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**UI WELLNESS
ANNUAL REPORT
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I. Introduction

UI Wellness is the staff and faculty wellness program at the University of Iowa. The three main partners in **UI Wellness** are Counseling and Health Promotion Services, UI Family Care Center; University Employee Health Clinic; and UI *WorkLife*. In addition, many departments and service areas on campus provide additional support and services to the UI Wellness Program, including the Division of Recreational Services and the Health Protection Office.

UI Wellness provides health promotion services for staff and faculty to enhance the health of the organization and its' employees. Programs include initiatives based at the work site as well as in the employee's community, clinic or home. These health promotion efforts are comprised of awareness and education activities, behavior and lifestyle change programs, and the creation of supportive environments. The ultimate goal continues to be the development of a culture that values and meets both the individual and organizational needs for health improvement and enhancement.

What are the Benefits to the Organization?

Work site health promotion is an investment in human capital. Investing in human capital is not a question of being able to afford comprehensive health promotion programs – it is a matter of recognizing that organizations can no longer afford not to initiate such changes. Healthier employees yield bottom-line results for all organizations. The University of Iowa has identified a strategic goal to develop a highly productive organization that supports the mission and values of the University. UI Wellness benefits include:

- Improved employee health
- Increased productivity
- Decreased health care utilization
- Decreased health care costs
- Decreased absenteeism
- Retention and recruitment of employees

II. Vision, mission, and values

The vision, mission, values and goals of UI Wellness are the framework for program development and evaluation. They are as follows:

Vision

To be one of the premier comprehensive work-site health promotion programs at an academic institution.

Mission

To encourage our employees to engage in lifestyle improvements that enhance awareness and promote behaviors that support good health and prevent disease.

Values

Respect:

For the diverse nature of staff and faculty on the UI campus.

Quality:

To continuously strive to provide exceptional health promotion services.

Community:

To foster an environment of collegiality and open communication.

Integrity and Commitment:

To our mission and our standards of excellence and for the delivery of quality health promotion services and resource management.

Learning

To develop new and innovative methods of enhancing health promotion services and disseminating health information.

III. Strategic Plan 2000-2003

Goal 1. Provide employees opportunities to maintain and enhance their overall health and wellness. Through these efforts we will improve recruitment and retention of quality staff and faculty.

Strategies and Measures

- **UI Wellness Web Site:** This site provides information about health and wellness opportunities on campus at the University of Iowa through the extensive employee health and wellness resource guide. Additional features include on-line health assessments, consumer health information and links to nationally recognized health and wellness web sites. **Measure:** Number of hits to web site increased by 20%. Viewer feedback offers constructive change and enhancement. Baseline number of hits after 3 months of being on-line was 450.
- **Wellness Ambassador Program:** Wellness ambassadors are volunteers from the various departments and service areas on campus and act as liaisons between their departments and UI Wellness. Wellness Ambassadors play a vital role in supporting UI Wellness' mission to promote lifestyle improvements that support good health and improve quality of life. Because they know their co-workers and work area,

Ambassadors are advantaged in motivating colleagues to achieve healthier lifestyles. They act as both champions for wellness and catalysts for change, providing opportunities for University of Iowa employees to increase their energy level, enjoy a more productive work day and ultimately feel better about themselves.

Measure: Increase number of Wellness Ambassadors on campus by 25% each year to a total of 500. Ambassador satisfaction and feedback regarding programming and responsiveness of Wellness team. Baseline measure of 94 Ambassadors after 1 year of implementation.

- **UI Wellness Walking/Running Program:** The UI Wellness Walking/Running Program is an incentive program for staff and faculty at the University of Iowa. The program is designed to involve University of Iowa employees in a self-directed manner to enhance physical health and mental well-being. It also provides participants with information and incentives to develop a personal physical activity program. This program is available free of charge to all employees.
Measure: Number of participants is maintained. Currently there are 635 registered with a utilization rate of 60%.
- **SnackWise Program:** This program provides University of Iowa employees with the nutritional information on vending machine items. Informational posters are placed in vending areas across campus. As interest in healthy eating habits grows, this information may be used to assist employees in making healthy snack choices. In conjunction with the posters, educational seminars are provided to interested employee groups across campus. **Measure:** Vending selections reflect improved choices by staff and faculty.
- **UI Health Fairs:** Annual UI Health Fairs are provided in partnership by UI Wellness and the UIHC Staff Activities program. UI Health Fairs provide employees with educational opportunities and health screenings which may be used to increase their awareness about their own health. Departments and service areas from the University of Iowa campus participate with booths in this annual event. **Measure:** Participation and satisfaction. Baseline measure of number of participants at the Health Fair 98 was 1550 with above average to excellent evaluations.
- **UI Wellness Consult/UI Wellness Educational Seminars:** The UI Wellness consultation form can be used by any University of Iowa employee to request wellness services provided at the work-site. Services provided through the Wellness Consult form are free of charge or fee for service and include educational seminars, screenings, physical activity classes, on-site neck and shoulder massage, and worksite ergonomic evaluations. **Measure:** Number of UI Wellness consults increased by 25% each year. Participant satisfaction. Baseline measure is 8 consults requested after one year of limited implementation, due to staffing restrictions.

