



HealthMatters
Wellness with Purpose



Inspiring employees.
Increasing productivity.
Improving performance.

Monthly Employer Newsletter May 2009

This Issue:

Employer Tools regarding Occupational Safety & Health are now available on the *client only* part of our website! If you don't have a login yet, request one from Amanda Moser at amanda.moser@lmcins.com.

Wellness News Happenings

How to Build a Purpose Driven Wellness Program: Step 3, Part 2: Collecting Data (See Steps 1 & 2 in our February, March, & April Employer Newsletters)

Featured this month: **Scranton Manufacturing**
3 Locations-

- Scranton, IA
- Atlantic, IA
- Lake City, IA

- Approximately 200 Employees

May's Theme: Occupational Safety & Health

This month, on our *client only* portion of our website, you will find the following tools for you to utilize:

- **Monthly Employee Newsletter:**

- ✓ To go along with our occupational safety & health theme, this month's newsletters talks about correct posture and some simple tips to avoid pains and strains. Also included: how to save money while still maintaining your lifestyle, following a diet plan without actually counting calories, retirement tips geared toward women, and a healthy recipe for potato crisps.

- **Monthly Poster:**

- ✓ "Counting Calories"--- This poster lists a useful online tool for managing calories.

- **Monthly Flyer:**

- ✓ "One Minute Office Stretches"--- Sitting at a computer or being in one position for long periods of time takes a toll on your body. This Live Well, Work Well flyer demonstrates some simple stretches you can perform to allow your body a break.



Bonus poster and flyer for May: H1N1 Virus Communication Pieces

As the H1N1 virus (a.k.a. Swine Influenza) continues to grow in the United States, we wanted to help you create awareness around your workplace regarding what the virus is and how your employees can protect themselves.

Also posted on our client only portion of the website this month:

- **H1N1 Virus Poster:** Learn the basics of swine flu and how to prevent transmission
- **H1N1 Virus Flyer:** Explains the basics of the swine flu and what you can do to protect yourself

You can also find Swine Flu resources on our HealthMatters website on our [Resources](#) tab.

Only clients of LaMair Mulock Condon Co. are able to access these free monthly resources, as a value-added service. Please contact Amanda Moser at amanda.moser@lmcins.com to be set up with a username and password.

Wellness News Happenings

[Swine Flu Takes Health Community by Surprise](#) *Associated Press Online*

For years, scientists have warned a global flu epidemic is imminent, but the world's attention focused on bird flu -- not swine flu.

[KFC Gambling on Chicken That is Grilled, Not Fried](#) *Associated Press Online*

In a culinary gambit backed by buckets of big money, KFC is hoping to replicate its founder's recipe for success with the national introduction of Kentucky Grilled Chicken.

[Firefighters F.I.G.H.T. to Get In Shape](#) *Hendricks County Flyer*

The number of firefighter deaths is on the rise nationwide, but people maybe surprised about the cause of those deaths.

For information on wellness news, visit our [HealthMatters](#) website and click on "[Healthy Happenings](#)".

This Month's How To.....

Collect Data to be "Results Driven" Part II

Worksite Assessments



Last month's newsletter addressed the main components for Collecting Data to be "Results Driven". This month, we wanted to specifically focus on how important Environmental Data collection at your worksite really is.

Assessing your Current Culture

The purpose of completing the worksite assessment is to identify your strengths and areas that are in need of improvement around the workplace. The assessment will lead to recommendations of actions for change to make the worksite more supportive of healthy behaviors (i.e. healthy food choices in vending machines, policies to enforce no tobacco use on worksite grounds, encouraging walking during break times, etc). You may find some of the actions for supporting healthy behaviors are easy to do and others may not be feasible or efficient depending on your specific worksite. The assessment results can also be used as a baseline measure for evaluation. And, the initial assessment can be compared with a follow-up assessment several months later, to track progress.



