

WELLNESS COUNCIL OF AMERICA

# The Art And Science of Building a "Zero Trends" Workplace Wellness Program

Dr. David Hunnicutt  
28th Annual Wellness In The Workplace Conference





# The Genius of Michael Larson

On May 19, 1984, history was made at CBS by a man who showed how successful you can be if you just pay attention.





# Michael Larson's Gift To Us

1. Identify the right moves
2. Execute the understanding





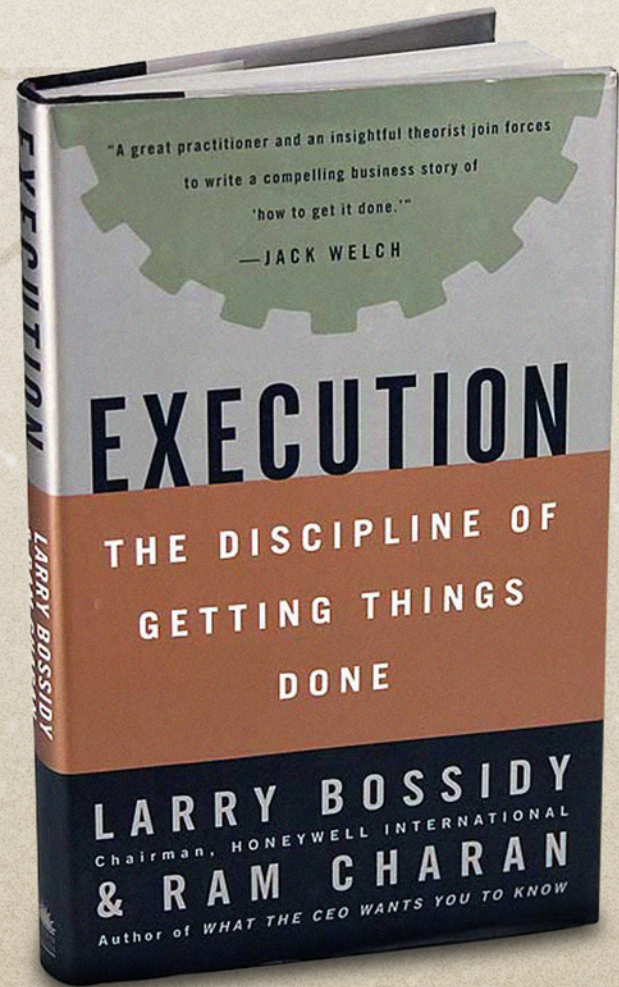
# Zero Trends

“In his book, *Zero Trends: Health as a Serious Economic Strategy*, Dee Edington covers the underlying problems of escalating healthcare costs and low productivity, and the data-driven evidence for the business case. He looks at the objectives of company-sponsored health management programs, their impact on health-care costs, and their five fundamental ingredients... This book is ideal as a roadmap for business and health plans and practitioners of health promotion programs.”



