



# WORKSITE WELLNESS ON A SHOESTRING BUDGET

Webinar



Monday, June 30, 2014 from 10 to 11 am

Confidential and proprietary.

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofit independent licensees of the Blue Cross and Blue Shield Association.

## PARTNERSHIP4HEALTH ANNOUNCEMENTS



- Roll Call
- Tuesday, July 29 Webinar, 9:00 am, "Managing Change"
- \$500 Support Strategy Funding Reminder

Confidential and proprietary.

2



## PRESENTERS



**Linda M. Pellowski, MBA**  
Worksite Wellness Consultant, Sr.  
Center for Prevention  
Blue Cross and Blue Shield of Minnesota

**LaVerne Moltzan, SPHR**  
Human Resources Manager  
Midwest Bank  
Detroit Lakes (Barnesville, Callaway, Dalton, Parkers Prairie, Waubun)

## WEBINAR TOPICS



- Overview of presenters' organizations
- Call for specific items attendees would like to hear
- Wellness on a shoestring budget
  - Examples from Linda, real-world experience from LaVerne
  - Foundational elements, breastfeeding support, healthy eating, physical activity, tobacco-free workplace
- Inexpensive activities to build increased awareness for wellness initiative
- Tying it all together – with communications
- Wrap up
- Final Q&A

Confidential and proprietary.

5

## CENTER FOR PREVENTION OVERVIEW



Confidential and proprietary.

- **Creating** healthy communities
- **Changing** norms, attitudes and behaviors through public awareness initiatives
- **Reducing** health inequities
- **Building** a movement for community health improvement
- **Advocating** for policy changes
- **Evaluating** and continually improving our work

6



Midwest Bank is a privately owned Community Bank with offices located in Detroit Lakes, Callaway, Waubun, Parkers Prairie, Dalton, and Barnesville MN.

## Banking your way.

Midwest Bank's growth and success is due to people – our employees and customers. Midwest Bank is committed to both its employees and customers - giving both the opportunity to be the best they can be!



7

## WHAT DO YOU WANT TO KNOW?



- Any questions at this time?
- Specific items you were hoping to hear today?
  - Tell us over the phone
  - Type into the chat box


Confidential and proprietary.

8



 **OPERATING A WELLNESS INITIATIVE ON A SHOESTRING BUDGET**

Confidential and proprietary. Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofit independent licensees of the Blue Cross and Blue Shield Association.

**A FEW NOTES ...** 

- Workplace wellness **does not** have to cost a lot of money.
- When doing this smartly – it takes more **staff time** than financial resources ... however, we do know that time is money.
- With top-level commitment to develop a sustainable workplace wellness initiative – **these strategies work in large organizations and SMALL.**

Confidential and proprietary. 10

## FOUNDATIONAL ELEMENTS



In order to sustain workplace wellness, the following are critical:

- Leadership support (a must!)
- A wellness team or resource of people-power
- Middle management / supervisors as champions
- Written, measurable goals
- Workplace wellness vision statement
- Brand
- Communications
- A way to measure what you're doing (numbers, storytelling)

Confidential and proprietary.

11

## MIDWEST BANK VISION STATEMENT

To have our employees perform at their best and enable Midwest Bank to be a financial leader, Midwest Bank is committed to promoting and providing opportunities for healthy behaviors by encouraging healthy eating, physical activity, and tobacco cessation.



12

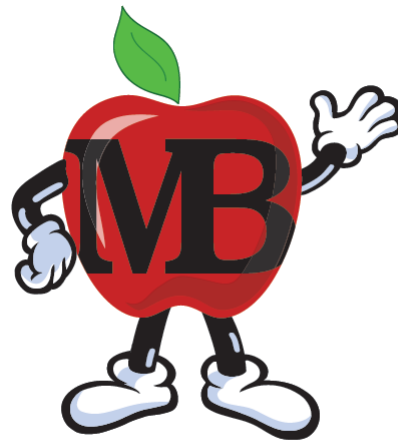
**MB MIDWEST BANK**  
**WORKPLACE WELLNESS COMMITTEE**

For the first time, during June 2012, Midwest Bank formed a wellness committee with a representative from each of its branches.