Your company's existing wellness culture and environment is crucial to the success of your worksite wellness program. It may include not only a focus on health behaviors (such as being physically active, stretch breaks, smoking cessation programs, stress management classes, etc.), but how valued your employees feel: do they have opportunities to learn and grow; do employees feel they can trust management; how are managers and supervisors' attitudes towards employees taking time to participate in initiatives that promote good health? Some additional features that worksite assessments may address include:

- ❖ Availability of nutritious foods in vending machines and/or cafeterias
- ❖ Availability of nutrition food near the worksite
- ❖ Availability of tobacco- or smoke-free areas
- ❖ "Walkability" of the work place, such as sidewalks between buildings and stairs within buildings
- ❖ Availability of structures such as fitness centers, shower facilities, multi-purpose paths, and bicycle racks, that support physical activity
- ❖ Availability of lactation rooms that support new mothers who continue to breast feed after returning to work
- ❖ Current policies and/or incentives for healthy behaviors
- ❖ Evaluating if employees feel the company is truly concerned about their health, safety, and well-being

Gathering Environmental Data:

Now that we have explained **why** your company's wellness culture and workplace environment can help you develop more effective messages and policies around health and wellness, we need to address **how** you go about gathering this information.

You will want to start by identifying who will be responsible for conducting the worksite assessment (suggestions may include: Human Resource Manager, Wellness Team, Department Supervisors, etc). Next you will need to create your own audit from scratch, or if you are not interested in recreating the wheel, there are a variety of worksite audits that have already been created to help you in the development of your own. Here are a few samples of what some others have created*:

Sample Worksite Assessment 1: This Worksite Organizational Health Survey, developed by the Massachusetts Cardiovascular Program, is a simple but encompassing sample of what a worksite audit can look like.

Sample Worksite Assessment 2: This survey is a Health Interest/Culture Audit that located on the Infinite Health Coach website. This survey asks both Employee Health Interest questions as well as Culture & Organizational Value questions.

Next Steps:

After completing your assessment, you now have a point of reference of the wellness functions that are currently taking place or in process at your business. If you have a wellness team established - meet and discuss the results with them to determine which area(s) that your worksite needs the most improvement on and focus your

HealthMatters tip:
When completing the assessment, it may be helpful to walk through your worksite, talk with employees in different departments, and ask questions about the work environment—this will open your eyes to things that you may not have noticed before!

initiatives on those areas (i.e. healthy eating, physical activity, etc). Also, determine a schedule for annual assessments—this way the assessment can serve as a tool for continuous improvement over time.

IN SUMMARY: The purpose of completing the worksite assessment is to identify both your strengths and areas that are in need of improvement around the workplace. The assessment will lead to recommendation of actions for change to make the worksite more supportive of healthy behaviors (i.e. healthy food choices in vending machines, policies to enforce no tobacco use on worksite grounds, encouraging walking during break times, etc). Whether you develop your own assessment or utilize a survey that has already been created, it is important to gather this information of your company's existing wellness culture and environment - it can be **crucial** to the success of your current and future worksite wellness program.

References
Employee Wellness Programs website: Environment Assessment <http://www.employeehealthprograms.org/employee-wellness-program-environment-assessment>
California 5 a Day – Be Active! Worksite Program: Check for Health—workplace assessment
Center for Disease Control: Environmental Audits webpage: http://www.cdc.gov/ncehdphp/dnpa/hwi/program_design/environmental_audits.htm

Interested in having the Health Management Services team at LMC help you assess your worksite culture and provide you with recommendations? Just contact Amanda Moser at amanda.moser@lmcins.com for more information.

More resources to help you collect environmental data at your workplace can be found on the *client only* side of our [HealthMatters website](#), under the Other Employer Resources tab in a section titled “Healthy Environment: Collecting Data.” These items include:



- ✓ **Sample Walkability Checklist** – Find out how “walkable” your community is by filling out this sample checklist.
- ✓ **Sample Healthy Vending Machine Inventory Tool** – track how healthy your vending machine is with this inventory tool.
- ✓ **Sample Cafeteria Checklist**– Just how healthy is your cafeteria? Find out by utilizing this helpful cafeteria audit.

