



2017 Healthy Business Challenge Resource Guide January 12, 2017 – March 31, 2017

Congratulations! By signing up for the 2017 Healthy Business Challenge, you've taken the first steps toward creating a healthier workplace!

But, creating a culture of wellness is no easy feat! The Healthy Business Challenge was designed to not only give Loudoun County businesses the opportunity to be recognized for their wellness efforts, but **to provide new ideas for healthy change and guidance to those looking for some inspiration.** This resource guide will help you to complete the Healthy Business Challenge Scorecard to your best ability.

The scorecard contains questions targeting best practices for a healthier workplace. ***We encourage you to use the scorecard questions to generate new ideas and implement them in your workplace along the way!*** The Challenge will be open from **January 12th – March 31st**. Once registered, you will be able to save your data and update your scorecard throughout the challenge in hopes of increasing your score. **Use the hints and resource guide below to easily implement new ideas!**

Businesses will be scored by company size. The breakdown is as follows:

- 1 employee
- 2-5 employees
- 6 – 49 employees
- 50 – 149 employees
- 150-499 employees
- 500+ employees

All employees at all locations, even outside of Loudoun County – including contracted and part time employees – should be included in your count. Awards will be given in each business category for the top scoring businesses. The breakdown is as follows:

- Top 10% = Platinum Awards
- Top 20% = Gold Awards
- Top 30% = Silver Awards
- Completion of Challenge = Participant Awards

All businesses will be honored at the Annual Healthy Business Challenge Awards Ceremony in May. **Enjoy the many benefits of being one of Loudoun's Healthiest Employers:**

- Exposure on the chamber's Web site, in eNewsletters & local media outlets
- Formal recognition & award presentation
- Healthy Business Logo to use on Company Web site, Recruitment Materials, Email Signatures, & throughout Office

- Spotlight recognition in the chamber eNewsletter & Blog (**For the top winners in each category*)
- **Happy, Healthy, Productive Employees!!**

COMMUNICATION & EDUCATION

Constant communication and education is essential in creating a successful workplace wellness program. Do your employees know their health status? Do YOU know your employees' health status and interests? Where should you focus your efforts – on smoking cessation, diabetes prevention, a weight loss program? Do your employees know the benefits of adopting a healthy lifestyle?

1. **Wellness Portals.** Did you know that your insurance carrier most likely offers a complimentary wellness portal for your employees? Talk to your broker or insurance carrier and encourage your employees to use the portal!

Certain companies offer customized wellness portal tailored to the specific employee population. Some of them will even generate a report giving you a snapshot of your employee's health. Research local companies and implement a customized wellness portal.

2. **Health Seminars.** Many healthcare professionals are available to come and speak to your employees on varying topics of interest such diabetes, weight loss and stress reduction. Contact one of them using the chamber's wellness directory and schedule a seminar for your employees.
3. **eNews & Bulletin Boards.** These are great ways to share wellness information! Include information on upcoming wellness events, healthy recipes and other healthy initiatives.
4. **Certification Classes.** If you'd like to schedule a first aid, CPR or AED certification class for your employees, contacting a local hospital, medical practice or the American Red Cross would be a good place to start!
5. **Health Fairs.** Looking for an interactive way to introduce local wellness resources to your employees? Pick a day, identify potential wellness vendors in the community, and host an employee health fair. Think gyms, medical practices, spas, counselors, chiropractors, and more. The chamber's Wellness Directory is a great resource and starting point!
6. **Surveys.** Employees are more likely to engage in health behaviors that they are interested in. Survey your employees to identify their wellness interests (i.e.: cooking demos, fitness classes, stress management) using a free online software like Survey Monkey.

PREVENTION

According to the CDC, chronic diseases – such as heart disease, stroke, cancer, diabetes, and arthritis – are among the most common, costly, and preventable of all health problems in the United States. Four modifiable health risk behaviors—lack of physical activity, poor nutrition, tobacco use, and excessive alcohol consumption—are responsible for much of the illness, suffering, and early death related to chronic diseases.

