The Community Guide

What Works to Promote Health

-New Hampshire-

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Foundation for Healthy Communities
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The Community Guide
NH Team

- NHDHHS & Division of Public Health Services
- JSI/Community Health Institute
- Foundation for Health Communities
- NH Business & Industry Association
- Endowment for Health
- Anthem BC/BS
Walk NEW HAMPSHIRE!

190 miles!
Congratulations! You’ve walked the entire length of NH!

162 miles!
You’ve walked the Cohos Trail through Coos County - the longest single foot trail in NH!

129 miles!
You’ve walked from Concord to Chocorua Lake and back!

98 miles!
You’ve walked the length of the Connecticut River from N. Walpole to Woodsville!

70 miles!
You’ve walked across NH!

62 miles!
You’ve walked the distance around Lake Winnipesaukee!

49 miles!
You’ve walked the Monadnock-Sunapee Greenway trail!

34 miles!
You’ve walked up and down Crawford Path to Mt. Washington’s summit...twice!

18 miles!
You’ve walked the length of NH’s coastline along the Atlantic ocean!

Ready to go?
Hang this poster up on your wall and use it to keep track of your progress. Just color in the mile-markers above as you walk your way through New Hampshire. Start at the bottom and walk your way up!
Policy

• Public Policy
  NH Commission on the Prevention of Childhood Obesity

• Organization policy
  CATCH Kids Clubs
Co-benefits Across Sectors

Policy Alignment

- Health
- Education
- Environment
- Economy
- Land Use, Planning & Transportation
Health Starts Where We Live, Learn, Work and Play

- Cities & Towns
- Schools
- Health Care
- Worksites
- Food Outlets
1. Increase the number of people in NH who improve their health.

2. Adopt policies and community approaches that support HEAL.

3. Engage organizations to implement HEAL strategies.
Changing the Context to Make the Healthy Choice the Easy Choice

Healthy Policies → Healthy Environment → Healthy Behaviors → Healthy People

Partnerships for Healthy Communities | www.HEALNH.org
17.4% increase in combined prevalence of overweight and obesity from 1990 to 2008
Estimated medical costs of adult obesity

- US: $147 Billion
- CA: $7.67 Billion
- CO: $874 Million
- TX: $5.34 Billion
- NH: $305 Million
- MA: $1.82 Billion
- CT: $856 Million
- FL: $3.98 Billion

Project Goals & Activities

- Improve employee health in small business with evidence-based intervention
- Increase awareness of TCG among stakeholders
- Obtain resources to expand project more broadly
- Recruit small businesses to participate
- Conduct employee surveys
- Analyze results & link to TCG
- Develop worksite wellness plan
New Hampshire Community Guide Demonstration Project

LOGIC MODEL

GOALS: 1) Improve the health of small business employees through assessment and implementation of evidence-based worksite wellness interventions. 2) Increase awareness of the Evidence Based Public Health and the Community Guide among public health practitioners and stakeholders. 3) Obtain funding to expand the demonstration more broadly across the business sector.

Inputs
- Project Partners - e.g., intellectual energy (NHDHHS, FHC, CHI, DOI)
- Small businesses, associations, and community stakeholders - time, intellectual energy
- Community-based health education and promotion sources
- Community Guide information
- Survey tool for worksite wellness interests and needs

Activities
- Identify and engage business champion (e.g., FHC) and pilot sites in geographically varied settings
- Adapt and administer survey of worksite wellness interests and needs
- Analyze and report survey results
- Disseminate related EBP, Community Guide information
- Assist in developing EB worksite wellness plans, activities and identification of resources
- Facilitate inter-business partnerships, learning opportunities, and dissemination of lessons learned

Outputs
- Participation of small businesses
- Assessment findings
- Worksite plans and activities based on findings and EB information
- Worksite wellness plans developed
- Plans and activities implemented
- Number of businesses and employees reached by type of program or policy
- Employer and employee satisfaction
- Lessons learned

