



**INNOVEST SME**

Accelerating Small Business

A man and a woman, both dressed in professional business attire, are sitting cross-legged on a lush green lawn. They have their eyes closed and hands resting on their knees in a meditative posture. The background shows rolling green hills and a line of trees under a bright sky. The overall scene conveys a sense of calm and balance in a natural setting.

# The Work: Health Balance

Rick Chisholm and Tala Chisholm

## **COPYRIGHT NOTICE**

Copyright © 2017 by Innovest SME

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law. Permission requests should be submitted to the publisher in writing at one of the addresses below:

30/192A Kingsgrove Rd  
Kingsgrove, NSW 2208  
Australia

Phone: +61 2 8007 2907

E-mail: [admin@innovestsme.com.au](mailto:admin@innovestsme.com.au)

Website: [www.innovestsme.com.au](http://www.innovestsme.com.au)

# CONTENTS

	<b>Preface</b>	5
<b>1</b>	<b>Definition of a Health and Wellness Program</b>	8
<b>2</b>	<b>Types of Health and Wellness Programs</b>	14
<b>3</b>	<b>Health Behavior Programs</b>	21
<b>4</b>	<b>Health Screenings and Maintenance Programs</b>	31
<b>5</b>	<b>Mental Health Programs</b>	38
<b>6</b>	<b>Evaluate The Need</b>	46
<b>7</b>	<b>Planning Process</b>	53
<b>8</b>	<b>Implementation</b>	60
<b>9</b>	<b>Create a “Culture of Wellness”</b>	67
<b>10</b>	<b>Evaluate Results</b>	75

*Human Behavior  
flows from three main  
sources: desire, emotion  
and knowledge.*

PLATO

# PREFACE

Health and wellness are important aspects in anyone's life. Having employees who are happy and healthy is important in a company. Employees who are happy are more productive, and stay employed longer, with the company. Having a health and wellness program to help those employees stay healthy helps you as an employer, and the employee.

*To keep the body in good health is a duty...otherwise we shall not be able to keep our mind strong and clear.*

B U D D H A



# DEFINITION OF A HEALTH AND WELLNESS PROGRAM

Understanding the meaning of a health and wellness program is the first step in effectively creating one. Every year companies spend massive amounts of money on health related issues, that could be avoided. A health and wellness program can help alleviate some of these expenses. Let's explore together how a health and wellness program could help you, and your company!

## WHAT IS A HEALTH AND WELLNESS PROGRAM?

When your employees are happy and healthy, they cost your company less money in health expenses, and have better lives in general. According to a study in 2006, employer insurance premiums increased 7.7 percent, twice the rate of inflation. So what exactly is a health and wellness program? A health and wellness program is a corporate program that is implemented to enhance physical and/or mental health. There are many types of health and wellness programs, and many benefits, depending on the program. They can help reduce health insurance costs, safety incidents, and even absenteeism. According to the National Safety Council, nearly one million workers a day are absent due to stress, costing American companies

nearly \$300 billion a year in loss of productivity, and the cost of temporary help.

## **PRODUCTIVITY**

Productivity is the capacity, or ability to produce goods or services. A company thrives on maximizing their productivity. When are employees at their most productive state? Simple, when they are happy, healthy, and engaged. Employees who are stressed out or ill are not going to be as productive as employees who are happy and healthy. Stressed out and unhealthy employees have lower morale, and higher absenteeism. They are prone to more accidents and lack of materials because they have a decreased interest in their positions. According to a study done by Parry T. Integrated Benefits Institute in 2002, employers paid an average of \$18,618 per employee per year for all health costs and lost productivity costs. Over \$6,000 of that was due to a loss in productivity due to sick leave.

While absenteeism is a big factor in productivity, it's also beneficial to have happy employees. Employees, who are happy, work smarter and harder. There are many ways to have a health and wellness plan geared towards keeping employees happy. Having a stress management work shop could help keep employees happy. Also, financial counseling would help alleviate financial stressors. There has been a direct correlation between exercise and happiness, so an exercise centered wellness plan could help as well! Exercise releases the dopamine in your brain. Dopamine is considered to be the "happy chemical", it's a chemical in the brain that

promotes pleasure and happiness. Exercise also gives you energy and helps reduce stress.

## **COST OF HEALTH CARE**

“Healthier employees” is the most basic goal of a health and wellness program. Having healthier employees means less cost for doctors’ visits, prescription drugs, and hospital visits. Health care benefits are one of the most costly expenses for a company. According to CNN on average, employers last year contributed \$10,119 to each employee’s \$15,253 family coverage premium. It costs a company more to insure employees who have health issues like diabetes, high blood pressure, and those who smoke. A health and wellness program that aids in lessening preventative conditions can reduce health care costs for both the employee and the company. A smoker who spends \$5 on a pack of cigarettes a day can save \$1825 a year by giving up smoking, and many companies provide lower insurance premiums for non-smokers, creating additional savings.

## **COSTS OF ABSENTEEISM**

Absenteeism is a huge expense for companies today. Absenteeism refers primarily to an unscheduled absence of an employee. An employee’s absence is not just for playing hooky, it can be for justifiable reasons like illness or injuries. Productivity declines when employees are absent from their positions. A healthy employee is less likely to get sick, and thus less likely to call in. When an employee is absent, morale and productivity decrease, and costs increase. An employee who is away from their position