The wellness committee meets bi-monthly and has solidified Midwest Bank's commitment to wellness.



**MB MIDWEST BANK**



— MIDWEST BANK —  
WELLNESS



## FOUNDATIONAL ELEMENTS HEALTH ASSESSMENT



- One way to measure what you're doing is biometrics screenings and health assessment.
  - Biometrics screenings are on-site tests for things like blood pressure, cholesterol, glucose, body mass index (height and weight) and tobacco use (cotinine).
  - Health assessment is a questionnaire that asks about nutrition, physical activity, tobacco use and 'readiness to change'.
- A vendor that can provide results biometrics results over time can help you track changes. 'Readiness to change' helps you make a business case that people do want to change.
- One area of your initiative where an incentive makes sense.



15

## MIDWEST BANK HEALTH ASSESSMENT

- Online health assessments for all employees available through employee assistance program (EAP).
- All employees that participated in health assessment eligible to talk over the phone with a registered dietitian (also through EAP).
- Prize drawing incentive for the health assessment completion.
- Extra day of paid time off (PTO) for completing the telephonic conference with the dietitian.
  - The extra day of PTO incentive was a hit!



EAP is Village Business Institute in Fargo

16



## INCREASE AVAILABILITY OF HEALTHY FOODS

<b>E</b> nvironment	<p>Vending. Healthy snack station. Cafeteria improvements. Meetings and events.</p>
<b>P</b> olicy	<p>Policy that sustains the improvements.</p>
<b>S</b> ystems	<p>RFP services for vending. Quality assurance practices for vending. Catering guide. Management of healthy snack station. Labeling and signage.</p>
<b>S</b> ocial <b>S</b> upport	<p>Employee survey. Taste testing. Morsel Mondays / Tasty Tuesdays / Fruity Fridays. Lunch and learns.</p>

Confidential and proprietary. 17

## INCREASE AVAILABILITY OF HEALTHY FOODS

- Healthy foods guidelines approved by Board and included in Employee Handbook.
- Vending machines contain healthy food options.
- Branches without vending machines have a healthy snack box with items available for 50 cents each.
- In addition to vending, our largest branch has a fresh fruit bin with apples and oranges available for 50 cents each.
- Offer at least one healthy food choice and water whenever Midwest Bank furnishes/purchases food for event, meeting, or gathering.
- Provide employees fresh fruit or vegetables one day per week.

18

## SUPPORT FOR NURSING MOMS



- E** Lactation room: Locks from inside, chair, table, breast pump, electrical outlet, clean, near water source, place to store milk.
- P** Breastfeeding support policy that includes lactation room, promotion when employee requests leave through family medical leave act (FMLA), and management role in supporting new moms.
- S** Training for management staff is developed and implemented – managers notify moms-to-be; FMLA packet outlines support.
- SS** Mother's room tour prior to leave.  
Ongoing nursing mother's support group.

E = Environment. P = Policy. S = Systems. SS = Social Support.

Confidential and proprietary.

19

## MIDWEST BANK SUPPORT FOR NURSING MOMS

- Have a room which locks from inside, chair, and electrical outlet for nursing mothers.
- Room is located on the same floor and near our break room which has a sink and soap.
- Did not have a room prior to our participation in the Wellness Collaborative.



20

## QUESTIONS

Confidential and proprietary.

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofit independent licensees of the Blue Cross and Blue Shield Association. 21

## INCREASE OPPORTUNITIES FOR PHYSICAL ACTIVITY



- E** Mapped walking routes; bike racks, showers, lockers; physical activity room/space; a walking workstation. Higher cost: Sit-to-stand desks.
- P** Employees can combine breaks for physical activity time, dress code, walking meetings, work accommodations that support physical activity.
- S** Trainings for managers to develop flexible schedules to accommodate PA at work, walking meetings framework, active transportation.
- SS** Walking clubs.  
Stretch breaks.  
Exercise classes lead by employees.

