

“Creating a Culture of Wellness in Healthcare Settings”

Rebecca Vinton Dorn, M.A.
Executive Director

May 18, 2013



What is Wellness?

well·ness n \ˈwel-nes\ :

- Wellness - being aware of your present health status **and** actively working toward maintaining or improving it.
- Worksite Wellness - planned approach for a comprehensive program in a worksite

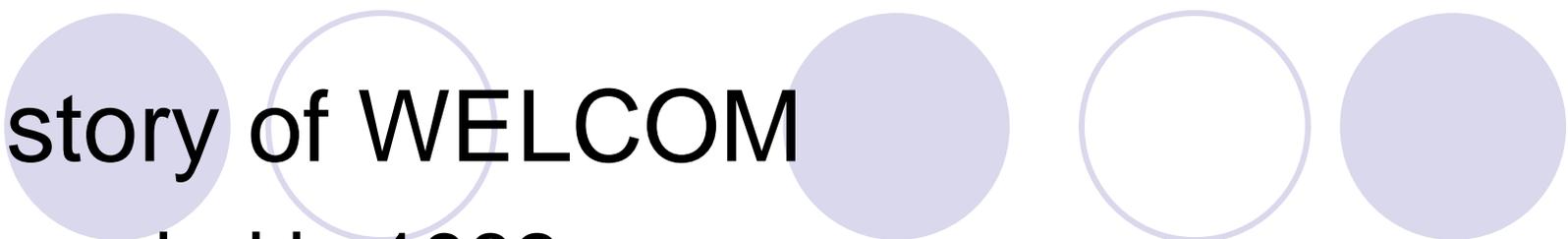
Dimensions of Wellness

Optimal Health is a balance of:



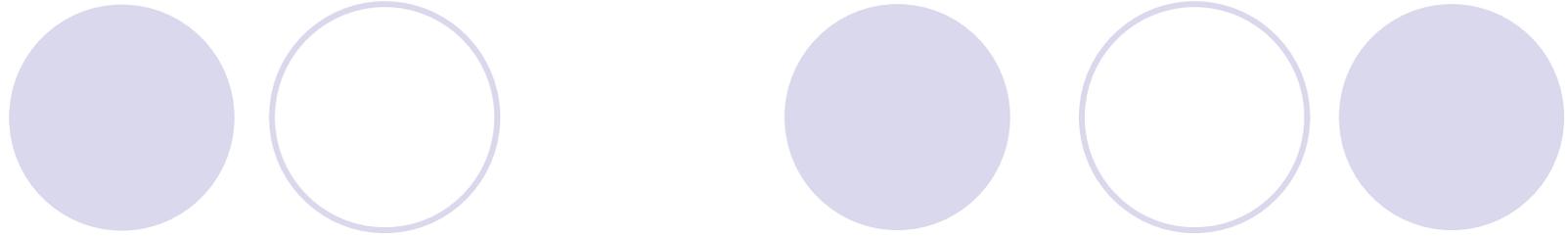
Well 
Workplace
N E B R A S K A


WELCOM
WELLNESS COUNCIL OF THE MIDLANDS



History of WELCOM

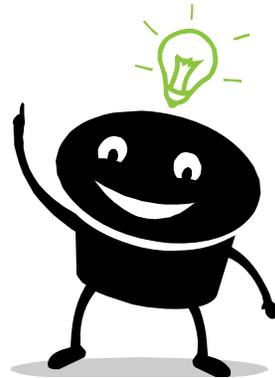
- Founded in 1982
 - First Wellness Council in the United States
 - Mission: “To Lead employers to create a workplace culture of health and wellness.”
- WELCOA - Founded in 1987
 - Licensee for the State of Nebraska
 - Cornerstone - Well Workplace© Process
- Well Workplace Nebraska (WWPNE)
 - Serves companies across the state of Nebraska

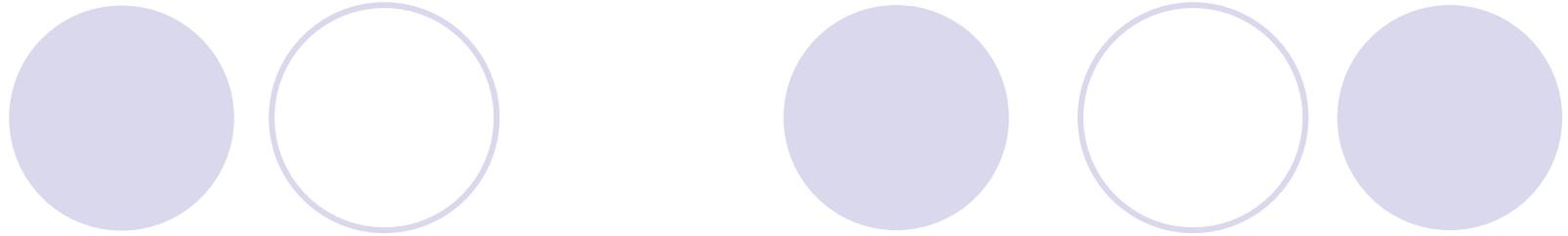


Strategy for Change

“The purpose of worksite wellness is not to change people, but to change the culture.”