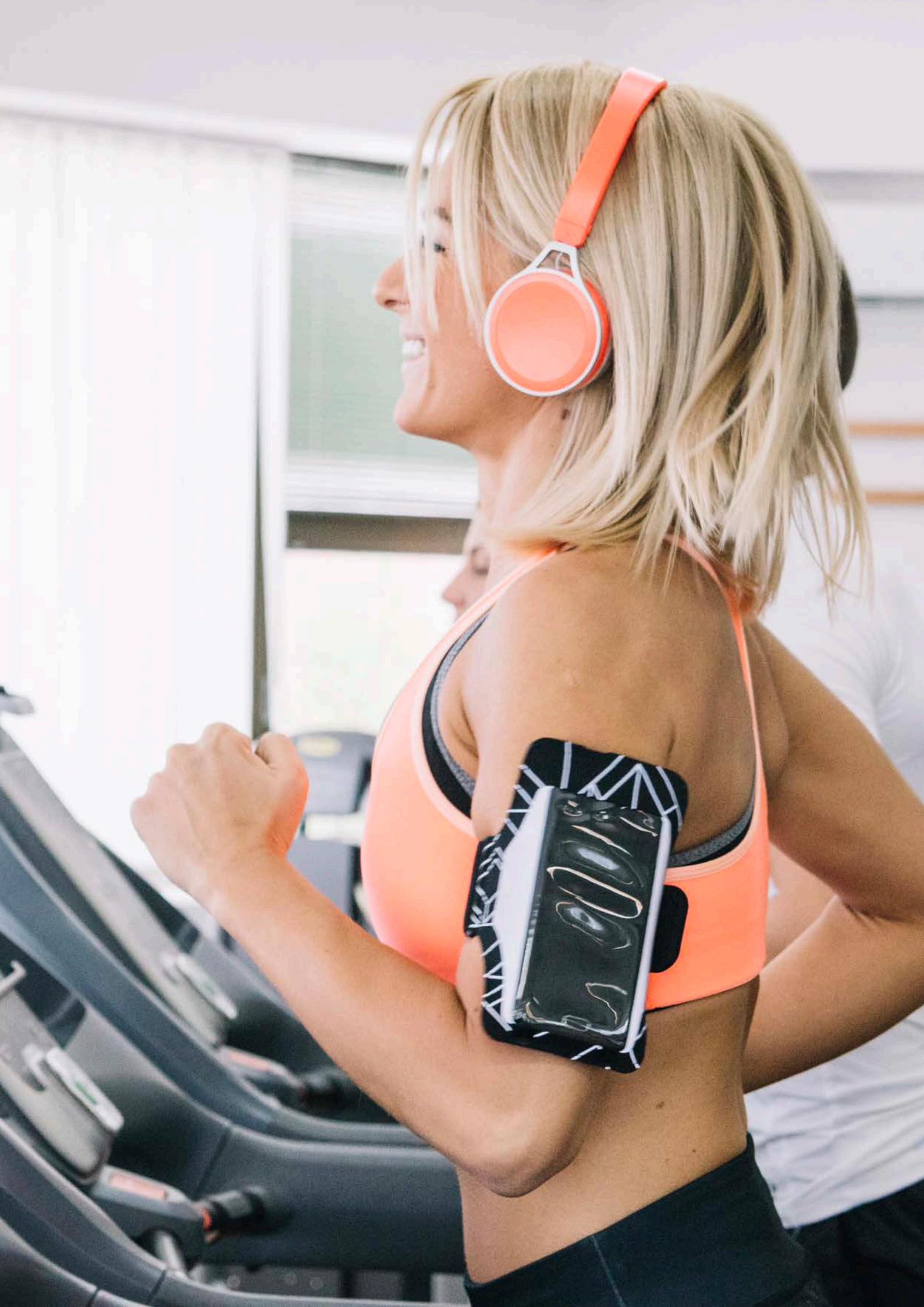
is usually replaced with another employee or a temporary employee. If the replacement employee needs to be trained, the productivity is either lessened or comes to a stop. If it's a current employee who is replacing the absent employee, he/she may gain overtime because of the extra shift. The company may also have to pay PTO to the absent employee.

## **PRACTICAL ILLUSTRATION**

Sandra is an employee of a major grocery chain in Utah that specializes in organic & local products. She has been working at the grocery store for 5 years and enjoys her job. Her job is physically demanding, there is a lot of heavy lifting and walking, in her position. In addition, sometimes the customers are not as pleasant as she would hope. The stress of dealing with difficult customers sometimes is overwhelming for new employees. Sandra has had many offers for employment from other grocery store chains, but she never strays. She likes her job, but she loves the company. The company offers a lot of benefits that she would miss if she switched companies. She was able to quit smoking because of their smoking cessation plan, which in turn helped with her daughter's asthma problems. She gets a discount to the gym, which she uses to blow off work stress after a long day. The company offers a lot of health related plans that show her they really care about her physical and mental wellbeing. They have even started paying for her evening college courses. Sandra is working to get a degree in management so that she can continue with the company as a manager.

*You can have all the riches  
and success in the world,  
but if you don't have your  
health, you have nothing.*

STEVEN ADLER



# TYPES OF HEALTH AND WELLNESS PROGRAMS

On average, an employee spends a third of the day at work, which is a lot of time! With all of the time we spend at work, health and wellness programs give the company a unique opportunity to enrich the lives of its employees by promoting good health. There are many different types of health and wellness programs that a company can adopt. You will need to evaluate which programs are needed for your company in order to optimize the best results. Here are just a few of the more major health and wellness programs that you could implement in your company.

## HEALTH BEHAVIORS

One of the primary health and wellness program types focuses on health behaviors. Health behaviors are the actions of a single person, or group of people, to modify or preserve their health status in order to avoid injury or illness. A health behavior could be something as simple as deciding to go for a walk every day, or something as complex as getting treatment for a substance abuse problem. The four most common health behavior programs are:

- Increasing Physical Activity
- Nutrition & Weight Loss

- Tobacco Cessation
- Substance Abuse Treatment

## **HEALTH SCREENINGS AND MAINTENANCE**

Health screenings and maintenance are an integral part of a health and wellness program. Health screenings are tests that detect diseases or conditions prior to the presentation of symptoms. These types of screenings could be for something as common as high blood pressure, diabetes, or cancer. Offering employees a free screening helps both the employee and the company by identifying these diseases and conditions before they become fatal.

We have discussed health screenings, now let's get to maintenance. Maintenance refers to check-ups, physical exams, and immunizations. Offering a yearly physical or check-up is a great preventative measure that aids in wellness. Having a yearly exam allows you to gain some familiarity with your physician and them to your health needs. In these visits, he can potentially identify conditions that have not yet presented themselves via symptoms. According to the Partnership to Fight Chronic Disease, nearly a third of the 133 million with a chronic disease don't even know they have the disease, which means as many as 100,000 lives could be saved each year by simply increasing the use of common preventive care services like physical exams.

## **MENTAL HEALTH**

According to the WHO, mental health is “a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community.” According the World Health Organization, 1 in 4 people in the world will be affected by mental health at some point in their lives. Mental health is a broad topic that can have a negative stigma attached to it, but it is a serious issue. Mental health programs can help with stress management, grieving employees, and employees who need a support system. Depression is a leading cause for absenteeism and reduced productivity. Employees who are depressed are less engaged and don't put in the effort that a happy employee would. Keeping your employees happy and healthy benefits your company.

## **PHYSICAL INJURIES**

Some health and wellness programs can target safety in and out of the workplace. Regardless of if the injury happens on or off the job it could still mean that your employees are absent for a long length of time. Having programs in place that help the employee avoid injuries on and off the job will only benefit your company. A wellness program could include teaching the proper way to lift heavy objects, or what kind of posture to use when sitting at a computer. The most common types of injuries are:

- Falls, Slips, and Trips
- Repetitive Motion

- Falling Objects
- Overexertion

There are many types of safety programs you can implement. The most important aspect is to make sure that the employees are educated on how to keep from injuring themselves.

**Safety programs could consist of:**

- Back Injury Prevention
- Education on Ergonomics
- Proper Lifting
- Safety Instructions for Hand Tools
- Instructions on how to use a Fire-extinguisher
- How to prevent Slips, Trips, and Falls

**PRACTICAL ILLUSTRATION**

John had a heart attack last year during a time when he was dealing with a lot of stress. After the heart attack, he found out he had been living with high blood pressure and cholesterol for some time. His doctor put him on some medications to help control these conditions, gave him a diet and exercise plan, and suggested he take some stress management courses. After he was able to return to work, his boss came by to check on him. John's boss reminded him that the company offers counseling to their employees, and that could help John deal with his stress. He also

told John that the company has healthy eating options in the cafeteria, and can give him a discount on a gym membership. Today John is still with the company. He now has the tools he needs to deal with the daily stress that his life creates. He has lost 30 pounds, and has lowered his cholesterol and blood pressure. John has never felt better.

*I'm 58 years old and I just went through 8 back surgeries. They started cutting on me in February 2009, and I was basically bed ridden for almost two years. I got a real dose of reality that if you don't have your health, you don't have anything.*

TERRY "HULK" HOGAN



# HEALTH BEHAVIOR PROGRAMS

There are many different programs you can utilize to promote the health and wellness of your employees. This particular section is going to focus on Health Behavior Programs. These programs are used to improve the routine behaviors of an individual to increase their health and wellbeing. These types of programs should be voluntary, but highly recommended.