- **Wellness Challenge Event:** The Wellness Challenge is a two-week incentive program provided in conjunction with National Employee Health and Fitness Day. The Wellness Challenge is designed to motivate employees to practice healthy behaviors, earn wellness points and be eligible for prizes. **Measure:** Participant satisfaction. Baseline measure is 500 participants for 98.
- **Wellness Center:** Explore a collaborative partnership with Recreational Services in the design and development of a comprehensive Wellness Center on campus. **Measure:** Participation on the campus wide committee related to design.
- **Student Health Partnership:** Explore a collaborative partnership with Student Health Services regarding specific health issues for students and employees. **Measure:** Invite representative from Student Health to UI Wellness Advisory group by December 1999.
- **UI Wellness Display:** Create a portable UI Wellness display for promotion and marketing at events. **Measure:** To be completed by Spring 2000.

All of these events are important to creating a healthy culture. Improved health outcome measurement will continue to be difficult to assess. There is one question on the campus-wide survey of staff and faculty regarding Wellness that is distributed at the direction of President Coleman through University Relations. We will also track improvements in campus health and wellness awareness noted in that survey over time.

Goal 2. Improve productivity through a decrease in absenteeism and an increase in employee morale.

- **Maximize participation rates** in Facilities Services Group (FSG) pilot and other programming as noted. **Measure:** 30-50% participation in the FSG pilot. Decrease number of sick days by one per person actively participating in the program. Baseline measure is 9 days/year for Merit staff.
- **Design and implement a client satisfaction tool.** **Measure:** Tool to be completed by December 1999. Satisfaction rates will be average to above average for the first year of the pilot.

Goal 3. Improve health care utilization and decrease medical care costs through improvements in lifestyle practices, a reduction in risk factors and improvements in self-care practices.

- **UI Wellness and Staff Benefits** will design and implement a system with Wellmark and the State of Iowa to capture current UI Merit health care utilization costs. **Measure:** Data system to be explored and completed by Winter 2001.

- **Review and repeat** individual health risk assessments(HRA) of FSG pilot group.
Measure: Positive change noted in HRA of 20% of participating staff.

IV. PROGRAM FUNDING

Programs through UI Wellness are offered free of charge as a benefit to University of Iowa employees or as a fee for service to cover the cost of providing programs. The funding for the UI Wellness program for the 98 – 99 year came from a number of sources. The following are estimated identified contributions. This is based on the assumption that both the Director of WorkLife and Coordinator of Health Promotion Services are professional staff that work beyond a 50 hour work week to achieve these initiatives.

UI WorkLife

General expense budget of \$6,500
 Assistant Director, WorkLife - 10 hours per week
 Support staff-10 hours per week
 Student assistance

Counseling and Health Promotion Services, UI Family Care Center

Coordinator, Health Promotion Services - 10 hours per week
 Student employees – 5 hours per week
 Student intern – 10 hours per week, Spring Semester 99
 Dietitian as needed
 Massage therapist as needed

University Employee Health Clinic

Program Assistant, Health Promotion – 15 hours per week

Staff Council

\$2000 donation for Walking/Running Program and Wellness Challenge Event

The following departments provided other in-kind services:

Health Protection Office
 Division of Recreational Services
 Food and Nutrition Services, UIHC
 Facilities Services Group

Our goal over the next 2-3 years will be to evaluate programming investment hours rather than an estimate of personnel hours.