To access these tools and more, just login at [HealthMatters](#) and click on the “Other Employer Resources” tab.

This month's featured client:

Scranton Manufacturing

“Driving the Difference to Better Health”

Our interviewees are John McLaughlin, CEO of Scranton Manufacturing and Art Sween, Human Resource Manager

Company Overview

With its New Way product line of refuse trucks, Scranton Manufacturing Co., Inc., located in Scranton, Iowa, is one of the premier suppliers of waste equipment in the world...selling products throughout the United States, Mexico, China, South America, the Virgin Islands, Puerto Rico, Taiwan, Philippines and Europe. It is also the fastest growing refuse manufacturer in America.

The Early Years...

The year was 1971, John McLaughlin, his brother, and a friend began repairing farm equipment in a building on the main street of Scranton. It wasn't long before they started manufacturing innovative products that farmers in the surrounding area needed, including the world's first mechanical hybrid seed corn detassling machine. Today, with over 38 years of manufacturing history, the company manufactures one of the widest ranges of products in the industry...including rear loaders, side loaders, front loaders, automated side loaders, automated split body recycling bodies, and satellite refuse trucks with more than 30 models.

Today...

New Way invests in its employees, and its employees invest in New Way. “People are our most valuable asset,” states John McLaughlin, CEO. This is evidenced by the investment the company is putting into their Health Support Benefit, where the ultimate goal is to build a *culture of health* at the organization.

In summarizing why the company decided to invest in wellness, John comments, “There were several reasons that Scranton Manufacturing’s president, Mike McLaughlin, and I were motivated to increase health awareness and to start a corporate wellness program. We were not only interested



in improving the *quality of life* of our team members, we wanted to increase their *longevity* as well.” John indicated both he and Mike believe that chronic and acute illnesses could be reduced or prevented through annual physicals and following a healthier lifestyle. Realizing that rising medical and worker’s compensation costs were becoming a financial burden on not only the company but on the employees too, they agreed that there was a need to develop and implement strategies to lower these costs while at the same time providing health and lifestyle benefits to employees. Scranton Manufacturing believes that by developing a *culture of wellness*, a two-fold benefit could be achieved:

- The employees would benefit by:
 - Reducing their stress levels while simultaneously increasing the quality and quantity of their lives
 - Increasing their health awareness knowledge
 - Having access to health education tools and the ability to build a personal health record
 - Being in a work environment that embraces wellness and recognizes employees for taking good care of themselves
- The company would benefit by:
 - Gaining increased productivity
 - Reducing absenteeism
 - Improving employee retention
 - Lowering health-related costs



John McLaughlin, CEO, and Mike McLaughlin, President, showing their support for the new Health Support Benefit by performing wall-sits

“Therefore,” John says, “Our Corporation recognized that because people are our most important asset and resource, a wellness benefit needed to be set in motion.”

What were your goals/objectives when developing your new employee Wellness benefit?

“One short-term goal that we have is to promote medical self-care to the employees. We will measure this goal by the number of employees that utilize their medical insurance wellness benefits. A second goal we have is to encourage healthy habits and to inspire employees to continue healthy regimens” stated John.

Scranton Manufacturing Dashboard:

Wellness Program Name:

‘Health Support Benefit’

Wellness Plan Year:

October 1, 2008 – September 30, 2009

Eligible participants for Year 1:

Full time employees

Total participation:

122 employees (61.3% of eligible population)

Incentives:

✓ 4 hours of PTO for completing:

- Health Risk Assessment
- Onsite Biometric Screening

✓ \$50.00 VISA gift card for completing:

- 8,000 wellness points by 4/1/2009

He believes it is important that employees understand that they want them to be healthier for their own personal benefit, as well as for the good of the company. “We want to encourage our employees to see their health and their family’s health as something that they have a great deal of control over and accountability for. We want the pursuit of good health to be a priority for our employees, rather than a back-burner issue that can be put aside as long as there’s a good prescription drug plan in place.”

