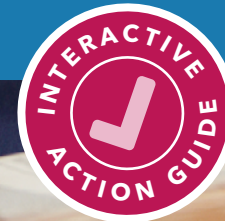


WORKFORCE HEALTH | RESOURCES

Starting a workforce health program



Welcome to your workforce health program toolkit

Any business, no matter how small, can create a culture of health. It involves educating employees about health issues, creating an environment that supports healthier behaviors, and making health-related objectives part of your corporate policy. This toolkit lays a foundation for getting leadership on board, organizing activities, and making it easy for your employees to adopt a healthy lifestyle. It's your road map to a successful workforce health program. In it, you'll find:



Surveys to gauge employee interest and measure progress



Wellness committee toolkit to help you form your own wellness committee



Goal-setting worksheet to help you make a specific, measurable plan



Healthy meetings toolkit to integrate simple, healthy habits into your meetings

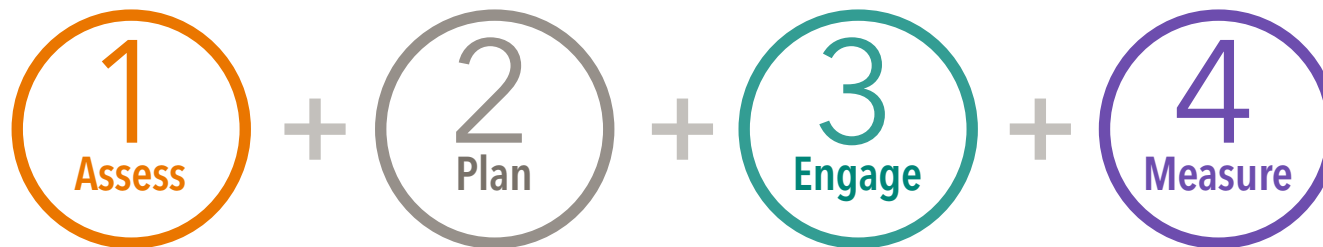


Links to helpful information to assist, guide, and inspire you



✓ Take the first step

Designing a workforce health program that's just right for your business can be easier than you think. Especially with our free hands-on toolkit, which walks you through the four basic steps to a successful program. You decide how simple or extensive you want your plan to be. And you choose what you need from the resources we provide. It's an affordable and effective way to bring good health to your workplace.



Assess – Use data to learn where your company stands on workforce health.

Plan – Set goals, schedule events and activities, and develop a communications strategy.

Engage – Launch and promote the program to your workforce.

Measure – Evaluate your program's success and set future goals.



① Assess

Steps	What to do	Tools and resources	Notes
<ul style="list-style-type: none"> ○ Get leadership endorsement 	<p>Present a business case for workforce health to your leadership team. Your program has a better chance of success when the company owner or CEO is on board.</p>	<ul style="list-style-type: none"> • Build a case for workforce health shows how to engage leadership with facts and figures. • WELCOA's seven benchmarks of results-oriented workplace wellness programs. <div style="border: 2px solid orange; padding: 5px; display: inline-block;"> <p>TIP Leadership buy-in makes it easier to get things done.</p> </div>	
<ul style="list-style-type: none"> ○ Target the most important health issues in your workforce 	<p>Use our worksite health survey to evaluate your company's workforce wellness needs. And find out what health issues matter the most to your employees with our employee interest survey.</p>	<ul style="list-style-type: none"> • Worksite health survey • Employee interest survey • Create your own free surveys with SurveyMonkey or Google. • A Prevention and Lifestyle Risk report shows which risk factors – such as weight, cholesterol, blood pressure, and smoking – are affecting your employees with Kaiser Permanente coverage the most.* Contact your Kaiser Permanente account representative for more information. 	

*A minimum of 200 employees with Kaiser Permanente coverage is required to receive this report.



② Plan

Steps	What to do	Tools and resources	Notes
<ul style="list-style-type: none"> ○ Form a wellness committee 	<p>Recruit a dedicated wellness champion or program coordinator and a wellness team. An active wellness committee is an important part of a successful workplace health program.</p>	<ul style="list-style-type: none"> • Wellness committee toolkit <div data-bbox="1066 532 1600 643" style="border: 1px solid orange; padding: 5px;"> <p>TIP Get your employees engaged by putting them in charge.</p> </div>	
<ul style="list-style-type: none"> ○ Identify your program, set goals, and agree on clear definitions of success 	<p>First develop programs, policies, and an environment that supports employee engagement and wellness. Then, based on the results of your worksite health and employee interest surveys, set goals for your program and agree on benchmarks that will help you evaluate its success.</p>	<ul style="list-style-type: none"> • Goal-setting worksheet <div data-bbox="1066 902 1600 1045" style="border: 1px solid orange; padding: 5px;"> <p>TIP Keep your goals easy to achieve so employees are encouraged to continue their efforts.</p> </div>	



② Plan

Steps	What to do	Tools and resources	Notes
<ul style="list-style-type: none"> ○ Determine incentives 	<p>Reward participants for meeting certain milestones of program engagement. Congratulate your employees, make announcements, and provide certificates of participation.</p>	<div style="border: 2px solid orange; padding: 10px;"> <p>TIP Here are a few ideas to recognize employees who achieve success at little or no cost to you:</p> <ul style="list-style-type: none"> • posting photos of participants around the office • acknowledging accomplishments at meetings or in a company newsletter </div>	
<ul style="list-style-type: none"> ○ Develop a program calendar 	<p>Develop a calendar of workforce health engagements and plan your communications schedule for the first year of your program.</p>	<ul style="list-style-type: none"> • Monthly health topics • National health observance days • Five tips to communicate workplace wellness • Getting results-based wellness communications right <div style="border: 2px solid orange; padding: 10px; margin-top: 10px;"> <p>TIP Tap into your existing communications channels – newsletters, leadership emails, company intranet, break rooms, etc.</p> </div>	



③ Engage

Steps	What to do	Tools and resources	Notes
<ul style="list-style-type: none"> ○ Implement your workforce health program 	<p>Launch and engage employees in your program. Visit our workforce health topic center to find educational resources, tools, and programs to encourage participation.</p>	<ul style="list-style-type: none"> • Workforce health topics • Healthy meetings guide <div data-bbox="1073 537 1602 639" style="border: 1px solid orange; padding: 5px;"> <p>TIP If you have an incentive plan, be sure to mention it.</p> </div>	
<ul style="list-style-type: none"> ○ Keep employees engaged 	<p>Send out periodic emails or company newsletters, and post fliers and posters throughout your workplace. Ongoing communications will help to promote your program, keep the excitement going, and celebrate successes.</p>	<div data-bbox="1073 906 1602 1182" style="border: 1px solid orange; padding: 5px;"> <p>TIP Consider nontraditional places for displaying communications:</p> <ul style="list-style-type: none"> • parking lots • lobbies and exits • elevators </div>	



④ Measure

Steps	What to do	Tools and resources	Notes
○ Evaluate your program	Track progress, participation, and interest in your program by filling out the worksite health survey again. Evaluate your program's success based on before-and-after results.	<ul style="list-style-type: none"> • Worksite health survey 	
○ Share the results	Communicate program participation rates and positive outcomes with your employees.		

➤ Contact your Kaiser Permanente representative for more information.

Information may have changed since publication.

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