# It's All About Execution

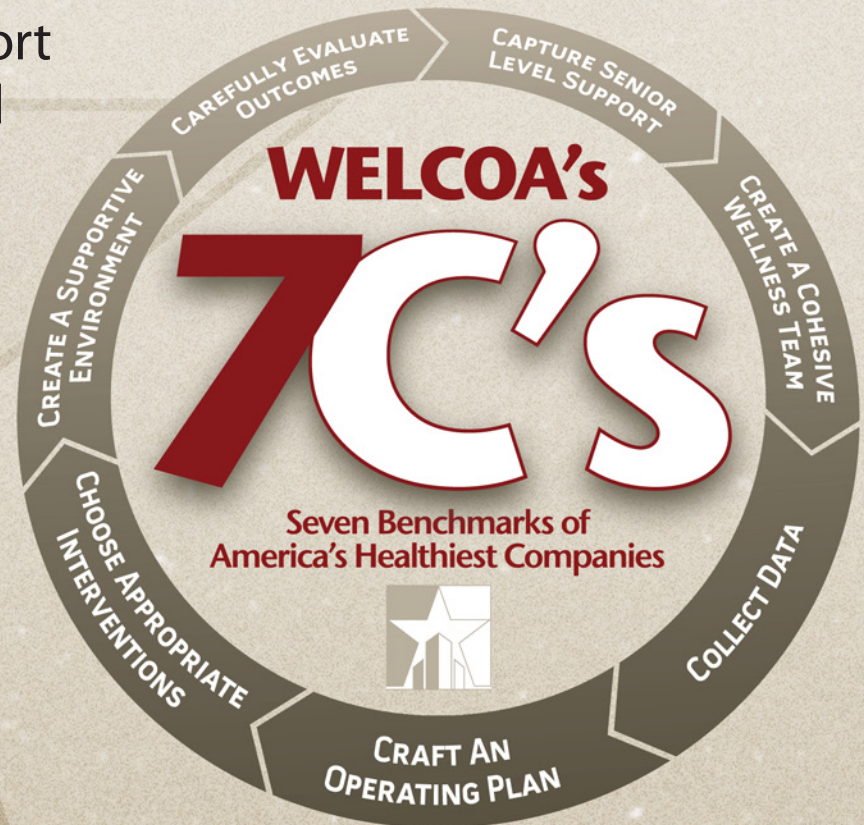
The new priority for business leaders, health plan administrators, and wellness practitioners is executing this new knowledge base.





# 7 Execution Priorities

1. Capture CEO and Senior Level Support and educate them on their roles and responsibilities
2. Create Cohesive and Engaged Teams
3. Collect The Right Health Data
4. Craft and Breathe Life Into Your Operating Plan
5. Choose And Deliver Dynamic Interventions
6. Create Supportive Cultures
7. Carefully Evaluate Outcomes





# Priority #1

Capture CEO and Senior Level Support and educate them on their roles and responsibilities





# Move To Improve

The screenshot shows a web browser window with the URL [http://www.ajpm-online.net/article/S0749-3797\(08\)00890-8/abstract](http://www.ajpm-online.net/article/S0749-3797(08)00890-8/abstract). The page title is "Move to Improve: A Randomized Workplace Trial to Increase Physical Activity". The journal logo for the American Journal of Preventive Medicine is visible in the top left. The article title is "Move to Improve: A Randomized Workplace Trial to Increase Physical Activity" by Rod K. Dishman, David M. DeJoy, Mark G. Wilson, and Robert J. Vandenberg. The article is from Volume 36, Issue 2, February 2009, pages 133-141. A large quote is overlaid on the page: "Workplace wellness programs that incorporate goal-setting and receive management support are twice as likely to improve employee activity levels as merely providing information to employees on the health benefits of exercise." The right sidebar contains a list of options: ABSTRACT, FULL TEXT, FULL-TEXT PDF (300 KB), CITATION ALERT, CITED BY, RELATED ARTICLES, EXPORT CITATION, EMAIL TO A COLLEAGUE, REPRINTS/PERMISSIONS, BOOKMARK ARTICLE, and FULL TEXT ELSEWHERE. The bottom of the page includes a copyright notice for 2009 Wellness Council of America and a disclaimer.

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Volume 36, Issue 2, Pages 133-141 (February 2009)

**Move to Improve: A Randomized Workplace Trial to Increase Physical Activity**

[Rod K. Dishman, PhD](#), [David M. DeJoy, PhD](#), [Mark G. Wilson, HSD](#), [Robert J. Vandenberg, PhD](#)