## INCREASING PHYSICAL ACTIVITY

Many physicians will agree that exercise has a multitude of physical and mental health benefits. Adding exercise to your employee's life will create a happier and healthier employee, thus giving you happier customers. The benefits of exercising include:

- Decreases weight (when combined with a diet)
- Improves mood
- Increases energy
- Facilitates better sleep
- Reduces stress
- Lowers blood pressure

- Lowers cholesterol
- Reduces Type 2 Diabetes risks
- Increases bone and muscle strength
- Reduces risk of Colon Cancer
- Reduces risk of Breast Cancer

With all of these health benefits, why wouldn't you want to encourage physical activity? While you can't make it mandatory, there are ways to make it fun for employees and make them want to participate. The way to ensure your program is effective is by talking to your employees, and finding out what would motivate them to exercise. Here are a few ideas for you:

- Have a "walking break" for the employees
- Offer free or discounted gym memberships
- Partake in community walks (like March of Dimes, or Breast Cancer Awareness)
- Establish in or outdoor walking trails on the company property
- Offer incentives for employees to use the stairwells instead of the elevator
- Sponsor employee athletic teams
- Develop a stretching policy

- Have a designated area where employees can exercise, provide jump ropes, yoga mats, etc.
- Put a bicycle rack area for employees who want to ride their bikes to work

## **NUTRITION & WEIGHT LOSS**

Obesity is a growing problem all over the world, and a hot button issue. According to the Journal of American Medicine, more than one third of Americans are obese. The same article stated that the estimated annual medical costs of obesity in the U.S. were \$147 billion dollars in 2008. The average costs for an obese person was \$1,429 higher than the costs for a person of normal weight. Implementing a weight loss program, and/or a nutrition program helps the company save money and the employee live longer. Not only would it positively affect the employee's life, but their families as well.

- Have a healthy food vending machine or offer healthy options in the vending machine
- Offer free fruit in the break room
- Offer discounts on healthy options in the cafeteria
- Have a healthy food pot-luck
- Have a contest for healthy recipes
- Offer a healthy cooking demonstration
- Have a weight loss support group

- Encourage breakfast
- Provide information on vitamins
- Put food pyramid charts or my plate food guides in break areas
- Have water coolers in the office to promote drinking water
- Offer educational materials relating to nutrition
- Have an area where employees can weigh themselves
- Have employees submit healthy recipes for company cookbook

## **TOBACCO CESSATION**

So many people die each year because of tobacco related illnesses. For many people who are using tobacco, they may feel like quitting would be too hard. Offering an incentive and support could be the push they need to take the leap into quitting. Today, the most typical form of chemical dependence is nicotine. The nicotine is what makes quitting such an arduous task. People with nicotine withdrawal can have cravings, irritability, weight gain, anxiety, depression, trouble sleeping, restlessness, headaches, and problems concentrating. As bad as those symptoms are, the effects of tobacco use could be much worse. Tobacco use could contribute to the following illnesses:

- Stroke
- Heart Disease
- Increased Blood Pressure

- COPD (Chronic obstructive pulmonary disease)
- Cancer
- Pregnancy and Birth Risks
- Reduced fertility in males
- Reduced bone health
- Reduced tooth and gum health
- Type 2 Diabetes
- Reduced immune system
- Cause Rheumatoid arthritis

Tobacco cessation programs are beneficial to the company and the employee. Having happy and healthy employees help productivity and engagement. Knowing that your company cares about your wellbeing makes the employee feel like they are important, and they are! Here are a few tobacco cessation program ideas:

- Offer free nicotine gum or patches
- Offer cessation medications (prescribed by MD)
- Reduce cost of health insurance for non-smoking employees
- Reduce cost of health insurance for nicotine free employees
- Provide access to tobacco cessation programs and support groups, on the job site if possible

- Offer small rewards for employees who commit to quit smoking, offer additional rewards at their 6 and 12 month anniversaries (checked with nicotine testing)

## **SUBSTANCE ABUSE TREATMENT**

Substance abuse is a huge black hole, which most people can't dig their way out of alone. Substance abuse can develop from many different factors, which could be emotional, mental, or physical. There are three major types of substance abuse; Alcohol, Illegal Drugs, and Prescription Drugs. The most commonly abused and easiest to obtain substance is alcohol. Around 19.2 million workers reported using alcohol at work or being impaired by alcohol at work at least once in 2008. Alcohol is dangerous because it is easily accessible, and inexpensive. Illegal drugs are a rising problem, they range anywhere from marijuana to cocaine.

These drugs are highly addictive and have a wealth of negative mental and physical health effects. Prescription drug abuse is as negative as illegal drug abuse. People who abuse prescription drugs can obtain their drugs legally or illegally. Some patients will go to multiple doctors faking illnesses to get prescriptions to a multitude of drugs. Some patients steal their prescriptions from friends and family members, and some buy them from drug dealers. Illegal drugs, and prescription drugs not only put the health of the user in danger, but the safety. Drug addiction can develop from many scenarios. Sometimes a person gets injured and has to take medications to alleviate the pain, which they then become addicted to. Sometimes the user has a trauma, or mental illness that facilitates the

addiction. There are many reasons why someone may become addicted to a substance, and usually it is very difficult to “kick the habit.” Needless to say, drug and alcohol addiction can cause a lot of problems for the user, their family, and your company. Drug and alcohol use can affect the company in the following ways:

- Increases the cost of health care
- Reduces productivity
- Increases absenteeism
- Reduces morale
- Inflates the risk of on the job accidents
- Increases employee turnover

Employees are the most important asset to a company. A company cannot run without them, and therefore their health and wellbeing is a crucial part of the success of the company. Offering a program that could enrich their lives not only helps the employee, but the company’s bottom line.

## **PRACTICAL ILLUSTRATION**

Tony has had problems with addictions over the years. He has been addicted to cigarettes, alcohol, and prescription pain killers. Because of his many issues with addiction, he has been fired from many jobs, some of them really good jobs. His last time being fired, it took him almost 9 months to find another job. He has been working at his current position for

about 3 months, and he has already had some incidents. He enjoys this job and is very concerned about losing it. He decides to take advantage of the substance abuse and tobacco programs offered by the company. While working these programs, they suggest that he increase his exercise in an effort to help him manage his stress levels. At his yearly review, his life is better than ever. He has been sober for over 6 months, and has never felt better in his life. His boss has also noticed the improvement in Tony's productivity and attitude, and is very pleased with his performance.

*Wendy Malick and Valerie  
Bertinelli make fun of  
me, but I take care of my  
health-I don't abuse it.*

BETTY WHITE



# HEALTH SCREENINGS AND MAINTENANCE PROGRAMS

Having health screenings and maintenance programs for your employees can really boost their awareness about potential harmful conditions. These programs can also assist in early detection, prevent conditionings from worsening, and possibly prevent them all together. Catching those conditions early helps the patient, but also helps lower the health care claim costs to the company.

