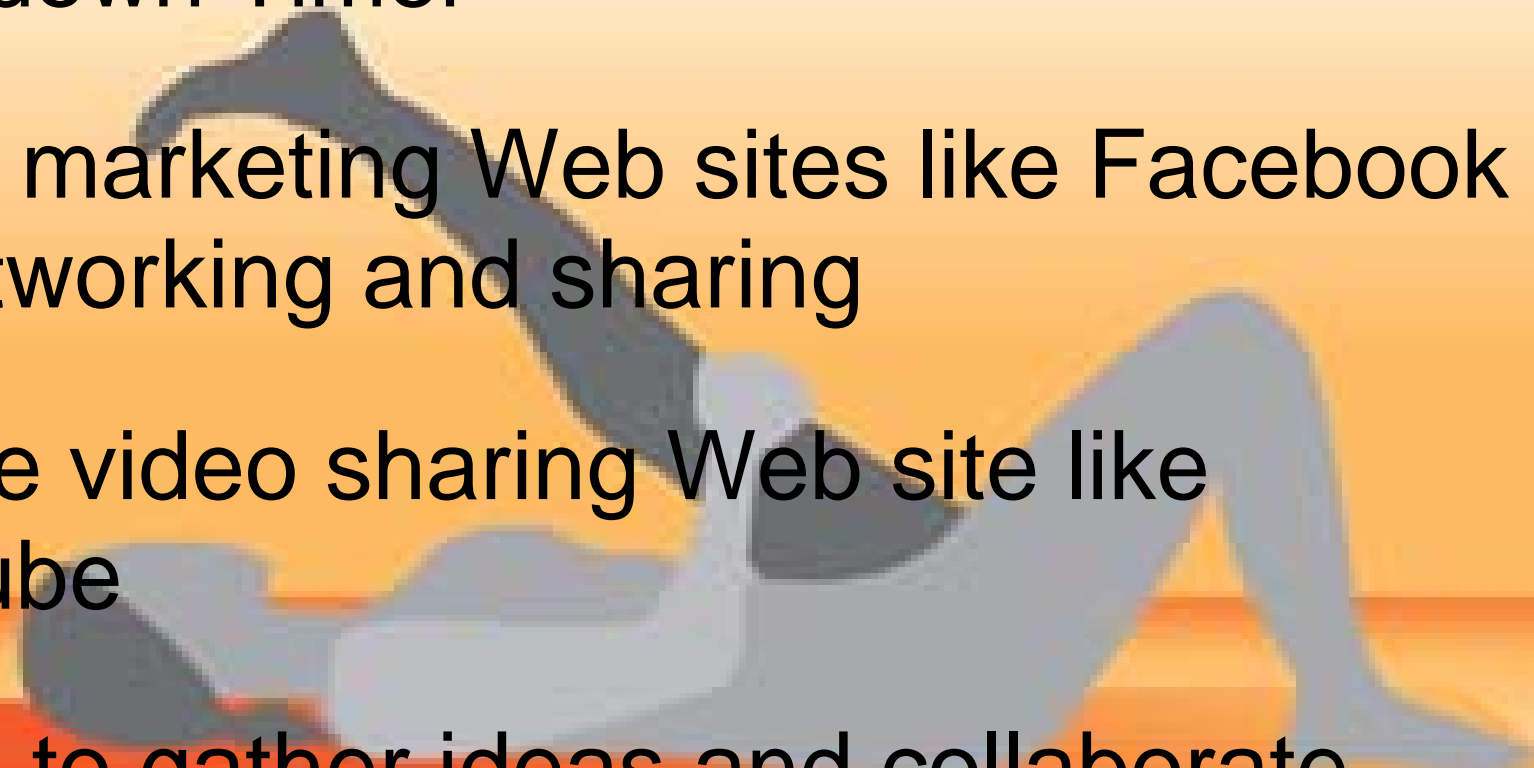
# Integrate free resources...

## On-line Tools

- Free on-line surveys like SurveyMonkey
    - Program registration
    - Tracking
    - Evaluation
    - Employee interest surveys
  - Google docs for sharing and collaborating
  - Blog for giving your program a home:  
program updates and photos
- 

# Integrate free resources...

## On-line Tools

- Countdown Timer
  - Social marketing Web sites like Facebook for networking and sharing
  - On-line video sharing Web site like YouTube
  - A Wiki to gather ideas and collaborate
- 

# Integrate free resources...

## "Lunch and Learn" Presenters

- Speakers bureaus of health-focused non-profits
  - Employees with a passion for a particular health topic
  - Instructors
  - DVDs
- 

# Integrate free resources...

## Free Health Promotion Posters

- Web sites to visit
- E-mails with links
- Fact sheets you can post



# Integrate free resources...

Google!