E = Environment. P = Policy. S = Systems. SS = Social Support.

Confidential and proprietary.

22



## INCREASE OPPORTUNITIES FOR PHYSICAL ACTIVITY

- Pedometer for every employee.
- Initial walking challenge with prizes.
- Midwest Bank pays the entry fee for employees in the Breast and Ovarian Cancer Walk/Run in Detroit Lakes each May, and has a breakfast for staff and family after the race.
- Have a team in the DLCCC Corporate Clash.
- Participate in DLCCC Resolution Restart in spring.
- Internal Fitness Challenge in fall.
- Encourage/promote fitness events in community.



DLCCC = Detroit Lakes Community and Cultural Center

23

## HAVE A TOBACCO-FREE WORKPLACE



- E** Completely tobacco-free worksite.
- P** Tobacco-free worksite policy.
- S** Quit medications covered. (ideally no cost to employee)  
Pharmacy benefit fully covers over-the-counter (OTC) quit medications and prescription quit meds with no (or minimal) copay or deductible
- SS** Tailored tobacco-cessation program.  
Through health plan or QUITPLAN® Services (uninsured and underinsured Minnesotans)

E = Environment. P = Policy. S = Systems. SS = Social Support.

Confidential and proprietary.

24




## HAVE A TOBACCO-FREE WORKPLACE

- Wellness Committee drafted Tobacco Free Worksite Guidelines.
- Approved by the Board of Directors.
- Included in Employee Handbook.


25

## PUTTING PSE & SS TOGETHER



Strategy	Healthy foods, physical activity, tobacco-free, breastfeeding support	Healthy eating example
<b>Environmental</b>	Create more places where employees can find healthy options.	Food at meetings and events always have a healthy option. Healthy snack station.
<b>Policy</b>	Assure the environmental changes will last; allow employees the time and opportunity to make the healthy choices.	Healthy foods policy written to ensure the improvements are sustained.
<b>System</b>	Ensure managers are trained to support changes. support (healthy food at meetings, enforce tobacco policy, flexible work schedules).	Managers have healthy foods for meetings/celebrations; enforce tobacco policy; support flexible work schedules; promote mother's room
<b>Social support</b>	Social ways to engage employees in knowing about healthy offerings	Taste testing of new foods, walk on Wednesdays, mother's room tours, support circles/groups

Confidential and proprietary.
26

## INEXPENSIVE ACTIVITIES TO BUILD ENGAGEMENT



- Themed activity challenges
- Tennis Shoe Tuesdays / Walk on Wednesdays
- Event: Campus walk to identify 10 minute walk break route(s)
  
- Food at company picnic
- Taste-testing of new vending/healthy snack station offerings
  
- Event: Open house for mother's room
  
- Event: Post tobacco-free signage, plant tree(s)

Confidential and proprietary.

27

## MIDWEST BANK INEXPENSIVE ACTIVITIES

- Wellness speakers at staff meeting on exercise, yoga, CPR, mental health, healthy eating, even foot health!
  - Speakers obtained at no cost from the local clinic and community center.
- Weekly "Healthy Monday Tip" email sent out on Monday mornings.
- Stress Management training for all employees through our Employee Assistance program.
- Utilize resources offered by health insurance company.
- Health insurance broker has a portal which has wellness program activity ideas, materials, and posters.
- Numerous websites offer free resources: CDC, President's Challenge, American Cancer Society, National Cancer Institute, American Heart Association, National Mental Health Association, Minnesota SHIP.



CDC = Centers for Disease Control and Prevention

28

## TYING IT ALL TOGETHER WITH COMMUNICATIONS



1. We can do more with communications.
2. Messages from top leader is important – convey to employees why the organization is doing a wellness initiative (Invite employee input. Ask for volunteers.).
3. Day-to-day middle managers / supervisors must be champions.
4. Use a number of modes of communication – e-mailed message from top leader, posters announcing events, flyers in mailboxes with an overview of everything.
5. This is a great spot to be creative – morning stretch break, team meetings.

