



Get Fit Kaua'i

2016 Worksite Wellness Challenge Kick-Off

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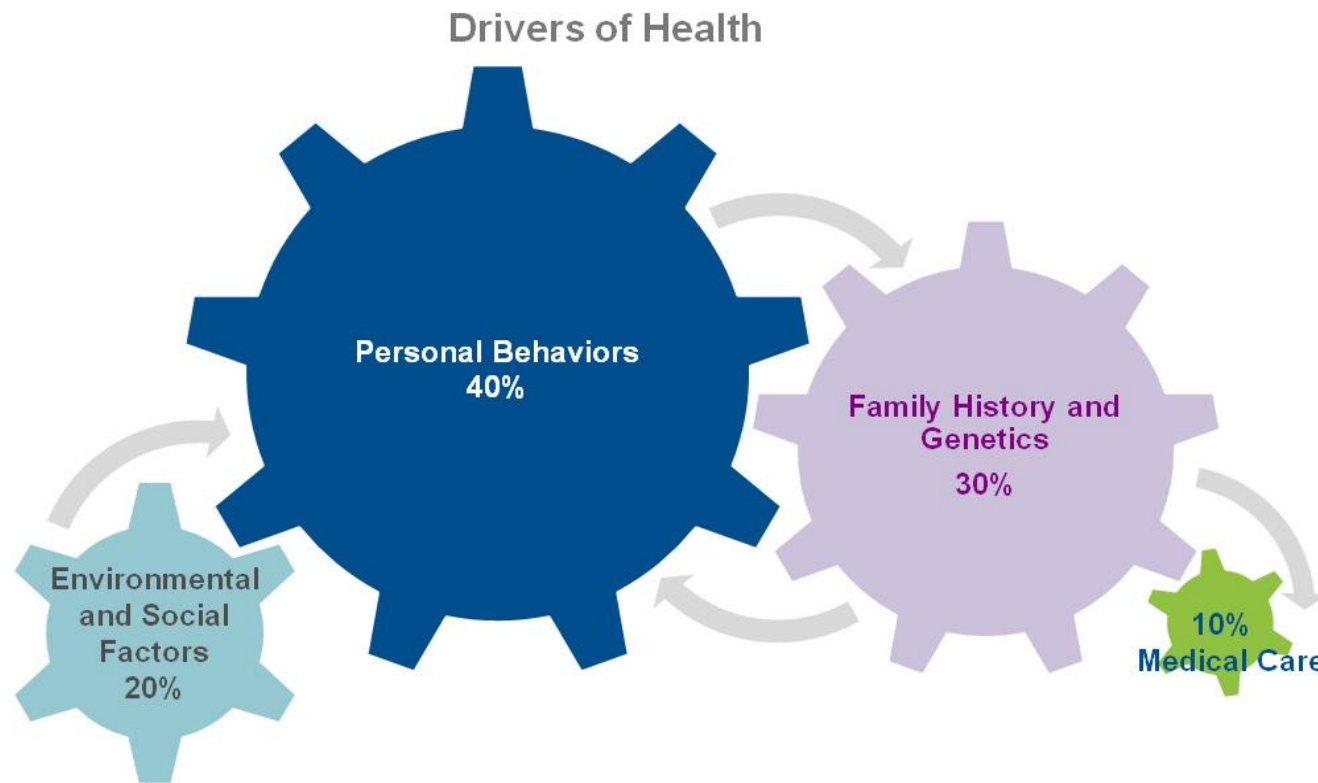
Current Health Status of Hawaii

- 67.0% of adults are overweight or obese
- 58.9% of the adult population is not meeting the minimum exercise recommendations
- 8.7% of the adult population has high blood pressure