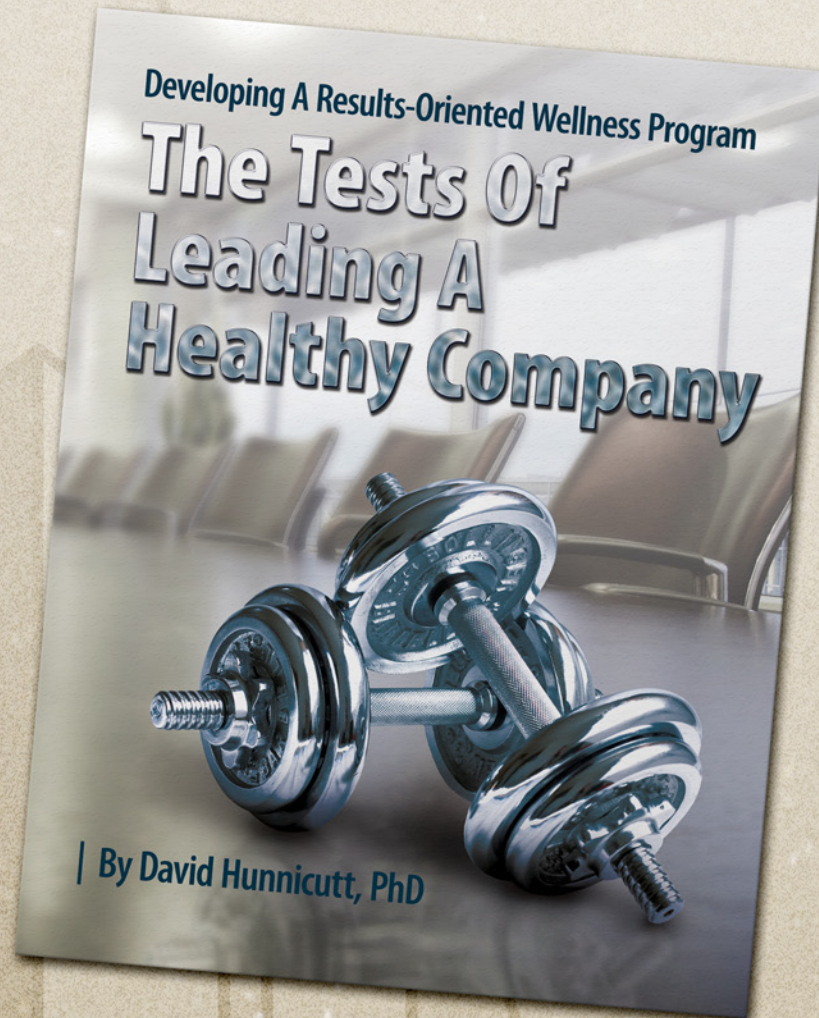
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# Defining Healthy Leadership

