



NORTHLAND REGIONAL CHAPTER AMERICAN COLLEGE of SPORTS MEDICINE

Worksite Health Promotion Group Newsletter, Issue 7, July 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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We have a new e-mail address! Please note that you may receive e-mails promoting our education sessions or other events through a new e-mail address:

worksitehealthpromotiongroup@gmail.com.

You will, however, continue to receive official NACSM e-mails from John Keener.

Save the Date: Midwest Health Promotion Conference, Nov 9

Last year there was a record number of attendees at the Midwest Health Promotion Conference. The conference planning committee is busy preparing for what promises to be a great event. It will take place on Monday November 9th, 2009 at the Excel Energy Center. Make your plans to attend now!
www.parknicollet.com/healthsource

2009 WHPG Education Sessions

The WHPG Education Series is on a roll! The June session, led by Rosie Ward of RJF Agencies, had participants thinking more about how to shift their worksite culture toward enabling behavior change by giving employees the tools and resources they need, and empowering them to change using intrinsic motivation. Slides from these sessions are posted on our website at
www.northlandacsm.org.

Don't miss the next session, hosted by HealthPartners, featuring Nico Pronk, Vice President of Health Partners Research Foundation and a Senior Research Investigator with JourneyWell. He will be discussing the challenges of conducting ROI (Return on Investment) studies and how companies can reframe the discussion to best engage their leadership. The session will be held on September 17, 2009 from 2-4 pm at the HealthPartners Campus in Bloomington. Watch for more details and an event flyer at
www.northlandacsm.org.

Hot Topics

Health Promotion Advocacy

- The Health Promotion FIRST act and the Healthy Workforce Act are currently under review at the committee level in Congress as part of the larger health care reform legislation.
- A committee level vote is expected by early July.

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WHPG Steering Committee

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- The hope is that the provisions in these two bills are kept as part of the broader health care reform package.
- Watch your e-mail for notices after the committee votes; it will take the efforts of grassroots advocates to contact congress and representatives to ensure it stays a part of the reform.

What else can you do?

Inform yourself and sign up to be an advocate at www.healthpromotionadvocates.org. You'll receive notices and e-mails when it's time to contact your senators and representatives.

Multiple reports show widespread support for worksite wellness

- [Trust for America's Health](http://www.trustforamerica.org) and the Robert Wood Johnson Foundation released the results of a public opinion survey on wellness and prevention. According to the survey, wellness is HOT!
- When asked to rank the importance of prevention on a 10-point scale (0 = not at all important, 10 = very important), 46% ranked prevention as a 10 out of 10. About 70% ranked prevention between 8 and 10.

- Prevention was rated highest of all the proposed healthcare reforms. In addition, respondents believe investments in prevention are warranted even if it won't save money.
- **Rutgers University** recently released the results of their most recent **Work Trends** survey with the report entitled "Healthy at Work?"
- 70% of respondents said they thought employers should offer health management/promotion programs.
- In contrast, 40% of respondents reported that their employer currently offered such programs to them.
- Nearly 1/3 of respondents who have access to health management programs report that it has had a major impact on the health of people at their workplace.

These reports can be accessed at www.healthyamericans.org and www.heldrich.rutgers.edu/

Wellness Works

Featuring local company profiles

UCare is the fourth largest health plan in Minnesota and employs approximately 425 people at its Northeast Minneapolis office. They have both a thriving worksite wellness program and the culture of health to support it. Part of their philosophy is that happy employees are involved employees!

Wellness Coordinator of the RENEW wellness program at UCare, Holly Metzler-Capelle says they achieve balance and a culture of happiness by simply asking employees what they want. The Wellness team looks at results self-reported by employees, asks employees directly what is working and what is not, and refrains from over-incentivizing employees for participation.

“Since the Employee Wellness Program expanded in 2006 there has been a movement of sorts within the company”, says Metzler-Capelle. At new employee orientation the Employee Wellness Team emphasizes that seeking happiness and health are part of who we are as a team.

Rather than focus on reducing health care costs as a reason to offer a wellness program, the organization looks at it as the right thing to do. And they find they have healthy, inspired employees as a result.

Tools you can use

Zero Trends

In his book, Zero Trends: Health as a Serious Economic Strategy, Dee Edington covers the underlying problems of escalating healthcare costs and low productivity, and the data-driven evidence for the business case for health management.

He looks at the objectives of company-sponsored health management programs, their impact on health-care costs, and their five fundamental ingredients: creating the vision of a health-promoting workplace, articulating the vision throughout the workplace, producing winners, rewarding positive behaviors, and allowing outcomes to drive strategies.

The bottom line, says Edington, for an optimally healthy workplace include three key points:

- Don't get worse.
- Keep healthy employees healthy.
- Create a culture of health.

This book is an ideal roadmap for business, health plans and practitioners of health promotion programs.

Bikewalktwincities.org
Bike Walk Twin Cities (BWTC) is an all-out effort to increase biking and walking, and decrease driving. It is part of a federal

initiative, the Non-Motorized Transportation Pilot Program.

Find great resources and information for commuting, including free programs your employees can sign up for to earn rewards for commuting.

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

WELCOA 2009 Webinar Series

July 15th, 2009
Financial Wellness in the
Workplace
www.welcoa.org

National Wellness Conference: Pathways to Optimal Well-Being

July 18-23, 2009
Stevens Point, WI
www.nationalwellness.org

HERO Forum for Employee Health Management

September 22-24, 2009
Atlanta, GA
www.the-hero.org

23rd National Conference on Health, Productivity, & Human Capital: Leading with a Culture of Health

October 13-15, 2009
Philadelphia, PA
www.businessgrouphealth.org

Institute for Health and Productivity Management (IHPM) Annual International Conference

October 27-29, 2009
Orlando, FL
www.ihpm.org

Midwest Worksite Health Conference

November 9, 2009
St. Paul RiverCentre
www.parknicollet.com/healthsource

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.