John continued, “Our long-term goal is to see the number of participants increase to the 90% range (we had 61% participation this year). Management expects results will range from steady or declining health insurance claims to seeing a positive change in indirect costs such as absenteeism, productivity, and presenteeism. Overall, we expect a long term return on investment of over 6 to 1.”

What was your first step in building Wellness at the workplace?

“We actually delayed the implementation of our new Wellness benefit until we could hire a Human Resources Manager to oversee the program in addition to the typical HR duties,” John stated. “However, we wanted to move forward with laying the groundwork for wellness. When we hired Art Sween for the Human Resource position on April 28, 2008, we had already teamed up with LMC to research the market place for the right wellness vendor for our group. Several vendors were reviewed by our upper management team, and LMC was supportive in recommending a vendor that would both meet our needs and be affordable. In the end, the vendor that was the best fit for us was SimplyWell, a wellness company based in Omaha, NE, who has been in the wellness business since 1998. A big advantage we saw with utilizing SimplyWell was the fact that our local hospital was

able to be involved in the biometric screening/lab work part of the program implementation. As a business owner in rural Iowa, it is very important for all of us to utilize local companies when it is possible.”

John adds, “One of our next steps was to develop a wellness team, with members from all departments of the company. Once the members were selected, our New Way Health Team quickly became committed to raising awareness of healthier living through various activities...promoting everything from healthy eating to daily exercise to living a safer lifestyle.” (see picture of team on the last page of this newsletter).

What is your Wellness program's name and mission?

John indicated that instead of labeling it as a 'Wellness Program,' Scranton Manufacturing has chosen to call the new program a 'Health Support Benefit.' "Our Health Support Benefit development has been guided by the LMC Health Management Services team of Susie Roberts and Amanda Moser, and coordinates in with the SimplyWell program. Susie and Amanda are helping us to take a 'big picture' approach to wellness, to ensure that our efforts coordinate in with our company's long term goals."



John adds, "The mission of our wellness benefit is 'Driving the Difference to a Healthy Lifestyle.' New Way Manufacturing's tagline is 'Driving the Difference,' meaning we are trying to be a leading force in the waste management industry by implementing change, new technology, and reducing waste. Therefore we want to *drive the difference* in changing and improving the work environment for our employees' health as well. For example, prior to implementing our formal Wellness program, we started out by just talking about better health with our employees. We received such positive feedback that we decided to go the extra step and instituted a tobacco cessation program in 2007. The enthusiasm was great, and we are now proud to say we are a tobacco-free facility—this is just one example of the way we are working to change our work environment and build a culture of health."



Kessie Glass, New Way Health Team member, demonstrating the plank

Can you describe the various components of your Health Support Benefit program?

Art Sween tells us, "Last October is when we officially implemented our benefit. Through SimplyWell, we offered an online health risk assessment to all full-time employees. To complement the HRA, we asked LMC to coordinate with SimplyWell and Greene County Medical Center, our local area hospital, to provide onsite biometric health screenings for participants."

Art continued that, "Then during the holidays we encouraged participation in our challenge, "AWEIGH FOR THE HOLIDAYS" for encouraging weight stability over the holiday season. Participants were asked to weigh in before Thanksgiving and again after New Year's and to stay within 2-3 pounds of the first weigh-in."

The most recent health initiative has been a 14 week challenge consisting of teams competing each week with a different healthy habit theme. These weekly themes include challenges like drinking an appropriate amount of water, flossing their teeth daily, safety, stretching, and eating 5 fruits and vegetables each day. The final week in May culminates the program with an "Employee Wellness Day." Two teams will go head-to-head in either walking miles, the plank (core toning), or the wall-sit. In addition, a Personal Health Action Plan will help to make some of these habits long-term.