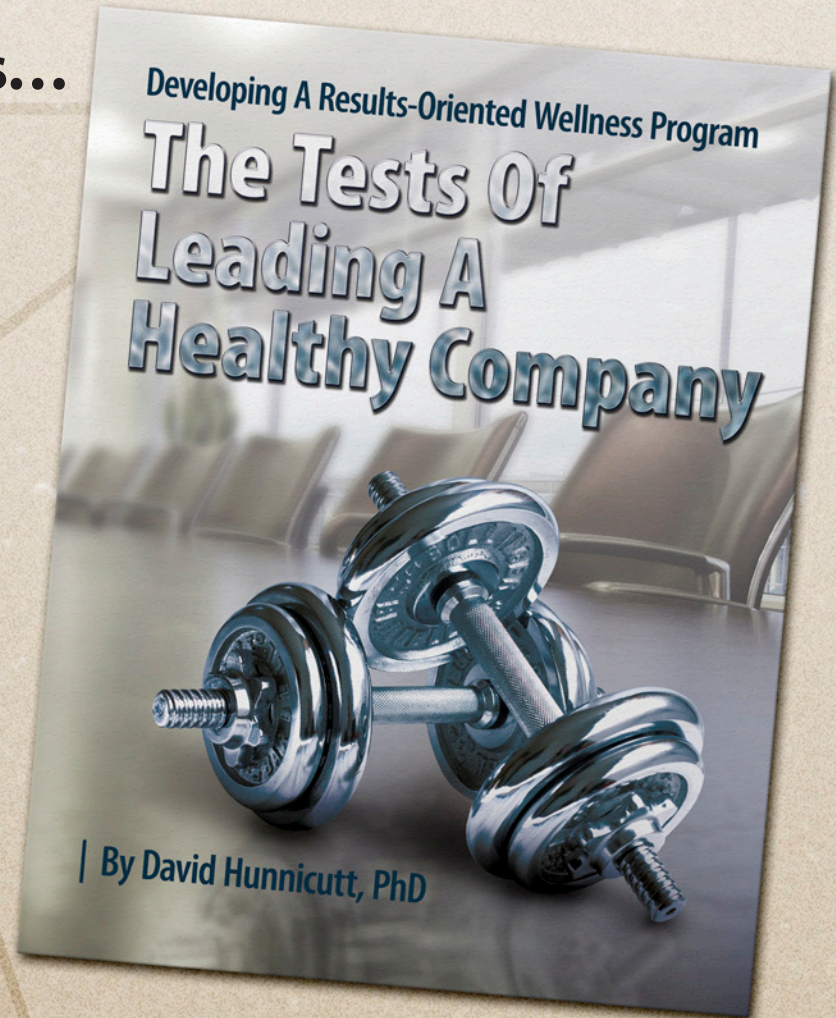




# Senior Level Boot Camp

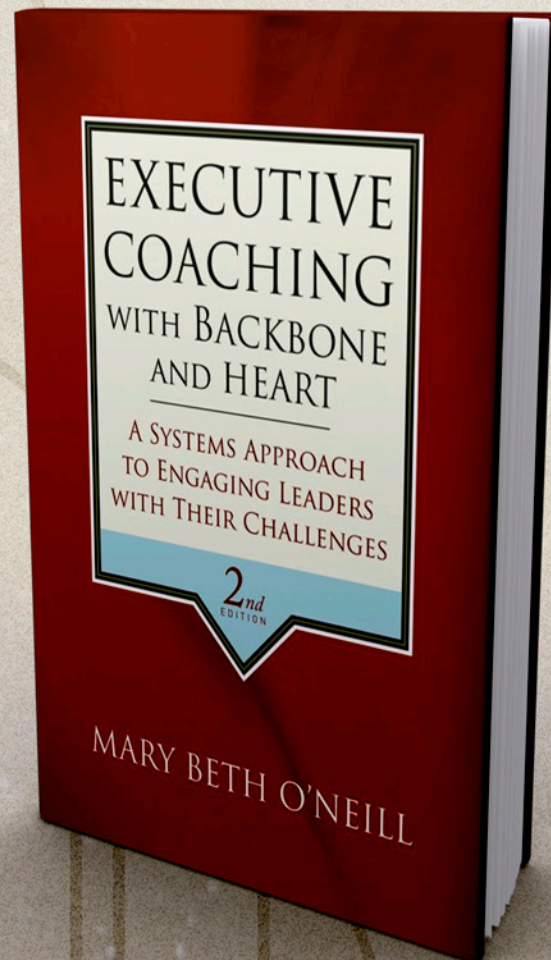
## CEO sold on the concept of wellness...

- ★ Desire was to build a best-in-class wellness initiative.
- ★ Established a business case for the organization.
- ★ Challenged senior-level staff to lead by example.
- ★ Initiated mandatory 8-week wellness orientation.
- ★ Identified key executives at risk for health problems.
- ★ Ultimately, transformed senior level attitudes.