Immediate
- Increased awareness of worksite wellness interests, needs and resources
- Increased awareness of evidence-based worksite wellness policies and practices from the Community Guide
- Plans for implementing selected evidence-based worksite wellness policies and practices
- New and enhanced business and community, public health partnerships

Intermediate
- Broader adoption of evidence-based worksite wellness policies and practices by small businesses.
- Increased numbers of small business employees with access to and participation in EB wellness programs
- Enhanced preparation for health reform
- Sustainability, integration and institutionalization of EB worksite wellness policies and practices

Impact
- Measurable improvements in employee health
- Contribution to the business case for promoting a healthy work culture
- Expansion of business, public health partnership activities to address broader community health improvement needs and opportunities

Contextual Factors (e.g., political, health reform, business climate, cultural considerations, etc.)
NH SMALL BUSINESS
WORKSITE HEALTH PROMOTION PROJECT

Objective: Engage small business owners/managers to provide employees with information to address their health questions and concerns

Why: * Employee health can be improved through worksite strategies
  * Small businesses with less than 50 employees require special strategies due to their size and lack of HR staff support
  * Employee satisfaction and retention is linked to health and productivity
  * ROI or worksite wellness
  * Free and low-cost health information resources are available to NH communities
  * Worksite health promotion is a key focus of Healthy Eating Active Living (HEAL) NH, a statewide initiative to foster implementation of healthy eating and active living interventions through a statewide infrastructure at the local community level across five sectors - schools, worksites, health care settings, food outlets, and cities/towns. (www.healNH.org).

Who: Businesses with between 5 and 49 employees in the following NH regions: Mount Washington Valley, Franconia Notch/Littleton, Lakes Region/Concord, Seacoast and Upper Valley (3-5 businesses per region)

What: 1. Commitment and support of business owner/manager
   * Business owner/manager responsible for ensuring employee participation.
  2. Survey and analysis of employee health concerns/interests
   * Business owner/manager provides link to online worksite wellness employee interest survey to all employees (or distributes paper copy to those employees without Internet access)
   * Business owner/manager must commit to ensuring at least 85 percent participation rate of employees (meaning 85 percent of employees complete full survey) by April 30, 2011.
  3. A minimum of two resources will be made available to respond to employee health concerns/interests with up to $200 in financial assistance for associated expenses.

When: The pilot program will run from March – July 2011. Employee surveys will be completed in April and analysis will be completed in May. Participating businesses would expect to receive their analysis and follow-up information/resources in May and June.

Partners in developing the NH Small Business Worksite Health Promotion Project include: Business and Industry Association of New Hampshire, NH Department of Health and Human Services(Division of Public Health Services), Community Health Institute, Anthem Blue Cross and Blue Shield in NH, and Foundation for Healthy Communities.
Sample Report

I make time for 20 or more minutes of physical activity daily

I buy healthy snacks when they are available
(for example, pretzels, yogurt, low fat milk, 100% juice, fresh fruit, dried fruit, NOT candy, soda, pastry, etc.)
Have you recently given serious thought to making a personal lifestyle change related to better health?
(For example, lose weight, change the kinds of foods you eat, become more physically active, reduce stress, reduce alcohol use, stop smoking.)

I would buy healthy snacks at the worksite if they were available

- Yes, in the past year
- Yes, a year or more ago
- No, not in recent memory

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent of Respondents</th>
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<tbody>
<tr>
<td>Very Often</td>
<td>17.4%</td>
</tr>
<tr>
<td>Fairly Often</td>
<td>34.8%</td>
</tr>
<tr>
<td>Occasionally, but not often</td>
<td>21.7%</td>
</tr>
<tr>
<td>Rarely or Never</td>
<td>26.1%</td>
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</tbody>
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Sometimes, employees come together in informal interest groups to support each other in various activities. What kind of informal group(s) might you participate in if you knew others shared your interest? (Please check all that apply)

- Walking: 26.1%
- Hiking: 26.1%
- Other: 26.1%
- Not interested: 21.7%
- Nutrition: 17.4%
- Biking: 17.4%
- Stretching: 13.0%
- Aerobics: 8.7%
- Cooking: 8.7%
- Weight loss: 8.7%
- Running: 4.3%