- D.W. Edington, University of Michigan





WELCOM's "mantra"...

Results-driven, NOT activity-centered!

Seven Benchmarks





#1: Senior Level Support

- Necessary to Secure Financial Resources
- Integration of Wellness into the Organization
- Supportive Corporate Policies
- Key to Tying Health Promotion Objectives to Business Outcomes

#2: **Creating Wellness Teams**



- Engage Key Players
- Add Credibility
- Lighten the Load
- Provide Great Public Relations
- Provide Safety in Numbers
- Provide Stability, Better Ensuring Enduring Initiatives



#3: Collecting Data

- Pinpoint Company Health Concerns
- Satisfy Employee Interests
- Increases the Likelihood that People will Accept Wellness
- Provides Baseline to Measure Change

Two Types Of Data To Collect:

- Organizational “Needs” Data
- Employee “Interest” Data

Balancing Needs and Interests



- Employee Interest Initiatives Draw Participation
- Business Needs Drive Wellness Budgets
- Results are Produced with a Combination of the Best Interests of the Business and the Employees

#4: Craft an Annual Operating Plan

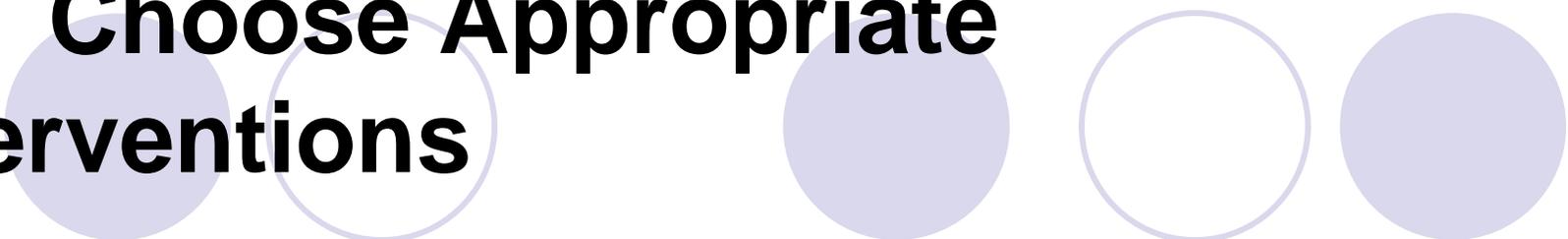
- Forces You to Consider Your Company's Needs, and Strategic Priorities
- Legitimizes and Communicates Your Program to Senior Managers
- Gives Your Program Continuity through Personnel Changes
- Provides Energy to get Your Program Moving

7 Elements of a Wellness Operating Plan:



- Vision Statement
- Goals
- Objectives
- Implementation Timeline
- Itemized Budget
- Communications Strategies
- Evaluation Plan

#5: Choose Appropriate Interventions



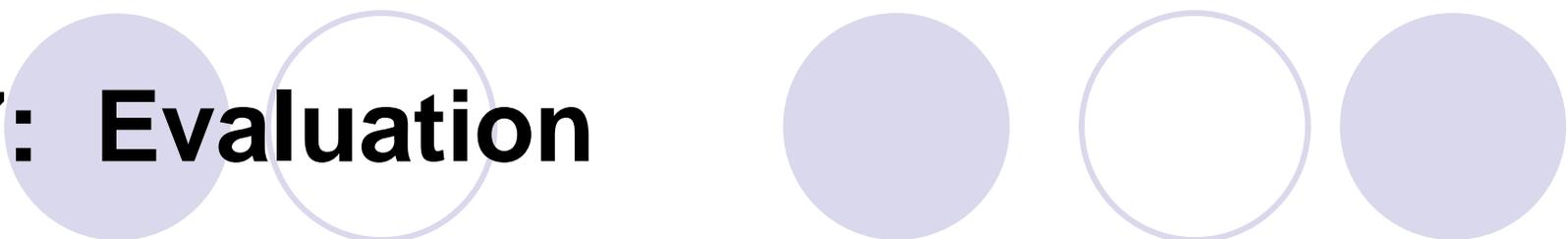
- Personal Finance
- Immunization
- Ergonomics
- Hypertension
- Alcohol
- Seatbelts
- Smoking Cessation
- Physical Activity
- Nutrition/Weight Control
- Medical Self-Care
- Stress Management

#6: Create a Supportive Environment



- Physical Environment
- Policies
- Recognition and Rewards for Success
- Managers Model and Support Health

#7: Evaluation



- Verify What Improvements Should be Made
- Document the Effects of the Program
- Respond to Concern and Criticism
- Penetrate “Blind Spots” in Programming
- Contribute to the Knowledge Base of the Field
- Secure Future Funding

Seven Benchmarks

