BlueResource | Introduction

There is a direct link between health risks and health care costs. Simply put, illness prevention costs less than illness treatment, and numerous employers are embracing worksite wellness initiatives as investments in prevention. Along with noted financial savings, benefits from health promotion programs include increased productivity, higher employee retention rates and improved morale.*

With BlueResource – Worksite Wellness & Health Fair Toolkit, you’ll find tools and resources to help plan and put employee wellness initiatives into action. These resources include:

- Health fair planning guide – a comprehensive planning tool that offers step-by-step direction, helpful tools and evaluation recommendations
- Health fair supporting communications – poster, e-mail banner and copy, letter templates, checklists and evaluations that can be customized for your organization’s events
- Employee interests and needs survey – an assessment to evaluate your employees’ health and wellness needs and interests
- Management feedback and commitment survey – a tool designed to gather management input and encourage their commitment to preventive health programs
- Worksite health audit – a checklist to assess how well your workplace supports employee wellness
- Face Up to Your Health – communications and tools that promote healthier choices in vending machines

A complete package
Check out the toolkit’s employee messages and artwork provided as PDF and Word files. The Word files allow you to tailor the communications to fit your organization’s specific needs. Most files are available in both English and Spanish. Locate the files you want on the CD included with this booklet.

BlueResource files have been designed for you to use electronically. You can cut and paste copy from Word files, or print from PDFs and distribute. It’s your choice!

Many U.S. employers have found investments in worksite wellness programs can produce substantial financial savings.** Research shows that every dollar invested in worksite health promotion can return $3.50 to nearly $6.00 in savings through reduced employee absenteeism, increased productivity and decreased health care costs.***

Tip!
Look for additional helpful hints throughout this booklet.

*HealthLeaders Magazine, 2005
**Partnership for Prevention, 2005
***University of Pennsylvania, 2005
Plan for success
While some corporations have comprehensive, multi-component programs, other organizations have achieved cost savings with just one or a few simple activities to promote wellness and healthy behavior change. When developing your worksite wellness plan, consider the following:

What has been successful for other employers?
The guidance offered in *BlueResource – Worksite Wellness & Health Fair Toolkit* is based on research and wellness programs that have been piloted within Health Care Service Corporation, of which Blue Cross and Blue Shield of New Mexico (BCBSNM) is a division, and have shown proven results.

What are your employees’ health risk factors?
Contact your BCBSNM representative to request claims data summaries and other helpful information.

What health topics interest your employees?
Use the *Employee Interests and Needs Survey* provided in this toolkit to find out. Targeted programs that focus on key interests will be more likely to engage employees.

What resources are available?
Along with the worksite wellness tools and recommendations within this booklet, the *BlueResource Communication Program* offers a wealth of health and wellness collateral files and messages, including:

- *Don’t Weight to Feel Great* – an eight-week weight loss program
- *Exercise at Your Desk* – an initiative that encourages stretching during morning and afternoon breaks to help combat work-related injuries, such as carpal tunnel syndrome
- *Tip of the Week* – a weekly e-mail campaign that provides simple wellness tips
- *Wellness Works* – an employee-focused quarterly newsletter packaged as a ready-to-use PDF or copy that you can insert into your organization’s newsletter

Talk to your BCBSNM representative to request other *BlueResource* booklets.

Boost employee participation
Use these tips to get employees to take part in your wellness activities:

- **Involv employees in the planning process.** Consider creating a Wellness Committee. This will stimulate interest and ownership of your wellness program. Plus, word of mouth is often the best marketing device.
- **Offer participation incentives.** Research shows that incentives can increase participation by 12 to 35 percent.* They also help encourage program completion and long-term change of unhealthy behaviors.
- **Market your programs using various vehicles.** Use both print and electronic communications to promote your wellness activities.
- **Find out why employees don’t participate.** Asking “why not?” may lead to new health promotion strategies and provide insight to barriers that may stand in the way.
If you want results
Allocating time to properly plan and set up your wellness programs will pay off in the long run because:

• Planning forces you to examine details in advance. It’s unrealistic to think that you can construct a wellness initiative in a couple of days. Allocate time. Start small.
• Planning lets everyone know how your program will work, how potential rewards may be achieved and how positive outcomes will be recognized.
• Planning aligns goals and objectives. Getting buy-in from senior-level management and employees at all levels helps focus everyone to move in the same direction.

