

SHIP 3 TO SHIP 4
THE JOURNEY
CONTINUES!

February 3,
2016

Statewide Health Improvement Program SHIP HEALTH REFORM

SR@CC SAINT PAUL AREA CHAMBER OF COMMERCE

RAMSEY COUNTY Saint Paul - Ramsey County Public Health

RAMSEY COUNTY & THE
CHAMBER

- In 2015 we partnered to target worksite wellness at the employer level
 - Recruit employers to the table
 - Develop and deliver content
 - Understand barriers
 - Create lesson learned so that we can effectively move forward

SHIP 3 OBJECTIVE

- Identify and recruit employers willing to engage in a year-long intensive process
- To create long-term value for the employer and their staff while understanding resistance and behavior that can be applied to all employers
- Establish SPACC as a model employer

WHAT DID WE DO?

- Business Outreach and Recruitment
 - Notification and recruitment with businesses across Ramsey County
- Communications and Promotion
 - Ongoing education to employers via e-mail, social media, and events
- Internal Wellness Improvement
 - Analyze and implement systemic change

RECRUITMENT

- We secured eight businesses, of various sizes and commercial sectors, to participate in an eight month monthly meeting series
- Each business either had a wellness committee or was in the early formation stage
- Each meeting focused on a different wellness topic relevant to employer implementation

PROMOTION

- In parallel we:
 - Had a wellness tip of the week in our weekly e-newsletter that went out to over 13,000 recipients
 - Analytics revealed that click-through was highest when the “tip” leveraged a popular or timely item. Considerably lower click-through when the tip was less topical and more process oriented.
 - Used Social media (Twitter, Facebook, LinkedIn) to regularly drive traffic to the tip and wellness blog entries

INTERNAL IMPROVEMENT

- Participating employers completed a comprehensive Health Assessment
- Ramsey County and SPACC then returned a Wellness Recommendation for each employer
- Employers committed to implementing the proposed recommendations

ONE EMPLOYER'S EXPERIENCE!

- The Chamber completed the intensive assessment.
- Findings revealed:
 - No formal policy on healthy eating and catering
 - No formal policy on active lifestyle choices during the business day
 - No options for employees who wished to alter their workspace to accommodate wellness choices

WHAT DID WE DO?

- The Chamber created an internal catering policy that aggressively limited procurement of high fat/high sugar foods (think donuts!) and substituted them with healthy choices (think fruit, yogurt, grains)
 - Curiously...little to no resistance



WHAT DID WE DO?

- The Chamber implemented an external catering policy that, driven by cost, encouraged healthy choices
 - Moreover, we now provide caloric information prior to meetings (when available)
 - Curiously...little resistance! In fact, humor aside, many comments from guests on how they found this helpful
 - Information encourages choices

WHAT DID WE DO?

- Active lifestyle encouraged via:
 - Walking meetings
 - Employer registration with YMCA to allow for employee discount on memberships
 - Modified employee handbook to explicitly call out exercise during the day or before and after work with accommodation as necessary

WHAT DID WE DO?

- Workspace changes?
 - Surveyed employees on standing desks, chair options
 - Strong preference for standing desks
 - 12 of 15 employees now have standing desks
 - Informal survey shows at least daily (and sometimes much more) use by all 12 employees

LESSONS LEARNED

- Our SHIP 3 initiative revealed:
 - Critical to have an internal workplace initiative in place (or planned). Ad-hoc approaches struggle to gain traction.
 - Wellness committee makes a difference. They become internal champions. Again, their absence creates a defined lack of focus on the part of the employer.
 - Confusion as to “wellness” not only exists, it is alive and well.

LESSONS LEARNED

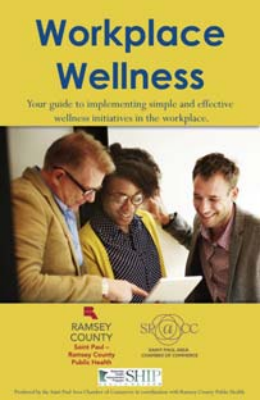
- Workplace wellness becomes what employers want it to be:
 - Critical to define initiatives in terms of definitive outcomes (SHIP 4 focus on four initiatives)
 - Cost concerns remain a convenient way to avoid this discussion

SHIP 4

- Take lessons learned and:
 - Focused wellness
 - Breastfeeding support
 - Tobacco cessation
 - Healthy eating
 - Physical activity
 - In all four cases, emphasize easy, quick, convenient actions that employers can take

NEXT STEPS – SHIP 4

- Electronic toolkit completed
 - PDF format with links to resources
 - Customized for use by multiple business associations
- Target outreach to small/mid size businesses in Ramsey County
 - Objective is to engage with 20 employers
 - 50% should be minority owned businesses



NEXT STEPS – SHIP 4

- Narrow engagement to 12 businesses for assessment
 - Focus on systemic change
 - Low cost investments
 - Intensive assistance

- Build internal (SPACC) capacity for wellness training/assessment
 - Hiring staff person
 - Focus on wellness and training