# Executive Coaching





# Priority #2

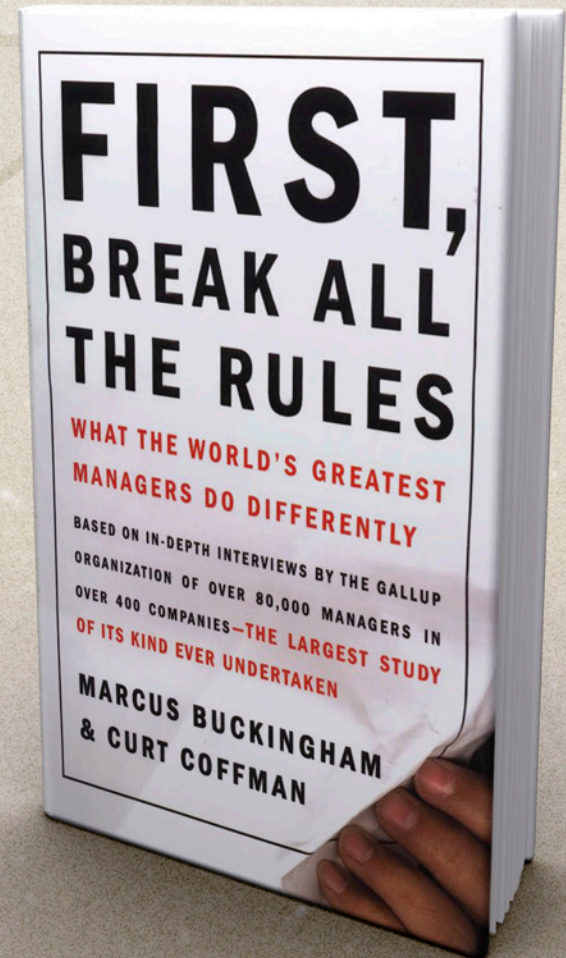
## Create A Cohesive And Engaged Wellness Team





# Setting Expectations

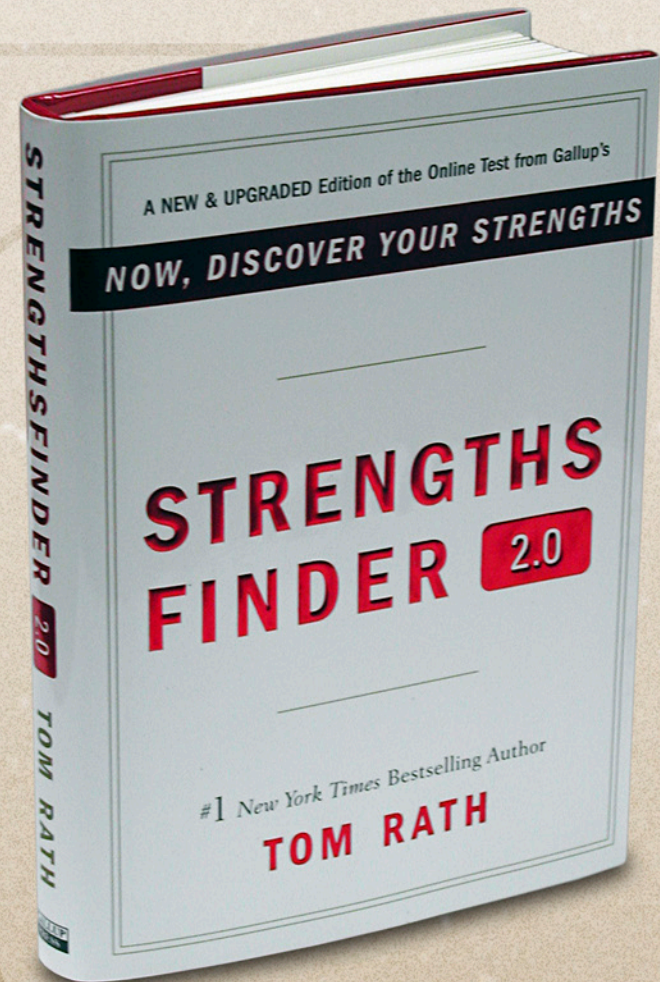
If you want to create cohesive and engaged teams, it's essential that you set crystal clear expectations.





# Assess Team Strengths

- ★ Thinkers
- ★ Achievers
- ★ Relators





# Dialogue vs. Discussion

What?

Why?

How?

Do?

Will?

When?