- 1. On-Site Medical Services.** Contact a local hospital or medical practice that offers occupational health or workplace wellness services to schedule on-site medical services for your employees like annual flu shots or vaccines. Try contacting a local gym or personal trainer to inquire about on-site fitness classes or yoga for stress management!
- 2. Wellness Incentives.** Many employers offer wellness incentives – financial rewards or prizes – to employees who work toward getting healthier. This can be as simple as offering a reward for completing an activity like an annual physical or biometric screening and health risk assessment (HRA). Wellness Incentives don't have to be monetary – get creative! Think logoed water bottles, pedometers (sometimes you can get these for free from your insurance carrier!), \$5 gift cards for iTunes or smoothies, a healthy lunch, bringing in a massage therapist, etc.
- 3. Corporate Discounts.** Did you know a lot of local businesses offer corporate discounts for their services? Establish discount programs for employees with local health care and stress management providers like massage therapists, chiropractors, physical therapists and mental health counselors.
- 4. Office Ergonomics.** A comfortable work space can help you feel your best at work. Proper office ergonomics — including correct chair height, adequate equipment spacing and good desk posture — can help you stay comfortable at work. This guide from the Mayo Clinic can help you to get started: <http://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/office-ergonomics/art-20046169>. Next, research a local expert to come in and help transform your office.

NUTRITION

What we eat, nutritional deficiencies, activity and stress levels all impact our well-being. Remember, “Food is medicine!”

- 1. Meal Prep & Storage.** Do you have an on-site kitchen or break room with a refrigerator and/or microwave? Hint: tie this back to education and bring in a registered dietitian or chef for a nutritional seminar or cooking demo to address the importance of proper nutrition and meal preparation!
- 2. Community Supported Agriculture (CSA) Programs.** When you participate in a Community Supported Agriculture Program (CSA), you buy a “share” in the farm. Meaning, you will receive a delicious bounty of seasonal, farm-fresh fruits and vegetables each week, typically from June – October. This program encourages buying local, eating healthy, going green, and enhancing farm education. Contact a local farm and ask about CSA program information for your employees. Some farms will even allow your company to host a group pickup site where the

farm will pick, pack and deliver produce weekly to you – added bonus: you can save money on the cost of the share!

- 3. Healthy Food & Drink Options.** Your employees spend the majority of their day at the workplace. Do you offer healthier food and drink options for them? Think vending machines, break rooms, cafeterias, meetings, and catered company celebrations. Next time you celebrate a birthday – swap out that cake for a fruit tray!
- 4. Nutrition Label.** Nutrition label reading can help your employees make informed decisions about the foods that they eat. Is the nutritional content of foods offered in your workplace (through cafeterias, vending machines, catering options, etc.) readily available to your employees, either in print, or online? Do you provide resources for your employees to better understand how to read a nutrition facts label? This is another great way to tie in education— encourage your employees to read the nutritional content of foods by holding an interactive lunch-and-learn with a registered dietitian!

FITNESS

Regular physical activity is essential to prevent and reduce risks of many diseases and improve physical and mental health. It can even help you live longer—research from the American Journal of Preventative Medicine indicates that regular exercise can add up to five years to your life.

- 1. Employee Fitness Program and/or Activities.** Think lunch time walking clubs, company sponsored fun runs and/or walks, and on-site group fitness classes. You can even do small 5 minute workout breaks in the middle of the day to energize your employees!
- 2. Fitness Center or Workout Space.** Do you have an on-site gym or fitness space at your workplace? This can be as simple as weights and yoga mats in a conference room or keeping a library of workout DVDs and a TV accessible.
- 3. Pedometers or Fitness Trackers.** Do you encourage the use of pedometers or fitness trackers? Companies like FitBit sometimes offer corporate discounts or pricing when you buy in bulk. Contact them for more information! Or, if you don't have the budget, contact your insurance carrier – they may be able to provide you with some complimentary pedometers!
- 4. Team-Based Challenges.** Team based challenges are a great way to motivate employees. Think Biggest Loser weight loss competitions! Create innovative team-based fitness and/or weight loss challenges and watch your employees bond and succeed!