Ready, set, go
Three sets of information can influence your decision about health promotion activities. They are:

• Employee interests
• Self-reported employee needs
• Employee needs supported by claims data

Gathering employee data is the first step in the planning process to help you formulate your wellness activities based on employees’ needs and interests. Needs refer to health risks, like high blood pressure or obesity, and interests are health topics that employees would like to know more about.

The trick is to tailor your health promotion programs to balance employee interests and needs. Use the Employee Interests and Needs Survey from this toolkit to gather employee interests and self-reported needs. Also, contact your BCBSNM representative to obtain claims data summaries that will show aggregate health risks (actual needs) of your employees.

Management should present a united front to create a healthy corporate environment. Use the Management Survey included in this toolkit to gather feedback and promote management commitment.
**Make sure the workplace is well**

Since employees are within the physical workplace environment a majority of their waking hours, characteristics of your organization’s site may contribute to health or may lead to complaints and eventually to physical symptoms or chronic conditions. A healthy workplace can boost employees’ energy, enhance motivation and lead to increased productivity—all of which affect the profitability and competitiveness of an organization.

Apply the *Workplace and Health Audit* provided in this toolkit to evaluate your organization’s current facilities.

**Tip!**

A workplace audit may point out ways your organization already provides a healthy environment. Or you may identify areas in which you can make strides to improve the work environment for healthier employees.

**Workplace Health Audit**

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<td>Low-fat products offered</td>
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**Tip!**

Check with your safety department to see if environmental surveys have already been completed. This could be a starting point or complement your audit.
Helpful health fair resources
Health fairs can be complex events encompassing many activities and learning opportunities, or they can be as simple as offering a health screening or flu shot. The needs of your organization will dictate the health fair you undertake. Use the Health Fair Planning Guide as a starting point.

Tip!
Health promotion can’t be successful if it’s isolated within your organization. It must be supported by collaboration and partnership.

This resource has been created to cover the full gamut of your needs for health fair planning and assessment and includes guidance on:

- Organizing a planning committee
- Setting health fair goals
- Developing a timeline
- Establishing a budget
- Creating a theme
- Determining health fair activities
- Selecting a location
- Managing staffing needs
- Identifying and securing exhibitors and vendors
- Publicizing the event
- Evaluating results
Attention to detail
The **Health Fair Planning Guide** has been designed as an interactive resource—a document where you can record event and budget details. Provide this booklet to key individuals who will be helping coordinate your event so everyone is aware of what’s needed for a successful health fair.

Establishing a planning committee will provide health fair leadership and coordination. Recruit individuals from key areas in your organization that will be participating in your health fair.

Use the checklist and timeline provided to address details needed for your wellness event. Highlight tasks that need to be accomplished and check them off once completed.

Estimate expenses associated with the health fair and develop a budget of total costs. Share the details and expenses with management who oversee your organization’s finances.
BlueResource  Health fair toolkit

Save time and leverage resources
Select the forms and templates that apply to your wellness event or health fair.

**Tip!**

Customize supporting communications to suit your health fair needs.

- **Health Fair e-mail copy**
  Ancient wisdom says, The journey of a thousand miles begins with a single step. Your journey toward health can begin with the simple step of taking part in our health fair.
  Date:
  Time:
  Location:
  A journey needs a map—a guide to move you from one ...

- **Health fair poster**
  49850.0408 - English
  49921.0408 - Spanish

- **Health fair e-banner**
  49851.0408 - English
  49922.0408 - Spanish

**Exhibitor/Vendor Contact Information Form**

Date(s) of the health fair: __________________________________________________________

Time(s): ____________________________

Location(s): ____________________________

**Invitation Letter**

Dear (Name of Company)

(Company) would like to invite you to take part in our upcoming health fair. The goals of the event are to (list some of your goals). The individuals participating will be our employees and their family ...