## PREVENTATIVE CARE SCREENINGS

Too many people in this country die because they are unaware that they have common health issues. Many people die yearly from cardiac related issues that could have been detected and treated easily by a physician. Offering preventative health care screenings can help save the lives of your employees, thus saving you from the costs of having to find replacement employees for those. A health screening is a test that helps patients identify possible conditions before the symptoms present themselves. There are many different types of screenings you can offer, some are lifesaving and some aren't as serious. However, all of them will better the lives or your employees. Here are a few types of health screenings you can offer:

- General Health Risk Assessment
- Dental Health Assessment
- Diabetes
- Glucose Testing
- Hearing Testing
- Blood pressure
- Cholesterol
- Eye exams
- BMI testing
- Bone Density Testing
- Posture screening, spinal analysis

## **CANCER SCREENINGS**

A cancer screening is a type of screening that specifically looks for cancer in the body. With a lot of conditions, early detection is preferred, but with cancer, it is the key. The Cancer Research UK estimates that 8.2 million people will die from cancer in 2012. The most common types of cancer screenings offered are:

- Breast cancer / Mobile Mammography
- Skin cancer
- Prostate cancer screenings

Not all kinds of cancer can be detected with a health fair style cancer screening, for some you will need to contact your physician. It is still

important to promote regular visits with the patients' health care physician to screen for other types of cancers.

## **ANNUAL EXAMINATIONS**

A physical exam is the process of evaluating a patient's body in order to detect new conditions, changes in current conditions, or treat current conditions. In basic terms, it means a brief overview of the patient, to make sure they are getting the proper care. These physicals allow the doctor to have familiarity with you and your health conditions, and aid in better treatment. They can also help detect, and prevent health issues before they become more serious. Most of us don't go to the doctor every week, and a lot of Americans don't go in to the office unless they are sick. That is why these yearly visits are so important, it allows you and the doctor to touch base with each other and make sure your body is functioning as it should be. You check in with your employees annually, during their review don't you? It's just as important for them to do the same with their doctor. So what are the main types of annual examinations?

- Eye Exam
- Physical
- Well Child Checks
- Pelvic Exam

## MAINTENANCE PROGRAMS

Early detection is important in health and wellbeing, but maintaining the conditions that you currently have is equally important. So, what is a maintenance program? A maintenance program is a health program that promotes treatment or prevention for common conditions. These conditions could be having a mild hypothyroid, getting your immunizations, or type 2 diabetes. According to the WHO, the global prevalence of diabetes\* among adults over 18 years of age has risen from 4.7% in 1980 to 8.5% in 2014. That is a large amount of our population that is finding out each day that they have a condition that could possibly be fatal if not treated. WHO also states in 2015, an estimated 1.6 million deaths were directly caused by diabetes. Encouraging your staff to take care of these conditions helps boost productivity and morale, and decrease absenteeism. I can't stress enough that happy and healthy employees create happy customers. Keeping your employees in a positive health state boosts your company's bottom line and the company image, not to mention makes you feel great about taking care of your employees! So what types of issues could you consider focusing on?

- Back pain
- Immunizations & Flu shots
- Asthma
- Diabetes
- Blood Pressure & Cholesterol
- Depression

- Cancer
- Obesity
- Hypertension

## **PRACTICAL ILLUSTRATION**

The Smarter Faster Better Company decided to throw a huge health and wellness fair to help keep their employees healthy. They started advertising for the event months ago in order to get the maximum number of attendees. During this health screening, they offered blood pressure, BMI, cholesterol and diabetes testing. They also had a mobile mammography bus come to the event, and had flu shot booth. The event was open for all employees and their immediate family members. The event also offered information on nutrition and weight loss. They had ergonomics, and a healthy cooking demonstration. The event was a huge success, over 85% of the employees and their families attended. Because of the health event, the majority of the company received their flu shots. People who participated in the screenings were given a lot of relevant information to help assist with their health issues. Many people were diagnosed, and given information and instructions on the next steps in treatment.

*I think health  
is another exceedingly  
important thing.*

JOAN COLLINS



# MENTAL HEALTH PROGRAMS

Mental disorders are becoming more prominent in the world today. As a nation, we have finally started to recognize mental conditions as more than character flaws, but the stigma still remains for many people. Like in physical health, mental health can decline rapidly if not treated properly. This particular section is not just for serious mental ailments, but for daily mental issues. We all have stress, depression, and anxiety from time to time. Giving your employees support through tough times is a crucial part of health and wellness. Having a supportive friend helps, but having a whole company support you can help you get back up after a fall.

## STRESS MANAGEMENT

Stress is something we are all familiar with, it's very normal, we deal with it on a daily basis. A little stress is great, it helps us be more productive, but too much is dangerous. So what is the definition of stress? Webster's dictionary defines stress as "a state of mental tension and worry caused by problems in your life, work, etc. or something that causes strong feelings of worry or anxiety." Excessive stress can cause heart disease, depression, and even death. Stress can come from daily life, financial

strain, heavy work load, or personal issues. Being stressed can make you feel overwhelmed, and many aren't able to deal with the stress properly.

<b>Unhealthy ways of dealing with stress are:</b>	<b>Healthy ways of dealing with stress are:</b>
<ul style="list-style-type: none"> <li>• Ignoring the stressor</li> <li>• Smoking, drinking alcohol in excess and/or using drugs</li> <li>• Over or under eating</li> <li>• Withdrawing from society, family, and friends</li> <li>• Excessive sleeping, or not sleeping enough</li> <li>• Over extending yourself with activities</li> <li>• Lashing out at others</li> </ul>	<ul style="list-style-type: none"> <li>• Exercise</li> <li>• Spending time with friends or family</li> <li>• Spending time with a pet</li> <li>• Listening to music</li> <li>• Relaxing</li> <li>• Meditating</li> <li>• Writing in a diary</li> </ul>

Having a program that will help your employees manage their stress will boost your company morale and productivity. What are some ways your company can help reduce stress?

- Have an area where employees can post funny (tasteful) cartoons or jokes
- Have a day where employees can get a massage

- Book club, bowling league, or some other sort of social activity
- Have a meditation break
- Play relaxing music
- Offer financial counseling

## **SUPPORT GROUPS**

Offering a support group for your employees is an amazing way to say you care about their wellbeing. A support group is a group of people who have a situation or condition in common, and give support to one another. Support groups are effective for dealing with issues, and having people who understand your particular issue can help them heal and grow. While support groups are important, they should not be used as a substitute for professional treatment. There are many types of support groups. These groups can be for a specific condition, like breast cancer, or for a situation like grief. Support groups can help in the following ways:

- Gain information about what to expect, treatments, resources, and doctors
- Release depression, stress, and anxiety
- Improve coping skills
- Provides a safe place to talk about issues, openly and honestly

Offering a support group is a fairly inexpensive way to show support for your employees. Most support groups only require a room and some

chairs, members of the support group can chip in to bring refreshments for after the meeting.

## **COUNSELING**

Sometimes having a one on one conversation with a licensed professional is the best way to resolve some of the emotional strain you may have in your life. Webster's dictionary defines counseling as "professional guidance of the individual by utilizing psychological methods especially in collecting case history data, using various techniques of the personal interview, and testing interests and aptitudes." A counselor or therapist works one on one with a person to help them resolve the cause of the issue that they are having. Therapists / counselors work to give the patients the tools they need to move past whatever issues they are seeking help for. The goal is to help the patient resolve their issues, so that they can move on and live a happy life. Sometimes in life things happen that we don't know how to handle, and sometimes we react to things because of underlying issues we are not aware of. An employee who is struggling at work, may not know that they need some guidance. Giving them the option to talk to a professional and work out some of those hindrances can be very positive.

