



2012 Proposed Wellness Campaign



Committed to Employee Wellness

K nowledge

N ecessary Care

O pportunity

W in/Win



Committed to Employee Wellness

In January & February, hundreds of employees at County of Fresno and Tulare received free health evaluations and reports through the SJVIA. As a result of that effort, many employees discovered health conditions they did not know they had before the screening (some very serious). Employees were given access to helpful information, health coaching and some asked that the results be sent directly to their Physician.

As part of the SJVIA's continuing effort to provide employees with timely, relevant wellness resources, a monthly campaign is being launched called KNOW. The acronym is simple:

1. **Knowledge**: Employees who know and use the information will be healthier and live longer. This includes regular check-ups and health screenings as recommended based on risk factors. Knowing your numbers, for example, could literally save your life (i.e. - blood pressure, cholesterol levels)
2. **Necessary Care**: Many employees know they have a medical condition but do not know how to appropriately manage it. For example, prescription utilization suggests that many employees do not refill maintenance medications as often as they should. This campaign will provide tools, education and resources to help employees get the necessary care at the right time.
3. **Opportunity**: This program will provide opportunities to learn more and participate in programs that benefit employees and the SJVIA. Stay tuned to learn about opportunities, resources and programs that you may not have known were available to you as an employee.
4. **Win/Win**: Healthy employees and families make this effort a win/win endeavor. Healthy employees are more productive and happier. Being proactive with your health contributes to saving money in the long-run for you and the SJVIA health insurance program.

Look for monthly information about wellness and your health plan each month.

Click [here](#) for information regarding Cancer Awareness.

Sample KNOW Monthly Campaign

<u>Month</u>	<u>Theme</u>	<u>Activity</u>	<u>Cost</u>
April	Cancer Awareness	Web Campaign Article – Promote Health Coaching (Delta)	\$0 \$0
May	Asthma & Allergy	Web Campaign Speaker (onsite or web)	\$0 \$500
June	Fitness & Weight Management	Web Campaign Walking Program Onsite Class (Delta) Gym Memberships	\$0 \$0 \$0 \$0
July	Smoking Cessation	Web Campaign Tobacco Cessation Program (Delta) Speaker (onsite or web)	\$0 \$0 \$500
August	Immunization Awareness	Web Campaign Webinar (Delta)	\$0 \$0
September	Childhood Obesity	Web Campaign Dinner Table Toolkit Speaker (onsite or web)	\$0 \$0 \$500
October	Breast Cancer Awareness	Web Campaign Health & Wellness Fair Mammograms Flu Shots	\$0 \$0 \$90 TBD
November	Diabetes Awareness	Web Campaign Onsite Class (Delta) Glucose Testing	\$0 \$0 TBD
December	Mental Health Awareness	Web Campaign Onsite Class (Delta)	\$0 \$0

June Walking Program – Walking Works

Walking is a gentle, low-impact exercise that can ease you into a higher level of fitness and health. Walking is a form of exercise accessible to just about everybody. It's safe, simple and doesn't require practice. The health benefits include helping lower low-density lipoprotein (LDL) cholesterol ("bad" cholesterol), raise high density lipoprotein (HDL) cholesterol (the "good" cholesterol), lower blood pressure, reduce the risk of and manage type 2 diabetes, manage weight, improve mood and stay fit.

Walking Works Program Highlights

- **2,000 Pedometers donated by Anthem Blue Cross**
- **One week competitive walking program**
 - **County of Fresno vs. County of Tulare**
 - **Departments within the County (designate coordinators to track participation and steps)**
 - **% of participation**
 - **Average steps by County and Department**
- **Board of Supervisors Support & Participation**
 - **Proclamation or Resolution**
 - **Press release regarding program**
 - **Pictures of Board members walking with employees**
- **Winning County and Departments Highlighted**
- **Donated prizes for drawing focused on fitness**



ONSITE *classes and coaching*



ONSITE *classes*

Our interactive classes are taught by our health educators and offer a personalized assessment, educational overview, and goal setting component. Each participant receives a booklet with the class slides, tips sheets, and resources. The classes provide an opportunity for participants to learn while taking small steps to being healthier.