**Exhibitor/Vendor Participation Confirmation Letter**

(This letter would be appropriate to send to exhibitors/vendors whose participation was secured by telephone.)

Dear (Exhibitor Name)

(Exhibitor Address)

**Exhibitor/Vendor Needs Form**

Name and telephone number of who to contact the day of the health fair:

________________________

________________________

________________________

________________________

________________________

________________________

**Exhibitor/vendor contact information form**

48938.0408

**Exhibitor/vendor invitation letter**

48937.0408

**Exhibitor/vendor confirmation letter**

48942.0408

**Exhibitor/vendor needs form**

48941.0408

**Tip!**

Promoting your event creates enthusiasm for participation. Early promotion, using various communications methods, will get more employees on board.
Take stock

Your event is over. It’s important to gather information from everyone involved while the experience is fresh on their minds. Even with careful planning, surprises will occur. Evaluation helps identify successes and pitfalls by asking questions like these:

- Was the event well attended?
- Were essential details missed in planning?
- Did activities run smoothly?
- Did activities or screenings take longer than anticipated?
- Would altering the schedule improve the event?
- Were exhibitors/vendors effective and engaging?
- Were there enough or too many activities?
- Were there barriers that affected the success of the event?
- Were facilities adequate?
- Were participants pleased with the event?
- Were the right people involved in planning the event?
- What specific successes will you incorporate into your next event?
- What issues will you avoid when planning your next event?

Employee/Participant Health Fair Evaluation

Circle or complete the answers below.

How would you rate the health fair overall?
- Excellent
- Good
- Fair
- Poor

What motivated you to attend?
(Choose all that apply)
- Activities
- Chance to get away from ...

Exhibitor Health Fair Evaluation

Exhibitor/vendor:

Contact name:

Phone number:

E-mail address:

Exhibitor/vendor evaluation

Employee evaluation

48939.0408 - English
48943.0408 - Spanish

Tip!

Summarize your evaluation results and share them with executives and your committee members.
Create cultural change

Obesity is an epidemic—one of the top health threats in the United States. You can help your employees combat obesity by providing education and awareness, as well as a supportive environment that fosters weight loss success. Offering better snack choices in your vending machines is one step toward a cultural shift to wellness.

*Face Up to Your Health* provides communications and tools needed to roll out the healthier vending machine program. The color-coded system gives your employees an at-a-glance opportunity to choose a healthier option—green for the best choice, yellow for foods you should indulge in occasionally and red for snacks to avoid.

**Employer flier**
45449.0408

**Vending machine sign**
46155.0408 - English
46156.0408 - Spanish

**Promotional poster**
46159.0408 - English
46160.0408 - Spanish

**Table tent**
46163.0408 - English
46164.0408 - Spanish

**Monthly signs**
46171.0408 - English
46172.0408 - Spanish

**Green price tabs**
46195.0408

**Yellow price tabs**
46197.0408

**Red price tabs**
46199.0408

**e-banner**
46167.0408 - English
46168.0408 - Spanish

**e-mail copy**
49967.0408 - English
49968.0408 - Spanish

**Nutritional analysis and color-coding calculator**
49969.0408

**Tip!**

Find a list of popular vending selections and use the *Color-coding Calculator* to categorize snacks that may not be included on the *Nutritional Analysis List*. Conduct frequent audits to make sure snacks are re-stocked according to the price-tab color.
A program with proven results
When piloted at Health Care Service Corporation, of which BCBSNM is a division, Face Up to Your Health showed tremendous initial results and is continuing to be successful over time. Heightened employee awareness yielded:

- More products sold from machines, boosting commission by 24 percent
- Increased sales of green and yellow products; decreased sale of red products

Tip!
Face Up to Your Health can be a win-win program if your organization generates profit from vending machines. Using promotional communications will encourage healthier choices which can lead to more products being sold in your machines.