V. Conclusion

UI Wellness represents the core values of the University of Iowa with an aspiration that is also in alignment with President Coleman's plan. Our opportunity for growth and positive change in work culture can lead to individuals who are healthier and a more productive workforce overall. We will need to continue to examine resource allocations; enhance and promote the creative/collaborative partnership that exists; develop or reallocate reoccurring operational budgets and FTEs, as appropriate; develop linkages to the UI benefits plan; have adequate space and have HRIS support for programs and outcome measurement. It is with great anticipation that we are sharing this strategic plan for our future and a brief review of 1998/99.

Please feel free to offer comments and/or suggestions for future development.

Appendix

1. Accomplishments for FY 98/99
2. Fall 1999 – 2000 calendar
3. FSG Pilot description

Appendix
Accomplishments for Fiscal Year 98-99

UI Health Fair 98

UIHC – 1200 participants
IMU – 350 participants

Promotion and development of UI Wellness

Staff Celebration Day
FUSION Day Celebration

UI Wellness Walking/Running Program

Approximately 650 registered participants
Kick-Off event - 100 participants

UI Wellness Consult initiated

Targeted marketing due to limited staff
8 consults

UI Wellness Challenge

500 participants

Recruitment and retention of Wellness Ambassadors

94 registered Wellness Ambassadors
Monthly communication with Ambassadors
Provide educational articles for monthly distribution

Develop and maintain UI Wellness Website

Employee Health and Wellness Resource Guide
Self-assessments
National wellness links
Number of hits to date 450 within the first 3 months of being on-line

SnackWise Nutrition Education Program

Poster placement in vending areas across campus
Educational seminars
Initiated outcome analysis in UIHC vending areas

Facilities Services Group – Pilot Health Promotion Project

Presented to leadership group and received approval for implementation

**UI Wellness Calendar
Fall 1999**

September - November

Pathways to Wellness

provided through Counseling and Health Promotion Services, UI Family Care Center

September 7 - 10

Facilities Services Group - pilot project screening

September 9 - November 11

East Side of Campus, Noon Weight Management Seminar Series

September 16

Twyla Tharp Dance Company – Community Performance

October 2

American Heart Association Heart Walk

October 3

Americans with Diabetes Walk

October 12

Taylor 2 Dance Company

Movement Workshop (sponsored in partnership with UI Wellness and Hancher Auditorium)

October 26

Health Fair 99 at UIHC

November 4

Health Fair 99 at IMU

November 18

Great American Smokeout

November/December

Targeted educational seminars

"Healthy Holidays"

December 7 and 14

On-campus blood drives

On-going

Monthly updates to UI Wellness web site

Monthly wellness public service announcements to ambassadors via e-mail

Facility Services Pilot Description

A top priority goal for UI Wellness is to demonstrate a return on investment (ROI) from programs and services through a decrease in health care costs, health care utilization and/or worker's compensation costs. With this overall goal in mind, a pilot program was recommended for design, implementation and delivery to a Facilities Services Group (FSG) pilot group. The FSG pilot group project is designed to demonstrate a ROI through the potential reduction of health care costs and/or workers' compensation through reduction of illness and injury. The FSG leadership group approved the program in June 1999. It will consist of the following phases: identification, assessment, planning, implementation and evaluation, with implementation over the year beginning September 1999 through October 2000.

FSG Pilot Measures: To have the greatest impact, health and wellness programming needs to become an extension of the campus culture. This type of comprehensive programming will take time and education to be viewed by all levels in the organization as "the right thing to do". Some examples of outcome measures to be examined in the FSG study will include:

- ◆ Participation rates
- ◆ Individual outcomes
- ◆ Client satisfaction
- ◆ Dollars spent on workers compensation
- ◆ Changes in health care utilization
- ◆ Absenteeism

Planned Timeline

June/July 99	Data collection of workers compensation, health care utilization etc.
Sept 7 – 10, 99	Baseline screening for one week through all three shifts.
October 31, 99	Complete data analysis.
November 99	Presentation to FSG leadership. (These will be aggregate data presentations with descriptive recommendations for programming. An update of financials will occur with a menu selection for leadership to consider.)
January 00	Implementation of programming
January 00	Initiate group or individual programming
Feb – July 00	Continue programming and follow-up
July/August 00	Start preliminary data collection over
September 00	Repeat HRA screening for comparison

On-going Targeted Program Management

Initial screening will provide baseline data for individuals and the FSG population as a whole. Programs will be developed based on this information. On-going program management will consist of the design and implementation of specific programs to address issues identified in the assessment phase. In addition, data collection and analysis will be continued throughout the pilot project.