Through the year, we have continually promoted visits to farmers' markets, gardening, hiking, biking and horse back riding, joining a health support group, and utilization of the tobacco Quit-Line. All participants also have access to telephonic Health Coaching available 24 hours a day, 7 days a week through SimplyWell, as another resource to encourage healthy behavior changes.



New Way Health Team members Nathan Paulsen, Art Sween, and Malissa Gibson demonstrating how to do a wall-sit

What did you offer employees as incentives to encourage participation in your Health Support Benefit?

According to Art, "With this being our first year, we chose to keep the incentive structure fairly simple. With guidance from LMC and SimplyWell, we developed a point system in six categories, which related to various categories of health management: lab and test results, health risk questionnaire, health appointments, education modules, and participation in wellness events. The goal for each participant is 10,000 points."

The first 6,000 points could be obtained quickly by doing the biometric health screening (3,000 points) and the health risk questionnaire (3,000 points). The incentive was 4 Hours of Paid Time Off (PTO). Of the 199 employees of Scranton Manufacturing, 122 employees (or 61.3%) chose to participate in the Health Support Benefit.

The next goal for participants was to reach 8,000 points (or another 2,000 points) by April 1, 2009, to receive a \$50 VISA gift card. Points could be obtained in these categories (or a combination of both): make two appointments (doctor, dentist, eye exam, flu shot--500 points each) or watch 4 healthy education modules (online videos provided by the SimplyWell website--500 points for each).

In addition, a total of 1,000 wellness event points must be met in order to achieve the 10,000 total points. For the "AWEIGH FOR THE HOLIDAYS" wellness challenge, participants received 250 points. Several smaller wellness events will also be held and other activities can be attended during the remainder of year one which ends September 30, 2009. Participants who reach the 10,000 point total will receive another 4 hours of PTO and another \$50 VISA gift card. PTO was selected as one of the incentives in order to stress the fact that a healthy employee would be able to use PTO for vacation rather than using it as a sick day.



What were some of the biggest challenges you faced? How did you overcome them?

"One of the biggest challenges we faced was getting people interested and excited about participating in a 'wellness' program," comments Art. This is why the wellness team chose to call it a Health Support Benefit, to escape some of the stereotyping that traditional wellness programs sometimes get.

John mentions that another challenge has been that some participants may not be able to utilize all of the SimplyWell on-line program features, as many of the employees do not use computers at work and they may not have them at home. "To address this issue, we made our onsite training computers available for employees to login to their SimplyWell account, plus we have encouraged use of the public libraries as another option." John also adds that with computer usage as a 'barrier,' email is not a routine way of communicating with the employees. "We are using bulletin boards to announce the different activities," he says, "and we're relying on members of the New Way Health Team to encourage participation."

What are the biggest challenges you anticipate facing as you continue developing the program, going forward?

According to Art, "Our biggest challenge will be maintaining interest and showing those who have participated that the time they spent was worth it. Going forward, we would really like to get more people involved in the benefit. To accomplish this goal, we may need to create an incentive structure that is both conducive to new-hires and to those who want to join throughout the year."

What advice would you give other LMC clients, when it comes to building and/or implementing their wellness programs?

Art says, "All businesses have their own unique structure and personnel, so it is best to first assess why you would want to have a wellness program, determine if you really have the budget and the personal to run it; then, work with your insurance broker to build a solid wellness foundation, to help you design the program, to help you find a vendor who will meet the goals you are trying to achieve. For the first year, we chose to keep it simple, but again, depending on the make up of your business, the final decision is ultimately yours!"



New Way Health Team pictured above. Left to Right: Bill Cozad, Eric Daniels, Nathan Paulsen, Art Sween, Malissa Gibson.
Not pictured: Karine McLaughlin, Kessie Glass, and Abbey Peterson