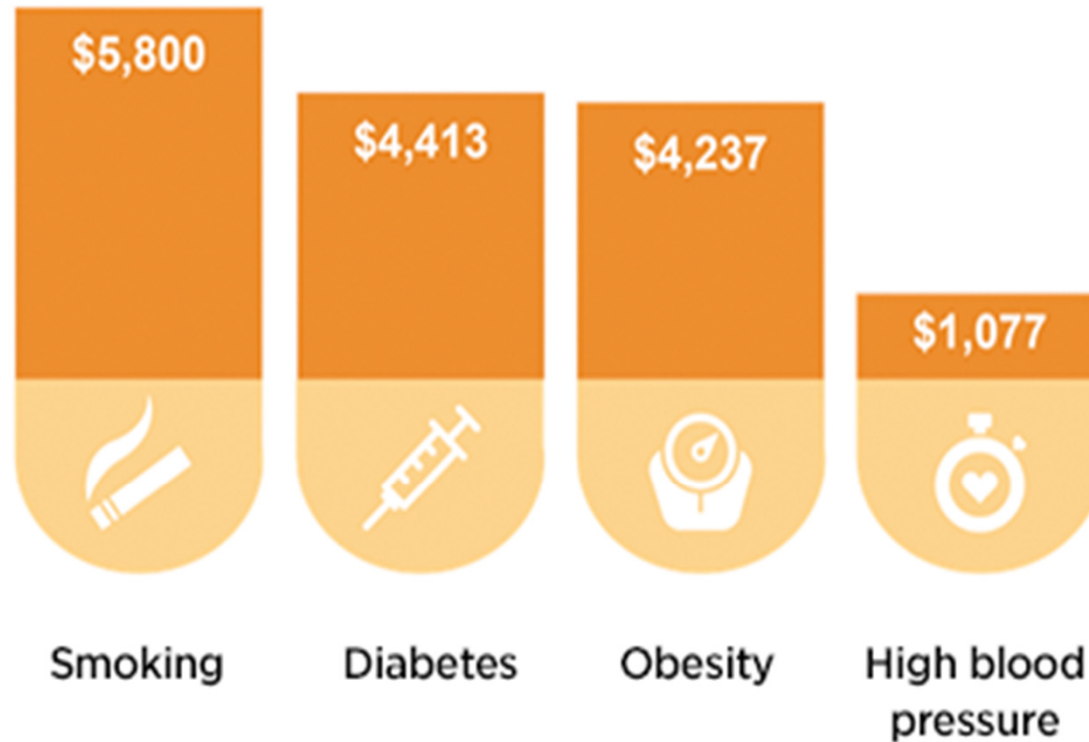
Poor Lifestyle Leads to Chronic Disease

- Health is driven by multiple factors that are intricately linked- of which medical care is one component. Total Health is a comprehensive solution that addresses all components.



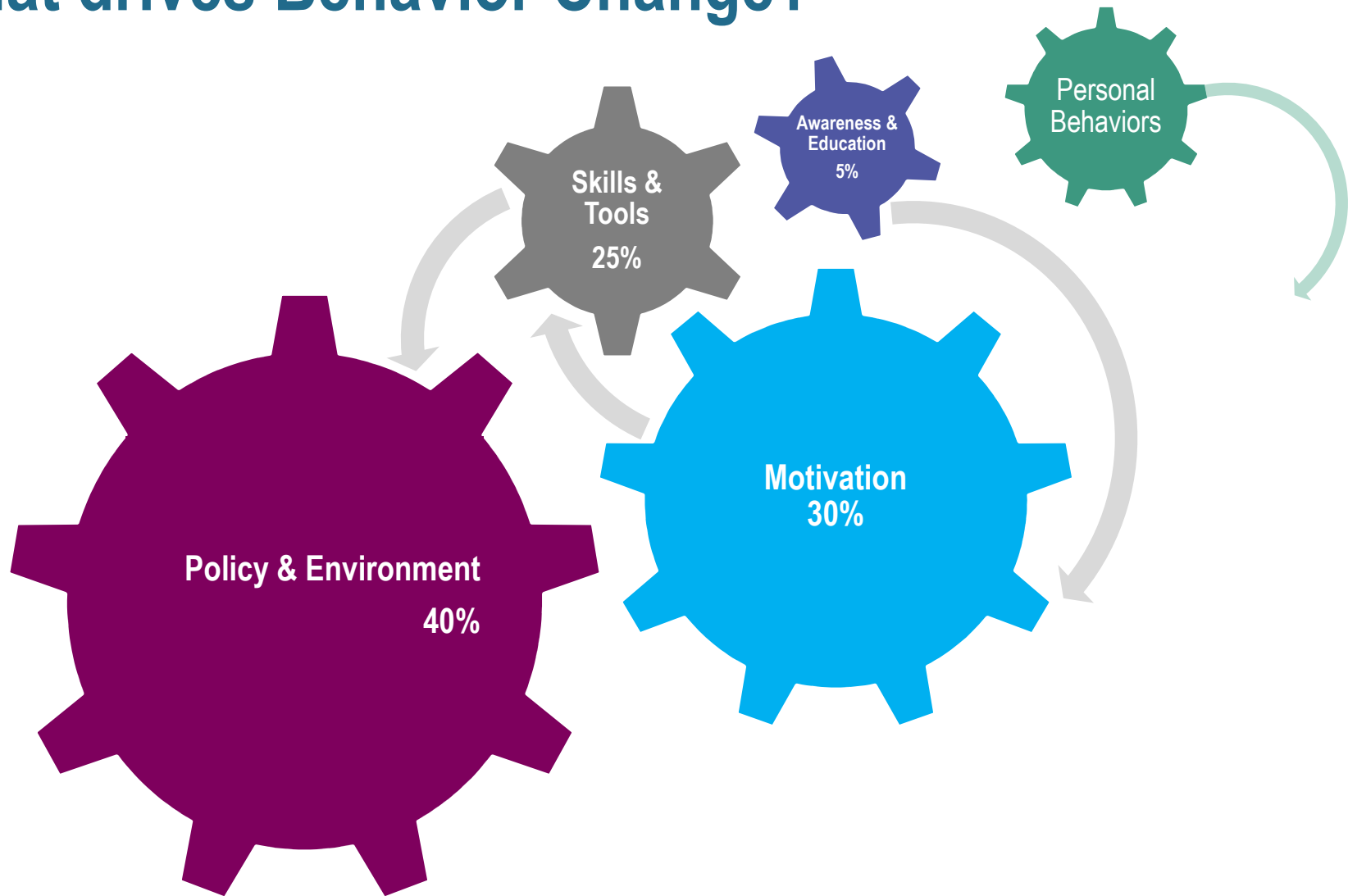
Source: Determinants of Health and Their Contribution to Premature Death, JAMA 1993