# 4. Market your wellness benefit

- Know your audience
- Develop a brand
- Understand communications' policies and rules
- Understand facilities' policies and rules
- Develop strategies and materials
- Evaluate/re-implement



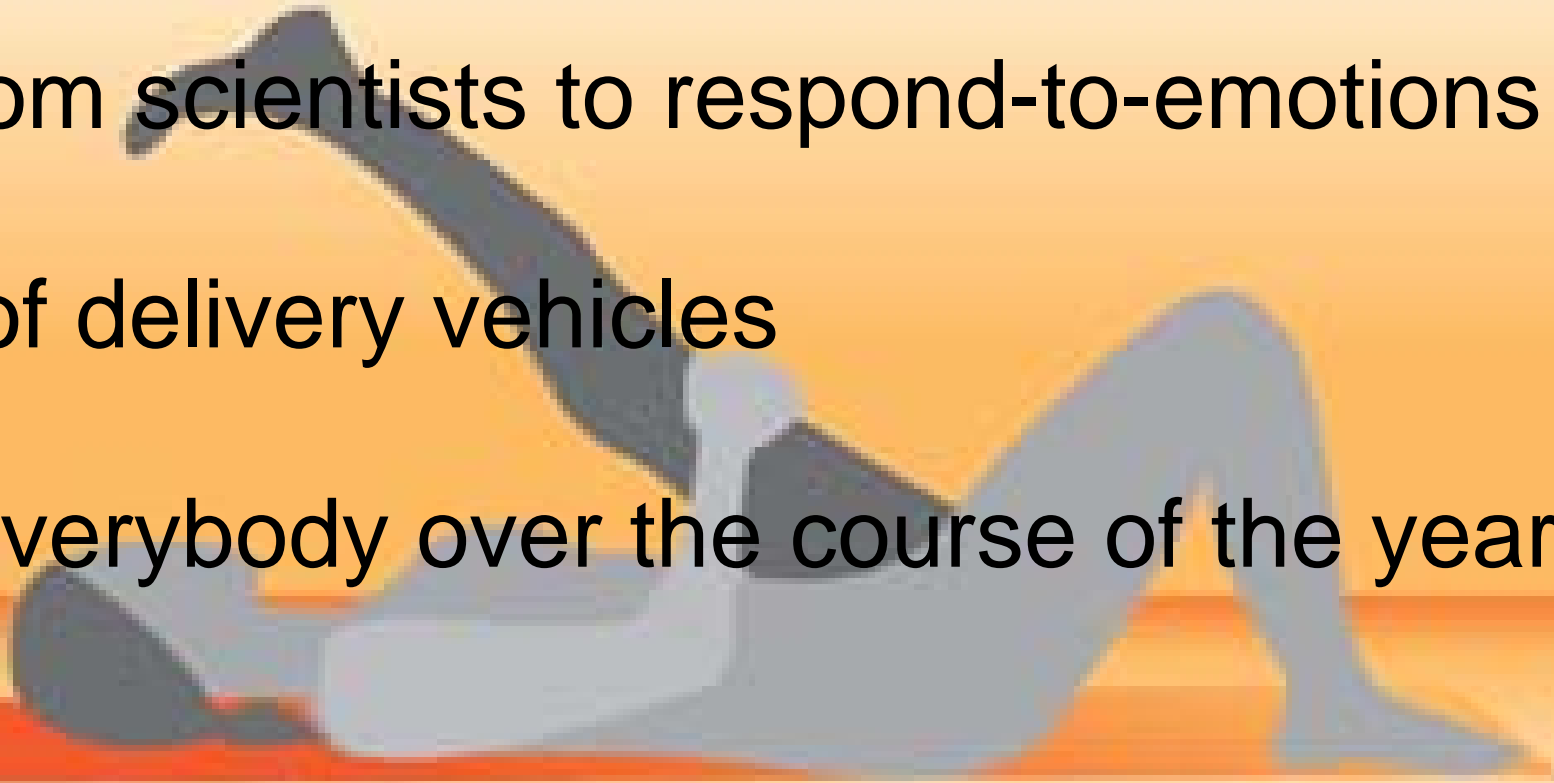
# 4. Market your wellness benefit

- Know your audience

MDH: from scientists to respond-to-emotions

Variety of delivery vehicles

Reach everybody over the course of the year



# 4. Market your wellness benefit

- Develop a brand

Write mission statements

Create a logo

Brand every piece

Be consistent in branding, timing and placement.