A Healthier You

This class gives a general overview of eating healthy, being more physically active and managing stress. Learn tips to help to make healthy choices when cooking at home or eating out, take small steps to be more active, manage stress and set a personal health goal.

You Are What You Eat

Take a closer look at the effect food has on your body. Learn about certain diseases and how eating healthier can prevent certain disease. Explore each food group and what options are better choices.

Understanding and Dealing with Diabetes

Learn what diabetes is and ways to manage this new disease. Hear how small changes could allow you to manage your disease. Learn ways to change your diet and be physically active.

Taking Steps to be Active

Are you ready to be physically active? Find out simple ways to be active and the health benefits of physical activity. Learn how to get started, and tips for adding activity into your day.

Stomping Stress

Evaluate how stressed you really are and what causes you the most stress. Take back techniques to help you relax and breathe. Also learn quick ways to avoid the stress of every day life.

Where has the time gone?

24 hours in a day goes by fast! Sometimes, by taking on too much there isn't enough time for you. Learn how to add minutes to your day by being more efficient and find out how to prioritize your day, address where you spend a lot of your time, and tips on how to manage your time better.

ONSITE *coaching*

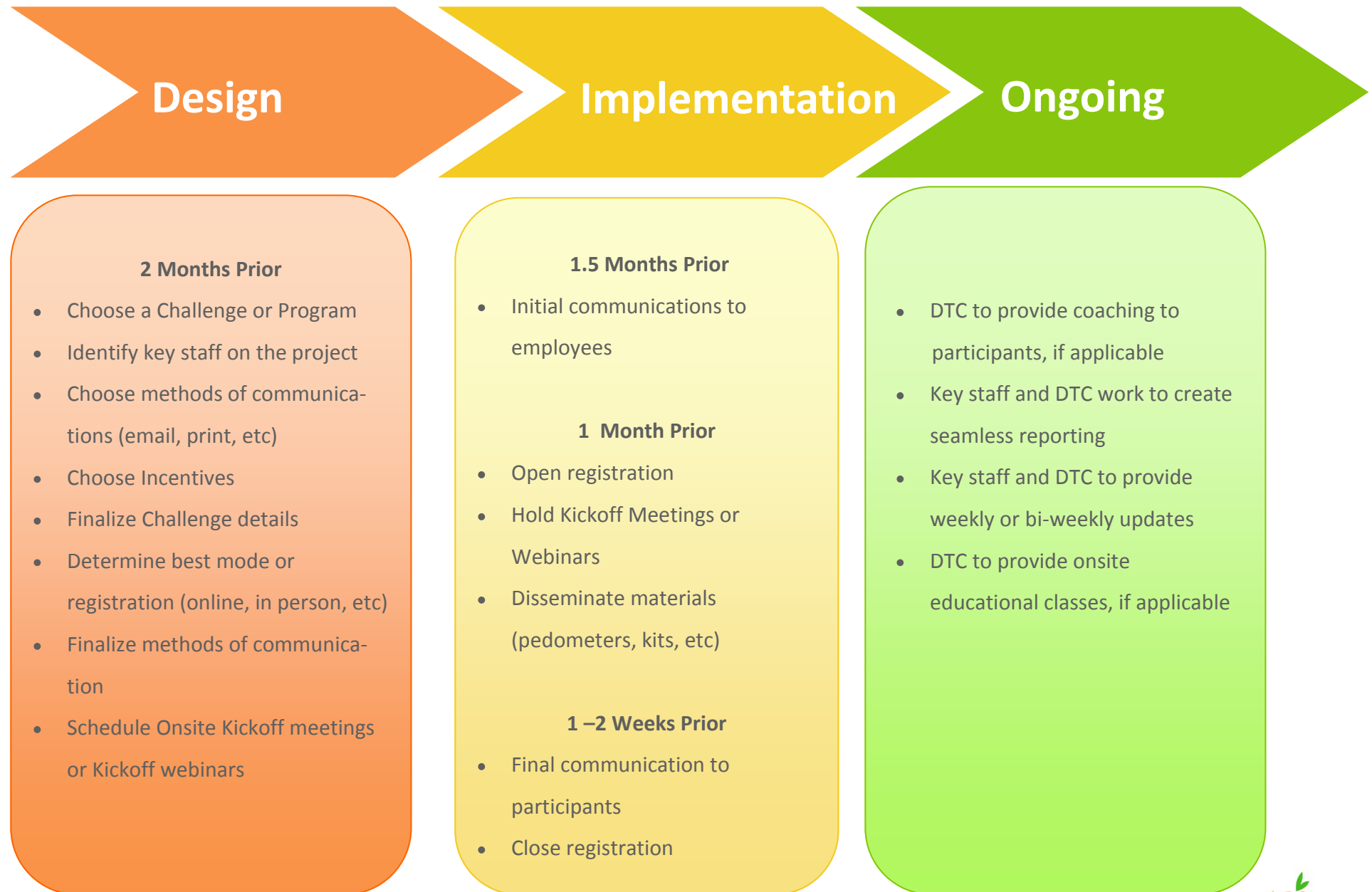
Onsite health coaching is a personalized program that focuses on improving the health and wellness of an individual. Our health educators work with the participants to make goals, overcome obstacles, provide support and resources, and assist the participant in making steps towards becoming healthier.

