



NORTHLAND REGIONAL CHAPTER AMERICAN COLLEGE of SPORTS MEDICINE

Worksite Health Promotion Group Newsletter, Issue 5, January 2009

The Worksite Health Promotion Group (WHPG) 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.

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Midwest Conference Continues to Grow

More than 450 professionals, a record crowd, attended the 2008 Midwest Worksite health promotion conference hosted by Park Nicollet HealthSource at the Saint Paul RiverCentre on November 3.

The conference keynote was presented by Dr. Charles Fazio, Chief Medical Officer of Medica Health Plans, who provided insights on the monumental health issues affecting our society with an explosion of chronic disease, the overindulgence of food and a deep connection to our couch.

Breakout sessions covered topics such as building a foundation for wellness programs, best practices, return on investment, using incentives and stretching your wellness dollar.

HealthSource thanks the planning committee, the

conference sponsors and exhibitors that helped shape this fine event. If you have suggestions for the 2009 conference, please send an e-mail to Conference Chair Mary Kruse at mary.kruse@parknicollet.com

Membership Survey

Thanks to everyone who completed the recent membership survey. The results are in; here's what you told us:

- 96 respondents overall
- 48% NACSM members
- 20% WHPG members
- 8 years average industry experience (with a high of 35 years!)
- 46% reported working for companies with less than 500 employees
- 34% reported their wellness programs have been around for 1-4 years
- 32% reported their program had been around for more than 10 years
- Most people indicated they are looking for

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professional development and networking from the NACSM WHPG

- Participant engagement, the economy, and how to justify funding and prove ROI seem to be the biggest obstacles people are currently facing.

2009 Education Sessions

Planning is underway for our 2009 education sessions! We asked what you were looking for and you told us. Based on the recent membership survey, topics we'll be highlighting this year include: the realities of ROI; participation versus program engagement; low-cost programming and resources and ways to build fitness into your workday.

Mark your calendars for our next session titled ***"Rethinking Wellness."*** With today's challenging economic times, it is even more critical to use resources wisely and maximize the effectiveness of worksite health promotion efforts; this includes learning how to best leverage free and low-cost resources - starting with your health plan. This seminar will address how to use a strategic plan to set your program up for success, where to find resources to fit any budget, and how to leverage those resources to enhance your program.

Rethinking Wellness:
Thursday, February 19, 2-4pm; Hosted by UCare MN.
For more information and an event flyer, visit www.northlandacsm.org.

If you have suggestions for future topics, please contact Rosie Ward at wardr@rjfagencies.com.

Hot Topics: International Association for Worksite Health Promotion (IAWHP)

Launching this month, IAWHP is an independent affiliate of ACSM. The mission of the organization is to advance the global community of worksite health promotion practitioners through high-quality information, services, educational activities, personal and professional development and networking opportunities.

The local Worksite Health Promotion Group through NACSM will continue to operate as usual and membership will be separate.

We hope you'll consider being a part of both of these cutting edge organizations. Find out more at www.acsm-iawhp.org.

Become an Advocate

Health Promotion Advocacy

In the last newsletter, we told you about two bills being considered on the national level, the Health Promotion First act and the Healthy Workforce Act.

What you can do:

- Become an advocate. Sign up online at www.healthpromotionadvocates.org
- Contact your health promotion colleagues and encourage them to become advocates.
- Become an endorser. Your organization or company can publicly declare your support for these two bills by signing on as an endorser. Your organization's name will be listed on the HPA website.
- Talk to your state representatives and ask them for their support. Watch for e-mails from Health Promotion Advocates to help when action is requested.

Find out more at www.healthpromotionadvocates.org.

Tools you can use

Fitness Guidelines Toolkit

Do.Cycle

Bike Commuting Benefit

Fitness Guidelines Toolkit

The Federal Government has updated its Physical Activity Guidelines for Americans. They

recommend adults should do 2 hours and 30 minutes a week of moderate-intensity, or 1 hour and 15 minutes a week of vigorous-intensity aerobic physical activity. The guidelines also recommend that adults do muscle-strengthening activities on 2 or more days per week.

The recommendations come with a toolkit for communities, organizations, and professionals to use in promoting the guidelines to the public. Information and tools are available at www.health.gov/paguidelines.

Do.Cycle Program

If you're a bike commuter or have employees who are, this is a great program to promote and it's free to you. Do.Cycle is brought to you by Blue Cross Blue Shield of Minnesota. In collaboration with local bike shops, you can receive a free bike inspection and earn cool prizes for logging your miles. To learn more and sign up, visit www.do-groove.com.

Transportation Fringe Benefits

Starting January 1, 2009, employers will have the option of offering a new incentive to their employees for biking to work. A new law says that eligible employees who ride to work may be reimbursed for reasonable expenses of up to \$20 each year. Employers

must sign up for the program and be willing to offer it. To find out more, visit www.bikeleague.org.

Internship Opportunities

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. **Students:** You can find internship opportunities at the NACSM Web site. Go to www.northlandacsm.org for more information.

Membership

If you are interested in being part of the Worksite Health Promotion Group and joining the Northland Chapter of the ACSM go to www.northlandacsm.org for additional membership information and a registration form. Annual memberships are \$35 per individual and \$15 per student.

Upcoming Conferences & Events

National Business Group on Health, Employers' Summit on Health Care Costs and Solutions

January 14-15, 2009, Atlanta, GA

<https://www.businessgrouphealth.org>

World Research Group: Rewarding Health Behaviors

January 20 - 22, 2009

San Diego, CA

www.worldrg.com

NACSM WHPG Education Session

Rethinking Wellness

February 19, 2009

2-4pm

Hosted by UCare MN

www.northlandacsm.org

National Business Coalition on Health & Integrated Benefits Institute 1st Annual Health & Productivity Forum,

February 9-11, 2009

Los Angeles, CA

www.nbch.org

AJHP 18th Annual Art of Health Promotion

Conference: What works best in health promotion?

March 16-19, 2009, San Francisco, CA

San Francisco, CA

healthpromotionconference.org

University of Michigan Health Management Research Center (HMRC) 28th Annual

Wellness in the Workplace Conference: Zero Trend

March 18, 2009

Ann Arbor, MI

www.hmrc.umich.edu

ACSM 13th Annual Health & Fitness Summit

March 25-28, 2009

Atlanta, GA

www.acsm.org

Northland Chapter ACSM Spring Tutorial

March 27, 2009

St. Cloud State University

St. Cloud, MN

www.northlandacsm.org

ACSM's 56th Annual Meeting

May 27-30, 2009

Seattle, WA

www.acsm.org

IHPM 5th Annual Health Management Conference

April 6-8, 2009

Orlando, FL

www.ihpm.org

National Wellness

Conference: Pathways to Optimal Well-Being

July 18-23, 2009

Stevens Point, WI

www.nationalwellness.org

If you have an event, conference or seminar you'd like to include in this calendar, send it, along with your contact information, to Brenna Vuong at bvuong1@fairview.org.