

Simplifying Employee Health Promotion: *A Cooperative Paradigm for Smaller Schools*

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The challenge:

How do we provide
health promotion and education
to local school/university employees
with a limited budget
and busy people?

There's hope

- Simple programs can promote **behavior changes**.
- The record is clear—simple programs can be **cost-effective**.
- Simple programs can be **sustainable** over the long haul.

Cedarville's Strategies

How do we gain administrative support?

Who will lead?
Who will help?


What should our program include?

How do we pay for it?

How do we evaluate?

What problems might we face?

Tips & Resources

- 
- A composite background image showing a large red brick building with a steeple, a group of students walking on a path, and a modern brick building with a glass facade near a pond.
- **Near Dayton, Ohio**
 - **Christ-centered**
 - **3,000 students**
 - **700 faculty and staff**
 - **Arts, Sciences, Professional, Graduate**

How we began

- Began with lunch and learn seminars, weight management group
- Hired a part-time coordinator
- Surveyed employee interests
- Encouraged people to be more active—began an activity challenge

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Our present strategies

- **Inform**—e-newsletter, website, lunchtime seminars, answer individual questions
- **Encourage**—structure exercise challenge that rewards effort, even when schedules and/or illness interfere, offer discounts for Weight Watchers
- **Provide on-site services**—mobile mammography, student exercise trainers and nutrition coaches, cholesterol, glucose and Dermascan screening, Weight Watchers at Work
- **Plan events and programs**—health screening, health fair, FIT Challenge, Weight Watchers
- **Advocate for faculty/staff interests**

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External

In-house

Human Resources
Administrative advocacy
Incentives and discounts

Marketing
Press release
Promotions

Dept. of Nursing
Seminars/Events
In-house weight management
Newsletter
Activity Challenge
Health screening

UMS →

Health screening

Local hospital



Exercise & Sport Science
Fitness center
Personal trainers
Classes

Computer services

Registration
Website support
Data management
Activity Challenge log

OSU Extension



Weight Watchers
Weight management

(School)

External

In-house

Non-profits

Local businesses

School admin.

