


Using Worksite Policies to Build a Culture of Wellness

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Why Worksite Wellness Well - County Health Rankings?

- Where we live matters to our health – “Geography is destiny”
- One of the greatest disparities in the USA is the variation of health between communities
- There has been relatively little attention to these disparities

How do we make a difference with Worksite Wellness?

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    graph LR
      A[Programs Policies] --> B[Health Factors]
      B --> C[Health Outcomes]
  
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County Health Rankings

- Health Behaviors (tobacco, diet and exercise, alcohol use, high risk sexual behavior)
- Clinical Care (Access and Quality)
- Social/Economic
- Physical Environment



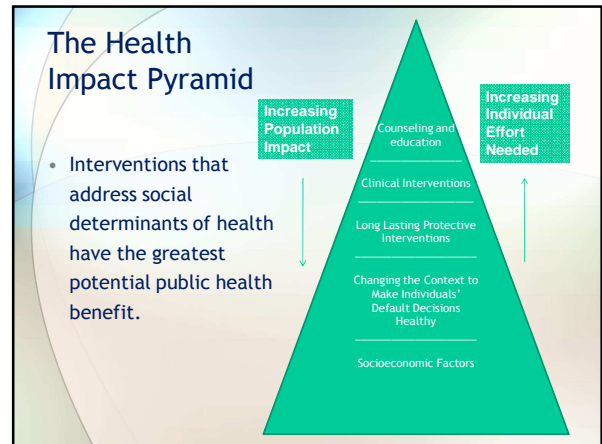



A Little History

- 1896 - Invention of automated cigarette roller
- 1953 - Introduction of Twinkies
- 1955 - McDonalds
- 1972 - Cap'n Crunch sets record for sugar content in cereal at 59%
- 2003 - “Small” Soda now bigger than 1972 large soda

If Food Were Health Care!

- If food prices had risen at medical inflation rates since the 1930’s
- 1 dozen eggs \$80.20
- 1 pound of apples \$12.23
- 1 pound of coffee \$64.17
- 1 pound of butter \$102.07



Why Should You Be Concerned?

- Sick days are the leading cause of loss of productivity
- Increased injuries
- Increased Workers Compensation costs
- Employee health care costs doubled from 1994 to 2004 and continues to rise.
- At least 50% of your organization's health-care costs are driven by the lifestyle related behaviors of your employees, such as smoking, poor diet, and lack of exercise

Cause something to happen. Bear Bryant

Employee Health - Capital

- Old Thinking**
 - Health of employees has been seen as a "cost" which needs to be controlled
 - Fringe benefits
- New Thinking**
 - Employee "Health Capital" is similar to knowledge and skill, new business strategy
 - \$'s spent on wellness are investments just like training and preventive maintenance
 - ROI: \$1 spent = net benefit of \$3.00 to over \$7.00

Finally,

- Cultivate a sense of individual accountability for shared health care resources, supported by workplace culture and tools to take charge of health.
- Encourage healthy behaviors, creating employees who can "walk the talk" and become health advocates for all employees and role models for our community.