During a coaching session, the health educator works with the participant to assess their level of health, answer their questions, and provide follow-up. Health coaching effectively motivates behavior change through a structured and supportive environment

Topics the members can discuss with a health educator include:

- Nutrition
- Physical activity
- Weight management
- Stress management
- Tobacco cessation
- Diabetes management
- Lowering cholesterol
- Pre and post natal care

Challenge and Program Implementation Timeline



CORPORATE *challenges* and *programs*



5 lb. Challenge

Losing just 5 pounds can reduce your risk of many diseases including heart disease, high blood pressure, sleep apnea and diabetes. The 5 lb. Challenge can be a fun, friendly competition between work teams or individuals and a great way to help employees get started on the healthier lifestyle they are seeking. During this 8 week challenge, participants will receive a Challenge Kit including a pedometer, walking plan and much more.

Healthy Choices, Healthy Changes

Improved health can be achieved by a variety of actions. The Healthy Choices Challenge lasts two months and is individually tailored to fit each participant's needs individual goals. Participants choose from beginning, intermediate and advanced goals and activities on areas including stress management, weight management, nutrition, physical activity, pre and post natal care, tobacco cessation, general/routine health and leisure time and receive points based on achieving their personal health goals.



Let's Get Moving! Challenge

Let's Get Moving! is a fun, friendly challenge designed to help you become or stay physically active. Moderate and vigorous exercise will earn you points in this challenge. Any form of physical activity will earn you points and your activity goal increases after two weeks. Participants are encouraged to work with a health coach to safely improve their activity level.

Walking Challenge

Walking is a fast and effective way to increase your health and fitness. Participants will be given a walking plan and pedometer for the Challenge. This Challenge can be done on an individual or team basis. The participants will be responsible for reporting their steps. The duration of the Walking Challenge can be tailored to fit your groups needs.



Live to Breathe: Tobacco Cessation Program

Quitting smoking is one of the greatest gifts you can give yourself. The Live to Breathe Tobacco Cessation Program is designed to offer participants ongoing support and resources in the quitting process. Participants will receive a Survival Kit which contains helpful tools to help you get and stay quit. Personal health coaching helps the member learn about their triggers, coping skills, relaxation techniques and much more.

Baby Connect: Pre and Post Natal Care Program

Everything you do to yourself affects your baby — from what you eat to how much weight you gain to how much stress you encounter. Baby Connect is designed to support the member in partnership with existing physician care. A personal health coach will work with the member on a variety of topics, including understanding prenatal testing, physical activity guidelines, nutrition recommendations, breastfeeding and post-partum choices.