## **AWARENESS & EDUCATION**

It used to be that mental illness was a taboo topic. If you were diagnosed, you were just treated like you were "crazy." Medical professionals now acknowledge that mental illnesses are true illnesses. These days, people

are more understanding of mental illnesses, but there is still a negative stigma that lingers. Most people who have not personally been affected by mental illnesses do not know a lot about them. The truth is we all at some point or another have poor mental health, either due to stress or situational issues. We have all at some point had depression or anxiety, and that does not make us crazy, it makes us normal human beings. Some people have more constant and chronic conditions. Providing awareness and education about these issues will help all of your employees, even those not suffering. Awareness and education help those who are suffering from a mental illness recognize their symptoms, and possibly acknowledge they need help. It also helps other employees recognize symptoms and may give them more understanding for other employees. Here are some facts on mental illness, provided by WHO:

- 1 in 4 people experience mental illness every year
- As many as 450 million people suffer from a mental or behavioural disorder.
- 60% of adults who have a mental illness do not get treatment
- Nearly 1 million people commit suicide every year.

## **PRACTICAL ILLUSTRATION**

Cheryl is usually an upbeat employee, she shows up early, and is friendly with all of her co-workers. She regularly has lunch with many different people within the office, and participates in a multitude of office functions. Lately, her supervisor has noticed that her demeanor has changed. She

has become withdrawn from the other employees, and seems irritable. She has been showing up late for work, and even her appearance has changed. She used to be the most professional of dressers, but now she comes to work disheveled, wearing ill-fitting and usually wrinkled garb. Her supervisor calls her into the office, and tells her that she is concerned about her wellbeing. She asks Cheryl if there is anything in her life that is upsetting her. Cheryl tells her boss that she is having a lot of stress currently in her life. Her daughter has been sick lately, and in and out of the hospital. She is struggling with the financial burden of the treatments, and the added stress of a sick child.

*All the money in the  
world can't buy you back  
good health.*

REBA MCENTIRE



# EVALUATE THE NEED

By this time you have gained a little more knowledge on the many options for a health and wellness program. I hope you are excited by the different ways you can help your employees, and company. There are still a few more things that need to be straightened out before starting the design of your health and wellness program. Finding out for sure what the need in your company is will help the future program you implement grow and thrive. In this module, we shall discuss some of the items to add to your to-do list.

## REVIEW CURRENT AND PREVIOUS PROGRAMS

So the old saying “You don’t know where you’re going until you know where you’ve been,” is really apropos in this instance. How can you effectively create a new wellness program if you don’t know what the former or current program is? If your company has a current, or use to have a wellness program, reviewing it is important. At this stage you want to try to determine what aspects of it were effective, and thusly what aspects of it were ineffective. It would be a waste of effort to build a new wellness program that is identical to the previous one that failed. If your company doesn’t currently have a program, then the task is basically done!

## ENVIRONMENTAL FACTORS

Environmental factors are an important area to investigate when putting together an employee wellness plan. “Environmental factors” basically means the surroundings your employees work in. I strongly recommend going to the work sites yourself and seeing the areas in person. These problems can range from something as dangerous as a hole in the floor, to a light bulb being out. You won’t know all of the problems unless you go there and investigate. Ask the employees if there are any hazards that you have not noticed. Those are your eyes and ears; they are there on a daily basis and know the issues. Keep an open mind when reviewing these areas. You don’t have to just look for the obvious issues, take in mind how comfortable the employees are in their work spaces. Here are some out of the box examples you might ask yourself:

- Are the stairs too slick; are they dangerous for the employees to use when it rains or snows? This may indicate that part of your program should include putting a surface on the stairs to prevent slips and falls.
- Is the lighting appropriate? If the lighting is not bright enough, accidents and mistakes can happen.
- Are the desks at the appropriate height? If the employee is having to hunch over it could cause back and neck problems for the employee, which will cause them to be absent.

- Does the work area need to be painted? Having the right color on the walls can boost an employee's mood, having a calming color like light blue or green may reduce stress.

## **IDENTIFY COMMON HEALTH CONDITIONS AND PROCEDURES**

There are more diseases and conditions out there than any one person can count. Some illnesses are genetic, some are environmental, or age related. The ability to identify common health conditions and procedures helps you gauge what types of programs you would want to offer. This is divided into two sections, common health conditions, and common procedures. The first is common health conditions, which can be obtained by the diagnosis codes on the health insurance claims. Noticing that a common health condition is in your facility, such as obesity, can help you determine that maybe a weight loss program is necessary. Some of the most common health conditions include:

- Arthritis
- Asthma
- Cancer
- Chronic Obstructive Pulmonary Disease (COPD)
- Diabetes
- Eating Disorders
- Heart Disease
- Obesity
- Poor Oral Health
- Osteoporosis

The second aspect is identifying common procedures. You will also use the insurance claims to review these statistics. Identifying the common procedures can help you formulate a plan to reduce them. Noticing that the majority of people are having echocardiograms and open heart surgery may indicate that you need to offer programs that focus on heart health. These programs may help you reduce health care costs by preventing conditions, or managing them before they result in more costly procedures. The CDC reported that in 2010 there were:

- 2.4 Million Arteriography and angiocardiography Procedures
- 1.0 Million Cardiac catheterizations
- 719,000 Total knee replacements
- 332,000 Total hip replacements

The basic premise is that you want to identify what your employees would really benefit from. If you have a company of all male employees, you wouldn't want to offer OBGYN visits to your employees.

## **REVIEW COMPANY INFORMATION PERTAINING TO EMPLOYEE HEALTH**

Another area that will need reviewing is company employee health information. To complete this process you will need to get access to the employee absenteeism and incident records. So what are you looking for in this information? When looking at absenteeism, it is important to find out why they were absent from work. Finding out that a large number of people are absent because of having the flu may mean that flu shots

should be part of your new wellness program. According to Investopedia, 70 million work days were missed in 2012 because of the flu. Also looking at work place incidents can help you access where the problem areas are in your company. Noticing that a particular department has more back injuries could mean that the policies for lifting aren't being implemented or need to be updated. According to the Bureau of Labor Statistics, in 2011 there were 538,000 reported on the job incidents due to falls, slips and trips. They also reported 623,000 reported incidents due to overexertion, 182,000 of those were from lifting or lowering. Understanding what your company's issues are for absenteeism and injuries can provide the road map to an effective health and wellness program.

## **PRACTICAL ILLUSTRATION**

Felecia has been put in charge of researching what is needed for creating a new health and wellness plan. The company had a health and wellness plan 5 years ago but it was discontinued because no one participated in it. She reviews the old health and wellness plan and takes notes on which aspects of the plan were useful, and which she needs to avoid. She then visits the job sites to see what environmental factors she needs to consider. She talks to the employees and gets their feedback on what they want and what the hazards are in their daily work routine. Felecia gets with the insurance department to identify what conditions and procedures are more commonly billed. She notices that there is an influx in high blood pressure claims and makes notes on how to help reduce that number. Lastly, she gets with her HR department and reviews absences and on the job incidents.

*Without your health,  
everything else  
means nothing.*

MARY J. BLIGE



# PLANNING PROCESS

At this point you should have a good understanding of the types of programs, and what they are. You have done your research and see what you need to factor into your plan. Now its time to get started with creating the program. A well planned program could be the determining factor between success and failure. A great health and wellness plan can increase productivity and morale, but a poor one can decrease them.