# 4. Market your wellness benefit

- Understand Communications' policies and rules



# 4. Market your wellness benefit

- Understand Facilities' policies and rules



# 4. Market your wellness benefit

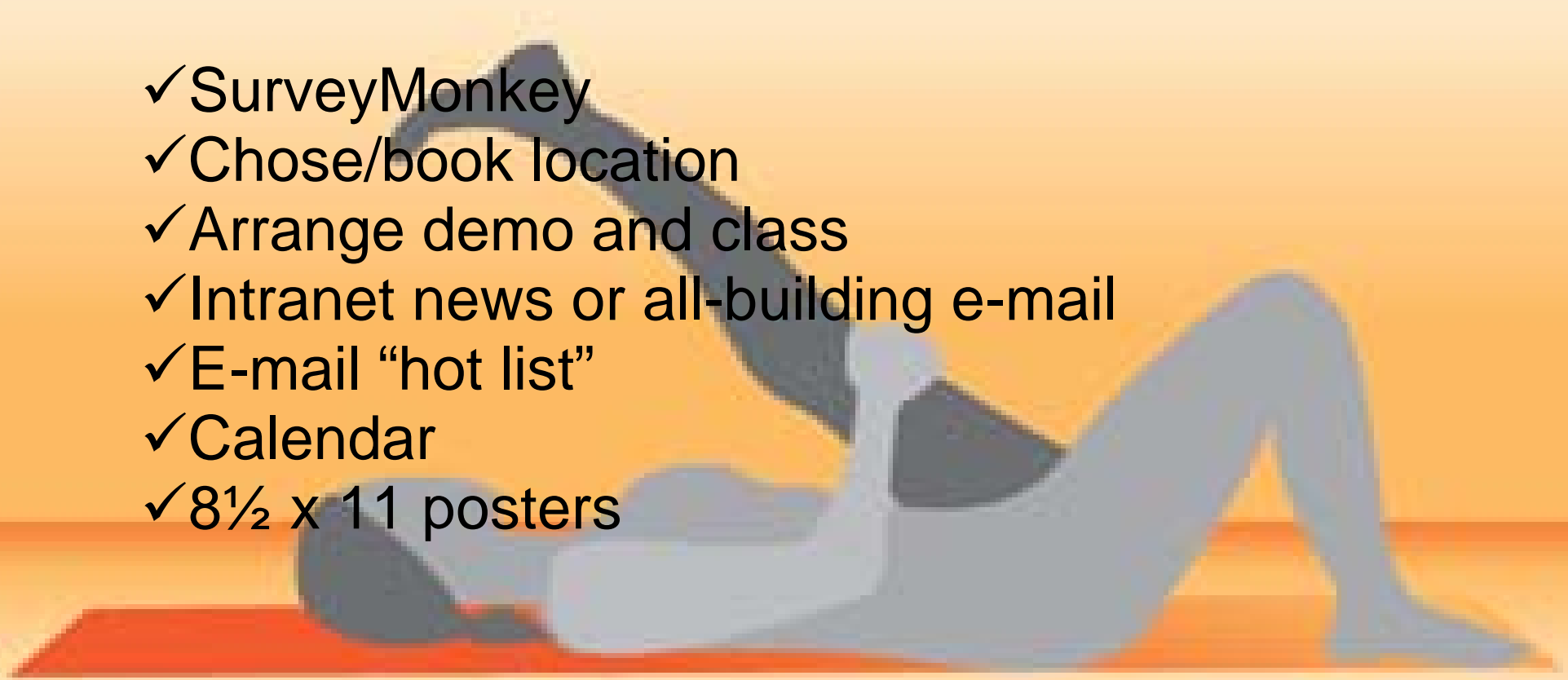
- Develop strategies and materials



# 4. Market your wellness benefit

- E.g. introduce a new class

- ✓ SurveyMonkey
- ✓ Chose/book location
- ✓ Arrange demo and class
- ✓ Intranet news or all-building e-mail
- ✓ E-mail “hot list”
- ✓ Calendar
- ✓ 8½ x 11 posters