Confidential and proprietary.

29


## MIDWEST BANK COMMUNICATIONS

- Email messages – weekly.
- Staff Meetings – branch visits to promote challenges, health insurance education, etc.
- Employee newsletter column – “Keeping You Well” and Chairmen of the Board/Owner wrote column to kick our participation in the Initiative.
- Individual encouragements.
- Ongoing communication – reinforcing wellness.
- Cultural change is accomplished by ongoing, professional and respectful messaging, education, and constant inviting.
- It takes time and passion to change a culture.
- Most powerful message is to Walk the Walk!



30

## ACTIVITY



**Select your strategy.**

- Physical activity
- Healthy eating
- Completely tobacco-free workplace
- Breastfeeding support


**Complete the grid with your wellness team.**

- Start with E, P, S, and SS, and then complete the rest

Leadership role	Wellness team role
SMART GOALS (E, P, S, SS)	
Environment	Policy
System	Social support
Communications / Engagement of employees	
Measurement	

Confidential and proprietary. 31

## EXAMPLE



<b>Leadership role</b> <ul style="list-style-type: none"> <li>• Approves creation of healthy snack station, policy and team of people to manage the station and develop policy</li> </ul>	<b>Wellness team role</b> <ul style="list-style-type: none"> <li>• Creates snack station</li> <li>• Writes policy with human resources</li> <li>• Human resources manages policy process</li> </ul>
SMART GOALS (E, P, S, SS)	
<b>Environment</b> <ul style="list-style-type: none"> <li>• Create a healthy snack station</li> </ul>	<b>Policy</b> <ul style="list-style-type: none"> <li>• Healthy foods policy that sustains healthy snack station</li> <li>• Food at meetings and events is always a healthy choice</li> </ul>
<b>System</b> <ul style="list-style-type: none"> <li>• Leadership / managers are trained on policy; support policy provisions</li> </ul>	<b>Social support</b> <ul style="list-style-type: none"> <li>• Healthy snack station 'open house', and taste-testing of certain items</li> </ul>
<b>Communications / Engagement of employees</b> <ul style="list-style-type: none"> <li>• E-mail from leadership in advance of changes and at launch of policy and snack station</li> <li>• Posters, FUN signage for foods at snack station, newsletter, Intranet, payroll staffer</li> </ul>	
<b>Measurement</b> <ul style="list-style-type: none"> <li>• Track number of unique users of snack station, foods sold (items, number)</li> <li>• Satisfaction survey of employees - Satisfaction level. What do they like? Improvements needed? Why are they not using snack station?</li> </ul>	

Confidential and proprietary. 32



## FINAL COMMENTS



- Your organization has all the staff power it needs to be successful – as this project is guiding you on best practices.
- Work smart! 😊
- Takes commitment from leadership.
  - Let us know if you need help in this area.
- Success is defined by creating the positive change you desire and sustaining it. It's on-going ... think steady trek.

Confidential and proprietary.

33

## QUESTIONS

Confidential and proprietary.

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofit, independent licensees of the Blue Cross and Blue Shield Association. 34

## CONTACTS



### **LaVerne Moltzan**

Human Resources Manager  
Midwest Bank  
613 Hwy 10 East, Detroit Lakes, MN 56501  
Phone: 218-844-2966  
E-mail: [laverne.moltzan@midwestbank.net](mailto:laverne.moltzan@midwestbank.net)

### **Linda Pellowski**

Worksite Wellness Consultant, Sr.  
Center for Prevention, Blue Cross and Blue Shield of Minnesota  
1750 Yankee Doodle Rd., Eagan MN 55121  
Phone: 651-662-4536  
E-mail: [linda\\_m\\_pellowski@bluecrossmn.com](mailto:linda_m_pellowski@bluecrossmn.com)

Confidential and proprietary.

35



Confidential and proprietary.

Blue Cross® and Blue Shield® of Minnesota and Blue Cross® are proud and independent licensees of the Blue Cross and Blue Shield Association.