## FORM A HEALTH AND WELLNESS TEAM OR COMMITTEE

When you are creating a companywide program, it is important to include the company! Having input from the employees makes the program more accessible, and is a way for you to make sure it is something that every employee can relate to. A health and wellness team/committee is a group of diverse representatives from within the company that assist in the creation of the health and wellness plan. When you create your committee, you want to make sure that you get a broad network of employees. When selecting the committee, you want to include regular employees and senior management. Examples of Health and Wellness Committee members may include:

- Human Resources Representatives
- Employee Nurse

- Union Representative or Leader
- Company Legal Representative
- Executive or Senior Management
- Marketing Representative
- Regular Employee Representatives from Various Departments

## **DEFINE GOALS**

Once your committee has been determined, you will want to collectively define your goals. Hopefully you have done your research and determined what the needs are in your company. Your committee can review the information collected and determine what type of programs need to be implemented. Having your goals clearly defined will help you create a blueprint of how to build your health and wellness program. Clearly defined goals are important but you also need them to be realistic. A realistic goal is a goal that can be attained in a practical fashion. For example, while most of us would like to set a goal of 100% participation in the wellness program, that is unrealistic. A more realistic goal would be 65% participation. When setting the goals, here are some things to consider:

- Who is the goal for? Is it for the whole company, a select demographic of employees, or a specific department?
- Is this something the employees would be willing to participate in?

- How can it be implemented? What kind of man power and resources is it going to take?
- When should it be implemented? Is this something that you can start immediately or seasonally?
- What is the preferred action or reaction?
- How can the success rate be measured?
- How often can the success rate be measured?
- Is there an incentive, and if so, what is it?

## **BUDGET**

So you've done your research, and have your big ideas on paper. The next step is to gauge what the budget will need to be. So what exactly is a budget? According to Webster's dictionary, it is defined as an estimate of expenditure for a set period of time. Figuring out how much you can spend on a program is important. The Wellness Council of America recommends that at least \$100-\$150 per employee per year should be spent on promoting wellness. They also suggest adding another \$300 per employee annually if incentives and health coaching are desired. You don't want to start a wellness program, only to discontinue it the next year, so when making the budget, you need to have sustainability in mind. Having a health and wellness plan that goes to the wayside due to budgeting issues will drop morale and thus productivity. When you submit a budget you want to make sure you have all of your potential expenses covered, so that in the end your company and employees

can gain the reward. You may also need to include what the company's projected financial return would be on implementing the employee health and wellness program. Corporate Wellness Magazine reported that every \$1 invested in employee wellness programs yields roughly \$4 in savings through reduced sick days, higher productivity and decreased overall health costs. Items you should consider in the budget should include:

- **Materials Costs** – The costs of the materials for the program, including the rental on areas where functions are held.
- **Incentive Costs** – How much you want to spend on incentives for program participation.
- **Outsourced Costs** - Doctors, vendors, and other contractors.
- **Advertising Costs**- The cost of fliers, posters, and other advertising for the wellness program.
- **Employee Time Costs** -Cost of employees who participate in creating, implementing, and maintaining the program. The committee could be included in this cost.

## PROGRAMS AND POLICIES

At this point you are going to want to identify which of your goals are going to be policy and which are going to be programs. So what's the difference? In this instance, a policy is a guideline that an employee has to follow as a requirement for their employment. Adopting a smoke free work environment and banning use of tobacco on the property would be an example of a policy. A program in this context is voluntary, and

the employee can select to participate or not. An example of a program would be offering a weight loss program for the employees.

## **PRACTICAL ILLUSTRATION**

Phillip is a fitness enthusiast, and wanted his employees to follow in his footsteps. He decided to create an employee health and wellness program. The program he wanted to create focused mostly on weight loss and physical activity. He has decided that he didn't need to have a committee to help him plan his program, he can do it himself. He didn't do any research, because he felt like he knew that no one in his company is exercising enough. He decided to put the health and wellness changes in his policies and not into a voluntary program. The wellness plan consisted of:

- Mandatory exercising for 30 minutes a day.
- Fast food banned from the property.
- Green tea and water only area allowed on the property, no other drinks.

After implementing the program, he had a huge spike in job abandonment, and a drop in productivity. This confused him, because he had just implemented this wellness program to help enrich his employees' lives.

*My health and my family  
are the core of my being.*

JON BON JOVI



# IMPLEMENTATION

After all of the hard work and research is complete, it's time to implement the program. This is the launch point for your plan, and if done right, can lead to success! According to the National Business Coalition on Health, Caterpillar Inc. reduced premiums by \$75 a month for employees who complete a health-risk assessment; up to 90% of eligible employees participate. There are still a few more tasks on your to-do list. The tasks are fairly basic, but very important. To have a successful launch, you will need to get management support, test out your program, advertise the program, and acquire incentives.

## GET MANAGEMENT SUPPORT

Management support is crucial. Employees follow their leaders, and if the leader is on board, the employees will be also. Your goal is to have a supportive manager who encourages his employees to participate. Now, not every manager is just going to jump on board, some will require some "factual" encouragement. Be ready to give them the facts of why this program is important, and how it will improve their departments. At the end of the day, the company is a business, and the financial bottom line is an important factor. Letting the management team know how a wellness

program will boost their productivity is a huge push for support. Why is management support important?

- Aids in creating a culture of wellness.
- Having a management team that seems to care about its employees builds a stronger company foundation.
- Employees follow the example of their leaders.
- Management can aid in getting awareness about the program out to the employees.

## TEST IT OUT

For generations, Italian women have been making delicious meatballs. These hand crafted rounds of meat are great for spaghetti, sandwiches, soups, or just by themselves. What does this have to do with employee health and wellness? Part of the secret to creating a great meatball is testing out a small ball before processing the whole batch. This enables the cook to test the seasoning, and make adjustments to the remainder of the batch. In health and wellness you need to do the same thing! You don't want to launch the whole program, only to find out that the program is flawed beyond repair. Start with a small part of the program, like offering gym membership discounts. Evaluate the response from employees, then address the other aspects of the program accordingly. You wouldn't buy a whole bottle of expensive perfume without testing it; do the same to your employee health and wellness program!

## GET THE WORD OUT

So creating this program is great, unless no one knows about it. If your health and wellness team/committee has a marketing representative on it, this process may be much easier because they deal with advertising on a daily basis. If you don't have a marketing representative its fine, you can still get the word out. You want to get the word out to the whole company and make sure they don't forget about the program. There are many ways to do this, but the hard job is making it engaging, and selecting the proper time and place to advertise. Having some sort of logo, color, font, or design can help in branding the program. This causes employees to recognize it through visual indicators. You can use those visual indicators on written communications about the program. There are many ways to post advertisements about your health and wellness program:

- E-mail messages
- An article in the company newsletter
- Banners, posters, cards, fliers, and paycheck stuffers
- Word of mouth and announcements at meetings
- Intranet postings

### **Where to place advertisements in the company:**

- On the employee entrance door
- In the copy room
- In the restroom

- In the break room
- In the elevators and/or staircases

## **INCENTIVES**

An incentive is something that motivates someone to do an action. According to a survey from Fidelity Investments, almost 90% of employers offer wellness incentives to employees who work toward getting healthier. Rewards could be offered by participating, by the outcome, or by the employee's progress. Participation-based incentives are basically just incentives for participating in the program. This could include a t-shirt, or gym membership. Outcome-based incentives are rewards for employees who reach certain health goals like BMI or blood pressure. An employee who had high cholesterol, and has lowered it through diet and exercise could qualify for an outcome-based incentive. Progress-based incentives are rewards for the progress the employee has made, but doesn't hinge on them reaching the goal. If the employee's goal is to lose 100 pounds, and has lost 2 pounds a week for the past month, they may qualify for a progress-based incentive.