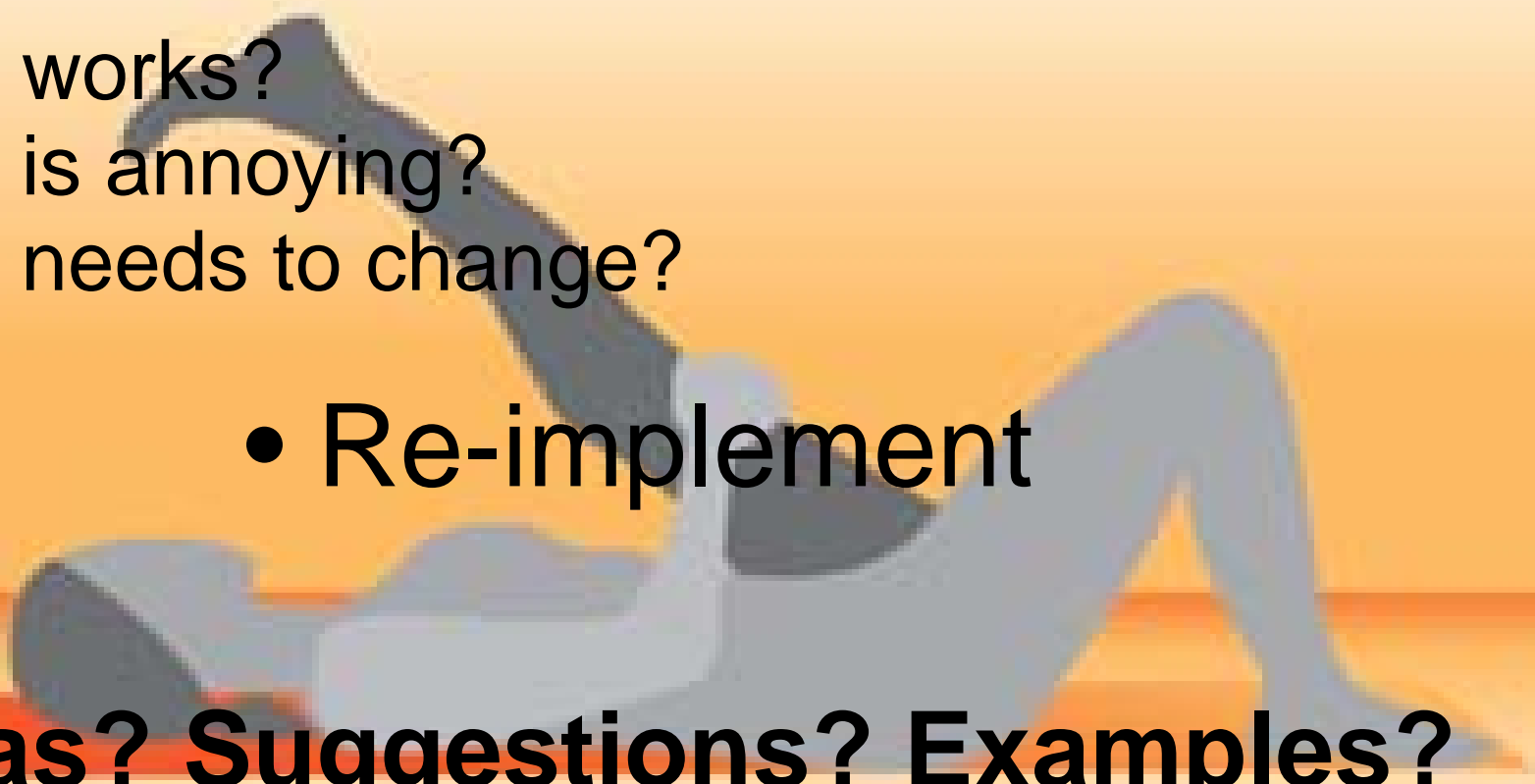
# 4. Market your wellness benefit

- Listen, evaluate

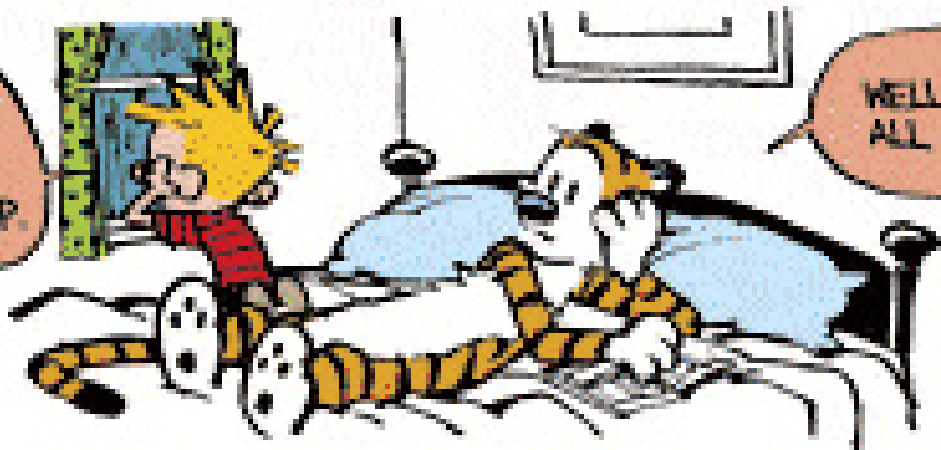
- What works?
- What is annoying?
- What needs to change?

- Re-implement

**Ideas? Suggestions? Examples?**



YOU KNOW, HOBBS,  
SOME DAYS EVEN  
MY LUCKY ROCKETSHIP  
UNDERPANTS DON'T HELP.



WELL, YOU'VE DONE  
ALL YOU CAN DO.



# Thanks!

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