The high cost of poor health:



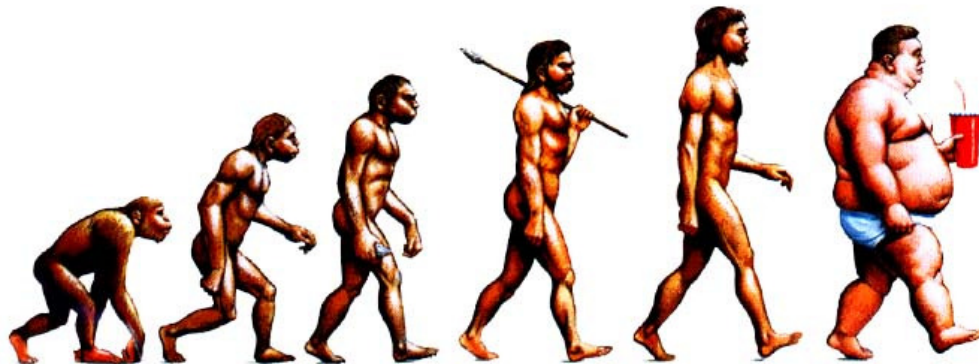
Source: Berman et al., *tobaccocontrol.bmj.com*, June 3, 2013; NBCH, February 2012; Van Nuys et al., *American Journal of Health Promotion*, May/June 2014; Kowlessar et al., *JOEM*, May 2011.

What drives Behavior Change?



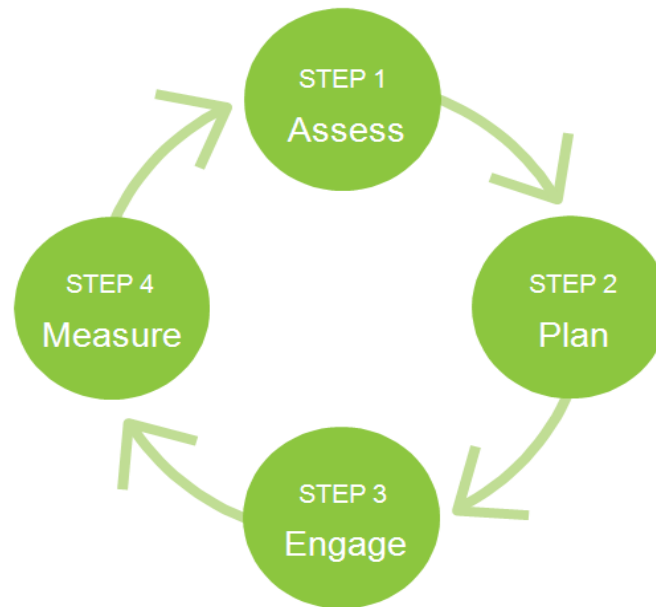
Why Worksite Wellness?

- Employers are uniquely positioned to influence policy and environment to drive personal behavior change
- Companies with highly effective wellness programs have employees that are less likely to be obese and smoke – and they miss less work
- Additional benefits of a Worksite Wellness Program:
 - Reduced health care costs
 - Improved employee morale and productivity
 - Reduced Workers' Compensation claim frequency and severity
 - Improved employee retention



The Worksite Wellness Strategy

- A successful strategy:
 - ✓ Assess – Worksite Wellness Challenge Scorecard
 - ✓ Plan – Challenge Coach: Set goals, schedule activities, communicate
 - ✓ Engage – Launch and promote your program to your workforce
 - ✓ Measure – Evaluate your programs success and set future goals



Worksite Wellness Challenge Tips

- Focus on Culture
 - Leadership engagement and modeling.
“If she can do it, so can I!”
 - Wellness Committee to drive and champion the work. *“How are we going to do this?”*
 - Change the environment & norms.
“That’s how we do things around here.”
 - Return on Engagement. *“Our work and home lives are better because we feel better!”*
- Individualize & Reinforce
 - Individual activation for behavior change.
“Find your thing.”
 - Supported engagement.
“Make the healthy choice the easy choice.”



And The Journey Begins...