### **Examples of incentives:**

- Free or low cost screenings
- Free or discounted gym membership
- Free or discounted immunizations
- Fun pedometers
- Water bottles

- Lunch coolers
- Fitness and food journal
- Pill boxes
- T-shirts
- Stress reliever ball
- Cash incentives or gift certificates
- Vacation prizes
- Raffles and drawings

## **PRACTICAL ILLUSTRATION**

Over the past year, Jasmine has had a plethora of health issues. She has been in and out of the hospital because of her blood pressure. The strain of the medical issues has hit her hard both emotionally and financially. Jasmine has missed a lot of work, sometimes because she is too stressed out and depressed to come to work. Her boss requested that she speaks to Human Resources about her mental and medical status. While venting to the human resources representative, she was told that the company offers a support group for people going through tough times due to medical illness, and 3 free sessions of counseling with a licensed therapist. Jasmine was shocked that she was so unaware of the resources that were available to her, and decided to take advantage of them. She also found out that the company has a contract with a gym that allows employees to work out there for free. Jasmine checked with her co-workers and very few of them knew about the opportunities for wellness the company offered.

*Eating ice cream and  
not exercising is great.  
The downside is your  
health isn't so good.*

J E F F   B R I D G E S



# CREATE A “CULTURE OF WELLNESS”

You should be completely aware by now that a healthy employee means a healthy bottom line. Creating an environment where health is an area of concern can help keep your employees healthy. This type of environment we have named a “culture of wellness”. A culture of wellness is a collective set of values that is geared towards health. There are many ways to create a culture of wellness, but in this section, we will discuss some of the more common ones.

## ACCESSIBLE HEALTHY EATING OPTIONS

These days our lives are filled with fast food restaurants and vending machines. For many Americans, their breakfast and lunch come from these locations, and sometimes dinner too. U.S. Department of Agriculture reported that the number of fast food restaurants has more than doubled since the 1970's. Fast food is easy, and pretty cheap usually, but it's also full of fat and sodium and few healthy options. It's not just fat you have to watch, sodium is a major contributor to medical issues also. Now, you can't make healthy eating mandatory, but you can make it as available and accessible as the “junk” food. Most people want to eat healthier, but the convenience of the other foods dissuades them from doing so.

According to Medscape, over 85% of adults do not eat the recommended amounts of fruits and vegetables each day. Wow, that is a lot of people! So how can you offer healthy options?

- Have free fruit in the break room
- Have healthy options in the vending machine
- Have discounts on healthy options in the cafeteria
- Offer healthy cooking demonstrations
- When having a lunch meeting, purchase healthy option meals like salad

## **GIVE THEM A BREAK**

Offering your employees a break is an important part of wellness. We are at work for so many hours in the day, sometimes you just need to walk away from the station and reboot or stretch your limbs. According to WHO, around 31% of adults aged 15 and over were insufficiently active in 2008 (men 28% and women 34%). Taking a break from work in the form of a vacation creates wellness also. Out of the 168 hours we have in a week, most of us spend 40 hours or more at work. That is almost a third of our lives! Being at work all of that time, anyone can get burnt out. Offering employees a vacation can help reduce absenteeism and improve productivity.

## ALCOHOL, DRUG, AND SMOKE-FREE WORK ENVIRONMENT

We want to keep our employees healthy, that's the whole point of a wellness program. Keeping drugs, alcohol, and tobacco out of the work place is one step in accomplishing that goal. Alcohol, drugs, and tobacco can damage major organs, can cause or increase the risk of developing cancer, and can even cause death. Drug use and alcohol are dangerous because they cause the user to be impaired. Alcohol and drug users can also be prone to outbursts, mood swings, and poor decision making. According to the United Nations Office on Drugs and Crimes, in 2015 about a quarter of a billion people used drugs. So by now you're probably thinking, ok I get the drug and alcohol part but is smoking really that serious? Most smokers go on smoke breaks 3 to 4 times a day, for 15 minutes each break. That's an hour a day in lost productivity. Here are some not so fun facts provided by the WHO:

- Smoking causes an estimated 1.2 million of all lung cancer deaths in men and 491,000 of all lung cancer deaths in women.
- Smokers take almost 8 days more of sick leave compared to employees who do not smoke.
- For every person who dies from a smoking-related disease, about 30 more people suffer with at least one serious illness from smoking.
- Secondhand smoke causes 7,333 annual deaths from lung cancer and 33,951 annual deaths from heart disease.

- Businesses pay an average of \$2,189 in workers' compensation costs for smokers, compared to \$176 for nonsmokers.

Creating an environment that is free from these pollutions helps your employees and your company by:

- Reducing absenteeism and job turnover
- Improving productivity
- Reducing healthcare costs
- Fewer on the job accidents and disability claims
- Creating a safe and healthy workplace

## **ELIMINATE HAZARDS**

Hazards are anything that could possibly harm an employee both physically or mentally. The major sources of hazards come from people, equipment, environment, and materials. OSHA groups hazards into the following areas:

- **Physical**- hazards in the environment that can cause physical harm. Examples: Extreme temperatures in the work environment causing heat exhaustion. Radiation. Exposure to UV rays.
- **Ergonomic**- hazards when the body position, type of work put strain on the body. Example: Having to slump over at a desk that is too short, creating poor posture. Repetitive motion.

- **Safety**- hazards due to unsafe work conditions. Example: tripping on a cord in the middle of the floor. Frayed electrical cords. Confined spaces. Machinery hazards.
- **Chemical & Dust**- dangerous dusts or chemicals (can be in liquid, solid, or gas) that an employee is exposed to. Example: An employee getting a rash from a cleaning product they use in the work place. Toxic fumes. Flammable Materials. Pesticides.
- **Biological**-hazardous substance from a person, plant, or animal. Example: An employee contracting the flu from a patient in the hospital that they work at. Blood, urine, and body fluids. Bacteria and viruses. Mold. Plants. Insect bites. Injuries and infection from animals.
- **Psychological**-hazards that cause stress or mental anguish. Example: Heavy workload demands causing stress. Workplace violence. Lack of respect. Lack of flexibility. Lack of support. Sexual harassment.

Now that you know what a hazard is, how do you eliminate them? This step is simple, fix the items in the work place environment that are in disrepair or need adjusting. No one wants to go to work and worry about their safety, especially when an easy fix is all it takes to prevent issues. We talked earlier about assessing environmental factors, this is where that will come into play. Surveying the work areas for items that need to be repaired or altered for function will make the work environment better for the employees. This can also include changing procedural policies in an

effort to have a safer work area. According to OSHA, 4,383 workers were killed on the job in 2012, which adds up to almost 12 deaths every day.