HEALTH POLICIES

- 1. Flexible Schedules.** All of these wonderful workplace wellness initiatives that you're implementing are fabulous, but, they won't make much difference if you don't allow your employees to participate in them! Be sure that you're supporting your new culture of wellness with flexible schedules that both allow and encourage your employees to partake in wellness activities.
- 2. Wellness Team or Committee.** An internal team of passionate wellness ambassadors can help you to organize, track, and promote employee wellness programs. Be sure that it's a voluntary committee – you want to attract those who are truly supportive of your goals and initiatives. Do not appoint employees to be on your wellness committee!
- 3. Extending Your Program to Family Members.** Extending your wellness program to family members takes the healthy habits beyond the workplace and into the home. Start small – send healthy recipes home with employees, allow spouses to come to educational healthy seminars, biometric screenings, workout classes, and more.
- 4. Enforcing a Smoke Free Work Environment.** Reference The American Cancer Society's model Tobacco-Free Policy and related materials to enforce your own Smoke-Free Workplace: <http://www.cancer.org/healthy/stayawayfromtobacco/smoke-freecommunities/createasmoke-freeworkplace/smoking-in-the-workplace-a-model-policy>.
- 5. Virginia Public Breastfeeding Law.** Effective as of July 1st, 2015, Virginia's Right to Breastfeed Law allows a mother to breastfeed her baby in any public place or any private place where they are lawfully present. Training employees on the law and explaining that they may not ask a nursing mother to cover up, stop breastfeeding, or leave an establishment are important steps for ensuring compliance with the Right to Breastfeed law and for supporting breastfeeding mothers.
- 6. Lactation Support Programs.** A Lactation Support Program (LSP) can exist within a workplace's current Wellness Program and provides new mothers with the support they need to achieve their breastfeeding goals. A comprehensive LSP includes a supportive breastfeeding policy, a private space for the expression of milk, flexible break times, and education on the workplace's policies and procedures for continuing to breastfeed when returning to work.

Loudoun County Health Department's "The Breastfeeding Friendly Workplace" toolkit can be accessed here: <https://www.loudoun.gov/DocumentCenter/View/124880>
- 7. Employee Assistance Program (EAP).** An Employee Assistance Program (EAP) is an employee benefit program offered by many employers. They are intended to help employees deal with personal problems that might adversely impact their job performance, health and well-being. EAPs generally include short-term counseling and referral services for employees and their household members. Speak with your insurance carrier or broker for more information.

EVALUATION

- 1. Annual Evaluation.** It's important to evaluate your wellness program to identify if your efforts have been effective. An annual evaluation will help give your program direction for what areas still need to be impacted to improve your employees' health and your company's bottom line.

Your evaluation should be comprehensive – look at HRA data, absenteeism rates, healthcare claims costs, pharmacy costs, turnover/retention rates, worker's compensation claims, and productivity metrics. This isn't easy to do alone, so make sure you work with your Chief Financial Officer and Human Resources Department to collect and quantify this data.

- 2. Tracking ROI & VOI.** Return on Investment (ROI) is how much money you are actually saving by offering a wellness program. For example, if your wellness program budget is \$50,000 but, by offering the program, you reduce your healthcare claims costs by \$150,000, then you have a 3:1 ROI. This is what all wellness programs should aim for!

Value of Investment (VOI) looks more at the soft costs associated with offering a wellness program. For example, if your company is named a "Healthiest Employer" in the area, you are viewed as a desirable place to work. Therefore, top talent will seek employment with your company. This can be just as valuable, if not more valuable, to a company if evaluated and presented correctly.

- 3. Operating Plans.** A successful workplace wellness program must have a results-oriented written guide that includes a clear program vision, measurable objectives and goals, a comprehensive budget, specific programs/interventions, clear timelines (a one year and five year plan), assigned responsibilities, communication strategies, and an evaluation plan. Your wellness program should be viewed as a business line with a written plan to achieve results. For help writing an Operating Plan, here is a great resource: <https://www.welcoa.org/wp/wp-content/uploads/2014/06/04operatingplan.pdf>
- 4. Strategic Objectives.** A successful wellness program must have specific goals and measurable objectives that are linked to the company's strategic priorities. If you do not have these, you will not be able to effectively evaluate outcomes. Strive to write SMART objectives: S = Specific, M = Measurable, A = Achievable, R = Relevant, T = Time Based.

Here's an example: *We will decrease the number of smokers by 10% by December 31, 2017 by creating and enforcing a smoke-free campus policy and partnering with the American Lung Association to offer an on-site smoking cessation program.*