Some worksites offer employees more formal health screening and promotion programs provided by health professionals. What kind of formal programs or classes might you participate in if offered through the worksite? (Please check all that apply)

- Back safety/Managing back pain: 43.5%
- Stress reduction: 39.5%
- Fitness classes: 34.1%
- Blood pressure checks: 21.7%
- Flu shots: 17.4%
- Weight management: 17.4%
- Smoking cessation: 17.4%
- Not interested: 17.4%
- Body fat testing: 13.0%
- Other: 0.0%
Sample Outcomes

- Workplace Meetings Food Policy
- Back Strengthening (PT) Program
- Smoking Cessation
- Link with Capital Area Wellness Coalition
- Link with hospital’s Center for Health Promotion
Worksite Interventions

- Leadership commitment
- Adopt employee health as a business/organization strategy
- Designate a group/individual to be responsible
- Assess employee & organizational needs
- Create an environment & policies to support health
- Offer programs to promote education & behavior change
- Partner with health insurer
- Partner with community to increase awareness and resources
2012 Priorities for Worksites

1) Change policy to serve water & fresh fruit during meetings and offer healthy food and beverage choices in vending machines and cafeterias.

2) Encourage physical activity through stair prompts and flexible work schedules.
http://www.cdc.gov/LEANWorks/

5 Steps to Worksite Health Promotion

- Why
- Plan
- Build
- Promote
- Assess
Commuter Green NH

There’s more than one way to get to work

Central NH Regional Planning Commission
NH Dept. of Environmental Services
Healthy Eating Active Living
Nashua Regional Planning Commission
State of NH Employees

- $200 HRA incentive for completion result = 45% employee participation
- Annual Health Education Benefit $150
- Annual Fitness Facility Benefit Benefit $450
- Anthem 360 Total Health Program
- Annual Flu Clinic Program
- Wellness Coordinators w/ toolkits, etc.
- Communications w/ website, emails
- Workplace Events
5+ Year Change: *Producing health through municipal planning, design & policy*

**The Change:**
Influence community policies to help shape communities where it is easier to be active and eat healthy food..

**The Impact:**
- 2010 the Upper Valley Lake Sunapee Regional Planning Commission was awarded HUD Sustainable Communities grant
- 2011 New Hampshire awarded statewide HUD Sustainable Communities grant
HEALTH

On the cutting edge of employee wellness

BY TERRY JOHNSON

Hypertherm, Inc., the Hanover-based manufacturer of metal and fiber laser cutting systems, started more than 40 years ago in a two-car garage. Today, the company is one of New Hampshire's largest, employing nearly 1,800 people in 24 different countries.

Recognized as one of the best places to work in the Granite State, Hypertherm's mission includes providing for the wellbeing of its associates, communities and the environment. Consistent with its core values, Hypertherm has been at the forefront of developing workplace wellness programs.

Many associates champion Hypertherm's wellness philosophy. Domestically, Hypertherm's wellness committee includes 15 associates who meet monthly and negotiate programs such as monthly snowshoe walks, mountain bike outings, hiking trips and hockey games.

When it comes to engaging associates in the wellness program, Bukowicz advised, "Recognize, reward and incent." Providing incentives does not have to cost a company very much. One of the most popular incentives at Hypertherm are Wellness Day raffles that give winning associates extra days off.

Still, Hypertherm, like many companies, has found some associates are wary of participating in biometric screenings as part of the health risk assessment, primarily because they worry about how the data will be used.

Assuring associates that the data is compiled by a third party for company-wide (as opposed to individual) results has helped dissuade the misconceptions.

Bukowicz cautioned that companies should not expect an instant return on investment with a workplace wellness program. She said companies should first determine associate needs and wants, and take inventory of their current wellness programs. Then companies can work to engage associates through communication, collaboration and incentives.

"It takes time to change behavior and establish trust in a program," said Bukowicz. "The return on investment is definitely there, it just takes time."