## **PRACTICAL ILLUSTRATION**

Janna is a well-respected systems administrator, who left her previous company because the work environment was so stressful and poorly taken care of. She has been looking for months for a new company to work for, and has finally found a place that she feels would be perfect for her. She heard from another employee that the company has a fabulous health and wellness program. She did some investigating and found out that they offer free salad bar to their employees, have a fitness center on the premises, and that they are the lowest ranked company in the city for on the job injuries and turnover. Janna decided to go to the human resources department to obtain more information. She was pleased to hear that the company had a number of health benefits, including an annual health fair. The staff at the company seem to be happy to be there, and the facility seemed well maintained. Janna is sure this is the place she needs to be. Janna applied to this company, and got the position she wanted. She has never been happier.

*It is health that is real  
wealth and not pieces of  
gold and silver.*

MAHATMA GANDHI



# EVALUATE RESULTS

After you have successfully implemented your employee health and wellness program, it's time to just sit back and relax. Right? Wrong! Not evaluating your health and wellness program is like driving a car blindfolded. It may go smooth at first, but eventually you're going to crash! It is your duty to check that the program is running smoothly and making progress. If it's not going the way you anticipated, then you may need to make some adjustments.

## CHECK THE RESULTS

Now it's time for you to see the results of all your hard work. At this part in your journey, you are going to be putting your research cap back on. You can start by checking to see what percentage of the company is participating in the program. Try to be specific; if there is a part of your program with very low participation, then it may be an indicator that you need to adjust something. Also checking the insurance claims to see if any of the targeted areas have decreased or increased is a helpful evaluation tool. Next, check with human resources to see if absenteeism, turnover, and on the job injury rates have declined.

## **EMPLOYEE SATISFACTION**

There is an old saying that husbands use “happy wife, happy life.” This saying does not just relate to married couples, it can relate to your company health and wellness program. If your employees aren’t happy, no one is happy. Customers want to do business with a company who has employees who want to help them, and are enthusiastic about their jobs. Happy customers make the company happy, because it increases sales. So, if you implement your health and wellness program and find out your employees aren’t happy with it, something needs to change! How can you evaluate your employee’s satisfaction? Surveys are a good start, or regular face to face feedback, if your company is small enough. Also, it helps to ask your employees what they would like to see from their wellness plan. Sometimes polling your employees can give you a better idea on employee satisfaction.

## **REVISE PLANS AS NECESSARY**

Once you’ve gotten your very important feedback, it’s time for you to make any changes that are needed. There is never going to be a time where every single aspect works 100% of the time. Many of these types of programs have to be changed to meet the needs and expectations of the company and employees. Also keep in mind that things change all of the time in a company. Some policies put in place today, can become obsolete within a matter of years. You have to be able to adapt, and keep up with the needs of your employees. Making these changes helps make sure that your program is around and utilized for years to come.

## SHARE ACHIEVEMENTS

People love to be praised, and encouraging healthy behavior with praise is an empowerment that will really boost your wellness program. Your management team wants to know what the progress of the program is also. They lent you their support, and encouraged their employees to participate; they want to know that it was for a good reason. So, share the good news about what your wellness program has achieved. How do you go about sharing the achievements? It can be a little tricky because health is a very personal subject. You don't necessarily want to call out in front of the company that John Doe lowered his outrageously high cholesterol by half, because that may be embarrassing. Sally Smith may be happy with her 150 pound weight loss, and grateful for the company providing the program that assisted her, but she may not want the whole company to know she started out at over 300 lbs. So be tactful, and respectful when announcing achievements. Make sure you ask permission if you're going to announce specific individual's achievements to the company. There are also ways you can share achievements without naming any one person, here are some examples:

- This past year our whole company lost 3,274 Lbs.
- This year the company walked an average of 2,000 steps a month.
- This last quarter, we reduced our blood pressure by 25%.
- We reduced our overall BMI by 27% in the last 6 months.

## PRACTICAL ILLUSTRATION

Devon worked what felt like day and night to implement the health and wellness program at his company. He took a lot of care into the planning of his program, and is very proud of it. Six months after the program started, he decided it was time to evaluate the program. In reality, he wanted to see what good work he had done, because he hadn't at that point gotten any feedback. So he set upon the road of gathering reports and surveys to see the progress the company had made. He was dismayed to learn that the participation rate was very low. Most of the surveys that he received seemed like the employees didn't know anything about the program. Those who had participated in the program seemed to have a wealth of suggestions or complaints, as he saw them.

Devon was very upset by this. He had expected to get pats on the back, but not criticism. After he calmed down, and really read the comments, he realized that the employees were not attacking his work, they wanted to help him make it better. They had a lot of really good suggestions, but the biggest suggestion was that many of the employees didn't know about the program. It became obvious to him that he needed to come up with a better marketing strategy. Because of the feedback, he was able to fix the problems with his program, and add new programs. After the year's end, he conducted another evaluation and found that participation had risen 45%. He was now excited to find out what else the employees could suggest to make the wellness program the best anyone had ever seen.

*Without health, life is  
not life; it is only a state  
of labor and suffering-an  
image of death.*

B U D D H A

# FINAL THOUGHTS

- **George Bernard Shaw:** Give a man health and a course to steer, and he'll never stop to trouble about whether he's happy or not.
- **Buddha** To keep the body in good health is a duty... otherwise we shall not be able to keep our mind strong and clear.
- **Audrey Hepburn:** I heard a definition once: Happiness is health and a short memory! I wish I'd invented it, because it is very true.



**Rick Chisholm** made history when he single-handedly changed the professional Audio Visual industry by breaking all the rules and capitalised over 50% market share in Australia with very little capital, no partners, mergers or lenders and set up the first franchise operation of its kind in the world in the late 1990's and early 2000's.

As a 7x founder of companies and 30x businesses such as Innovest, AI Machine, Lightsounds, LSW, Light Emotion with revenue in excess of \$300 million and having employed more than 1,000 staff over the last 35 years. Rick is known as the Start-Up and SME Guru and is Author of a number of books including Business Success for Life. Unlike many mentors, he actually walks the talk and has a number of businesses under management in such areas as Automation, Events management, Importing, Distribution, Retailing and E-commerce.

His BIG passion is Business Education empowering Businesses Owners through knowledge and skills. Whilst Rick has experienced great success, he has also endured many failures. Rick has faced and overcome the exact same challenges you are facing now.



**Tala Chisholm** is an SME specialist who has owned and managed several small to medium sized businesses in the last 20 years, several of which were eventually sold. She has extensive experience in the fields of retail, franchising, licensing, dealerships, education, importing, distribution and consulting.

Her expertise lies in building and implementing customised cross-platform database and software solutions for businesses, automation, IT, web marketing, advertising, graphic design, business administration, process refinement and implementation. Her business experience ranges from bricks-and-mortar Giftware retailing to highly technical fields such as Security, CCTV, Entertainment Lighting and Audio sales, hire and installations as well as e-commerce.

Throughout her career she also trained and mentored Franchise business owners as well as internal division managers. Some areas of training included retail operations, management practices, business strategy, accounting, cash-flow, marketing, customer service and IT. She has also headed up the drafting of Operating Compliance Manuals for Franchise operations and implementation of all the elements involved.



Phone: +61 2 8007 2907  
E-mail: [admin@innovestsme.com.au](mailto:admin@innovestsme.com.au)  
Website: [www.innovestsme.com.au](http://www.innovestsme.com.au)