Nurse/counselor

University

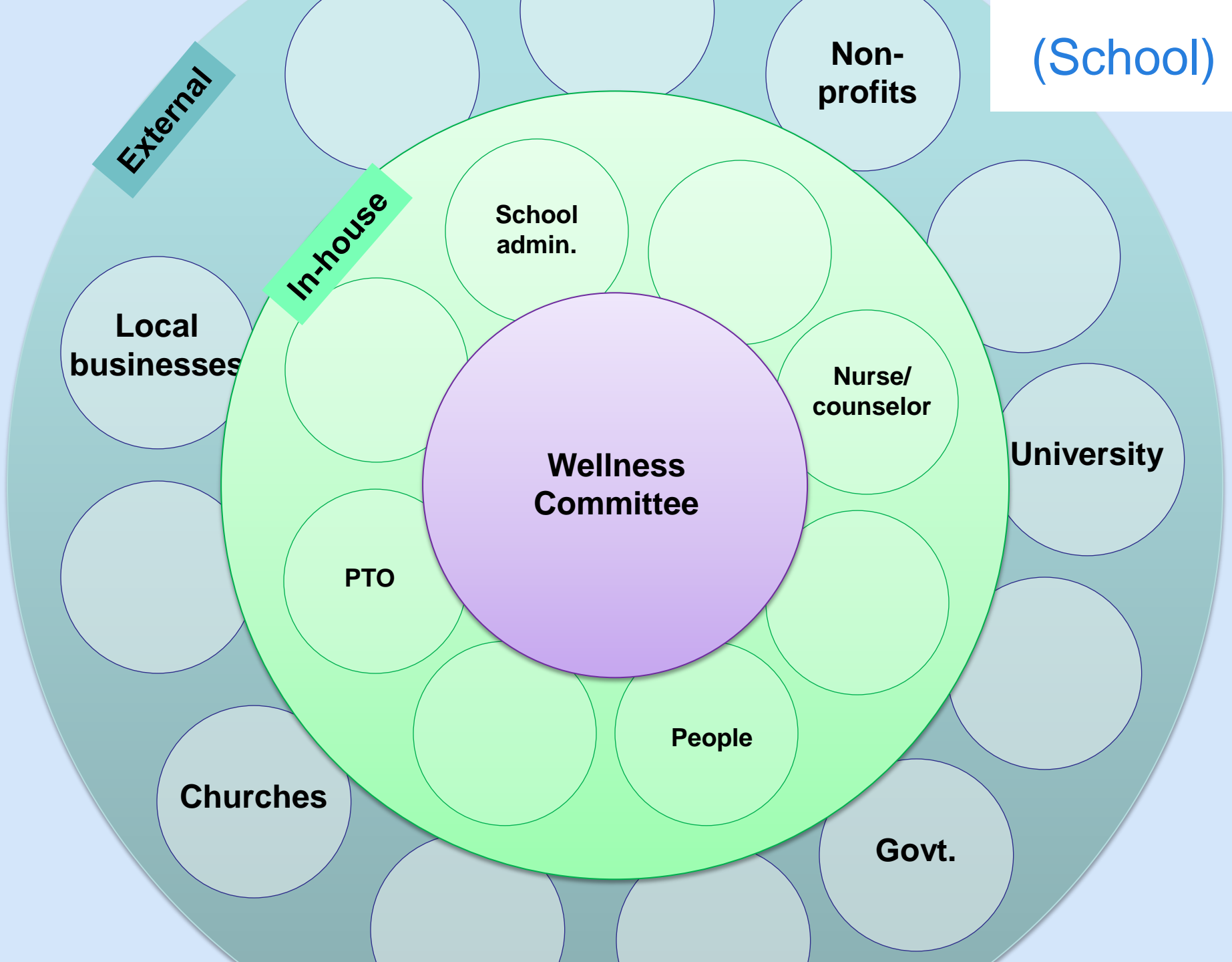
Wellness Committee

PTO

People

Churches

Govt.



How do we gain

administrative support?

1 - Assess the situation in your school and community

- Strengths/resources—local people, agencies, school health insurance plan
- Common health problems in school and community
- Staff interests and preferences
- Administrator concerns

2 - Craft a short proposal outlining what you'd like to do.

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Who will **lead**? Who will **help**?

- **Administrator should designate one person who will**
 - Lead the efforts
 - Recruit other wellness team members
- **Leadership of wellness program should be included in teaching/work load**
- **Training opportunities should be provided**
- **Wellness team can recruit local university students, parents in health related professions**

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What should

our program include?

- Begin with staff **interests/perceived needs**
- Assess **local resources**, including your health insurance plan and use them!
- Choose **one area** that you can do **well**.
Examples include:
 - Provide an opportunity for health screening
 - Administer an annual physical activity campaign
 - Hold a Healthy Eating Lunch 'n Learn seminar
 - Hold a health fair/health night
 - Disseminate a regular health newsletter
 - Implement healthy policies and procedures
 - Promote community health efforts

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How do we **pay** for it?

- School system money
- Local donations
- Employee contributions
- Use existing insurance payments for preventive services
- Free community services
- Grants

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How do we

evaluate what we do?

- Biometric measures
- Absenteeism
- Participation rates
- Employee comments
- Role modeling
- Student/parent comments

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What problems can develop?

- Local agency programs change—may lose a screening team, for instance
- Local agency requirements for number of participants
- Training and supervision of student, volunteer workers
- Busy schedules
- Administrative personnel changes
- Public health concerns in the community

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Final Tips

- **Be flexible—**
think outside the box
- **Don't reinvent the wheel—**
use existing resources
- **Divide and conquer—**
sustainable programs require a team effort
- **Realistic expectations—**
promise what you can deliver well
- **Deliver services with excellence—**
builds trust between groups

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Resources

- ***SCHOOL EMPLOYEE WELLNESS A Guide for Protecting the Assets of Our Nation's Schools***
<http://www.schoolempwell.org/>
- ***Wellness Council of America***
<http://www.welcoa.org>
- ***Health Enhancement Systems***
<http://www.HealthEnhancementSystems.com>

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