



NORTHLAND REGIONAL CHAPTER AMERICAN COLLEGE of SPORTS MEDICINE

Worksite Health Promotion Group Newsletter, Issue 2, January 2008

The Worksite Health Promotion Group is open to all NACSM student and professional members who have a professional or personal interest in this area. The intent is to expand the educational, professional, and networking opportunities for those involved in worksite health promotion.

Midwest Conference Brings In A Crowd

More than 375 professionals, a record crowd, attended the 2007 Midwest Worksite health promotion conference hosted by Park Nicollet HealthSource at the Saint Paul RiverCentre on October 25.

The conference keynote was presented by Dr. Timothy Crimmins, medical director of General Mills, who provided insights on successful weight management programming. Dr. Mark DePaolis, MD, a Park Nicollet physician, delivered a lighthearted look at “What’s so Funny About Health Care?”

A side variety of topic presentations included ideas to integrate health promotion programs, idea sharing, complementary medicine, obesity and lifestyle, HIPAA law, and personal resilience skills.

HealthSource thanks the planning committee, the conference sponsors and exhibitors that helped shape this fine event. If you have a suggestion for a speaker or a topic for the 2008 conference, please send an e-mail to conference coordinator Emily Reible at emily.reible@parknicollet.com.

February NACSM Education Session

Title: *Best Practices in Health Promotion Program Evaluation*

Presenters:

Jessica Grossmeier, Director of Research
StayWell Health Management
Erin Seaverson, Research Manager
StayWell Health Management

Date: Wednesday, February 20, 2008

Time: 2:00 – 4:00 p.m.

Location:

Park Nicollet Clinic – St. Louis Park
3800 Building, Excelsior Blvd (park in ramp)
Naegele Auditorium

Description:

It doesn’t matter in what setting you practice health promotion — the demand for measurable results is common throughout. Although evaluation skills are essential for wellness professionals, the foundation necessary for planning, implementing, and using evaluation techniques most effectively may be either rusty or may not have been provided in your formal education or training.

This presentation will provide a refresher in the basics of program evaluation design and discuss some strategies for ensuring you're measuring and reporting your program's success in a meaningful way for a variety of stakeholders. Our presenters will also share information about the HERO Best Practices Scorecard and how you can contribute to industry knowledge about the outcomes associated with best practice programs.

HERO Scorecard

In 2006, the Health Enhancement Research Organization (HERO) released the HERO Employee Health Management Best Practice Scorecard (Scorecard). The Scorecard is a self-administered instrument that allows organizations to establish employee health management benchmarks and determine best practice for their programs.

There are two versions of the Scorecard, a PDF version and an online version. The PDF version can be downloaded, printed and completed manually. This version includes a self-scoring feature to help identify gaps and opportunities to strengthen employee health management strategies or programs. The online Scorecard is intended for broader research and evaluation purposes. This version does not include the scoring feature available in the PDF version, but in return for participating organizations will have an opportunity to receive an aggregate report.

For more information and to access the Scorecard, go to www.the-hero.org.

Hot Topics and Resources

New Exercise is Medicine Initiative
ACSM offers a new "Exercise is Medicine" national physical activity initiative. Its aim is to create broad awareness that exercise is indeed medicine and that physical activity is everyone's responsibility. The goal is to make physical activity and exercise a standard part of a disease prevention and treatment medical paradigm in the United States.

To learn more about the initiative and resource for health/fitness professional, please visit www.exerciseismedicine.org.

Tools you can use

Minnesota Department of Health Healthy Minnesota Workplace Initiative

The goal of the *Healthy Minnesota Workplace Initiative* is to improve the health environment of workplaces in the state, raise awareness of and employee participation in workplace wellness programs, and convene public and private employers to explore and expand workplace wellness programs across Minnesota.

The initiative includes a Worksite Wellness Toolkit and website with a number of resources and ideas for implementing programs at your worksite.
www.health.state.mn.us/hmwi.

Student Update

Forty-four college students attended the Midwest Worksite Health Promotion Conference held October 25th at the River Centre in St. Paul. Students realize that attending the conference gives them insight into the types of programs offered in health promotion and the knowledge and skills needed for a career in this field. It also gives students the opportunity to network with health promotion professionals and possibly identify opportunities for internships, which is a requirement of most college degree programs.

If you have questions regarding student involvement in health promotion, or would like more information, contact Dr. Daniel Carey at the University of St. Thomas (651-962-5972 or dgcarey@stthomas.edu)

Student Internships

NACSM provides organizations the opportunity to post student internships on the member website. If your organization offers a worksite health promotion internship and you are interested in posting it on the NACSM website, email Dr. Daniel Carey at dgcarey@stthomas.edu. Please provide the name of your organization, location, contact name, phone number and email address. Include a company website and/or internship website if available.

Membership

Don't forget to sign up for 2008! The Worksite Interest group is gaining traction and accomplished quite a bit last year. We built the infrastructure and roles for the steering committee; held two educational seminars; supported the Midwest Health Promotion Conference and developed a quarterly newsletter. A few goals for 2008 include three educational seminars, continued professional connection through the newsletters and to build a job/internship web posting. For just \$35 you can network with other health promotion professionals and stay connected to our field. Join now! Go to <http://www.d.umn.edu/~nacsm> for additional membership information and registration form. Memberships are \$35 per individual and \$15 per student.

Upcoming Conferences & Events

ACSM Health & Fitness Summit & Exposition,
March 24-27, 2008, Long Beach, CA.
http://www.acsm.org/AM/Template.cfm?Section=Health_and_Fitness_Summit

Northland Chapter ACSM Spring Tutorial,
March 28, St. Cloud State University
St. Cloud, MN
"Bridging the Gap Between Science and
Application in Human Performance Training"

ACSM's 55th Annual Meeting, May 28-31,
2008, Indianapolis, IN.

http://www.acsm.org/AM/Template.cfm?Section=Annual_Meeting2

Rewarding Health Behaviors for Health Plans and Employers - Focus on: Maximizing Cost Savings and Calculating ROI for Health Improvement Incentives, Wellness Strategies and Disease Management

January 22 -24, 2008, Las Vegas, NV

<http://www.worldrg.com>

Employers' Summit on Health Care Costs and Solutions (NBGH) - Evidence and effectiveness of DM programs

January 23-24, 2008, Atlanta, GA

<https://www.businessgrouphealth.org>

AJHP 18th Annual Art of Health Promotion Conference in conjunction with IHRSA - Maximizing ROI in Health Promotion: Improving Health, Reducing Costs

March 5 – 8, 2008, San Diego, CA

<http://healthpromotionconference.org>

University of Michigan Health Management Research Center (HMRC) 27th Annual Wellness in the Workplace Conference

March 12, 2008, Ann Arbor, MI

<http://www.hmrc.umich.edu>

Business Health Agenda 2007 - National Business Group on Health (NBGH), Using Data to Drive Health Care Strategy and Design, Adapting Health & Consumerism to Business, Integrating Incentives and Health Management Strategies to Reduce Trend and Improve Employee Health, March 12 – 14, 2008, Washington, DC

<https://www.businessgrouphealth.org>

IHPM 2nd Annual Health Management Conference; Focus on: Building the Business Case for Employee Health

March 31 – April 2, 2008, Orlando, FL

<http://www.ihpm.org>