# Priority #3

## Collecting The Right Forms Of Data To Drive Your Health Management Initiative





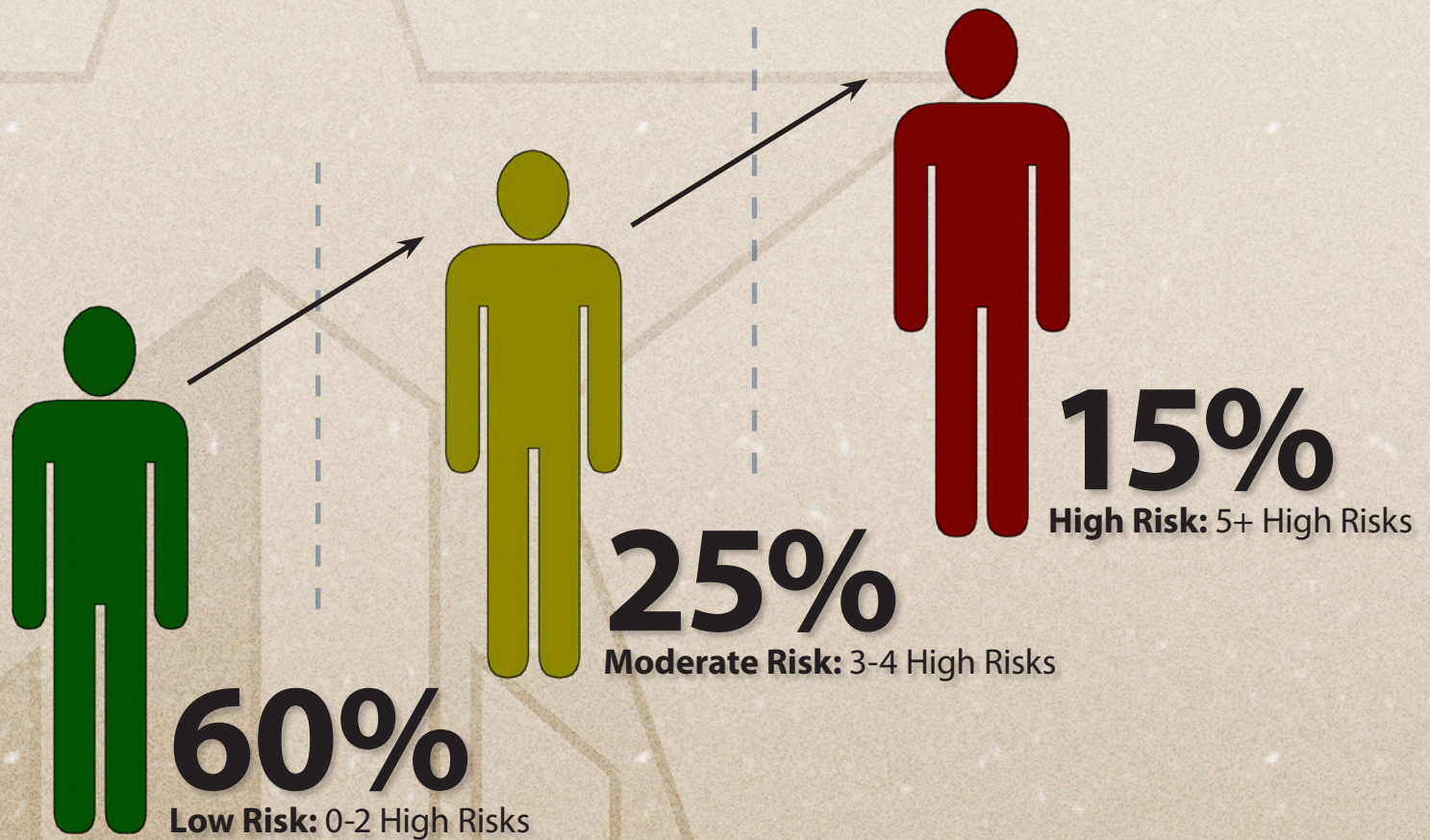
# Quantifying Data Collection

1. Does the organization administer a personal health assessment?
2. Does the organization administer an employee interest survey?
3. Does the organization administer a health culture audit?





# Segmenting By Risk Status



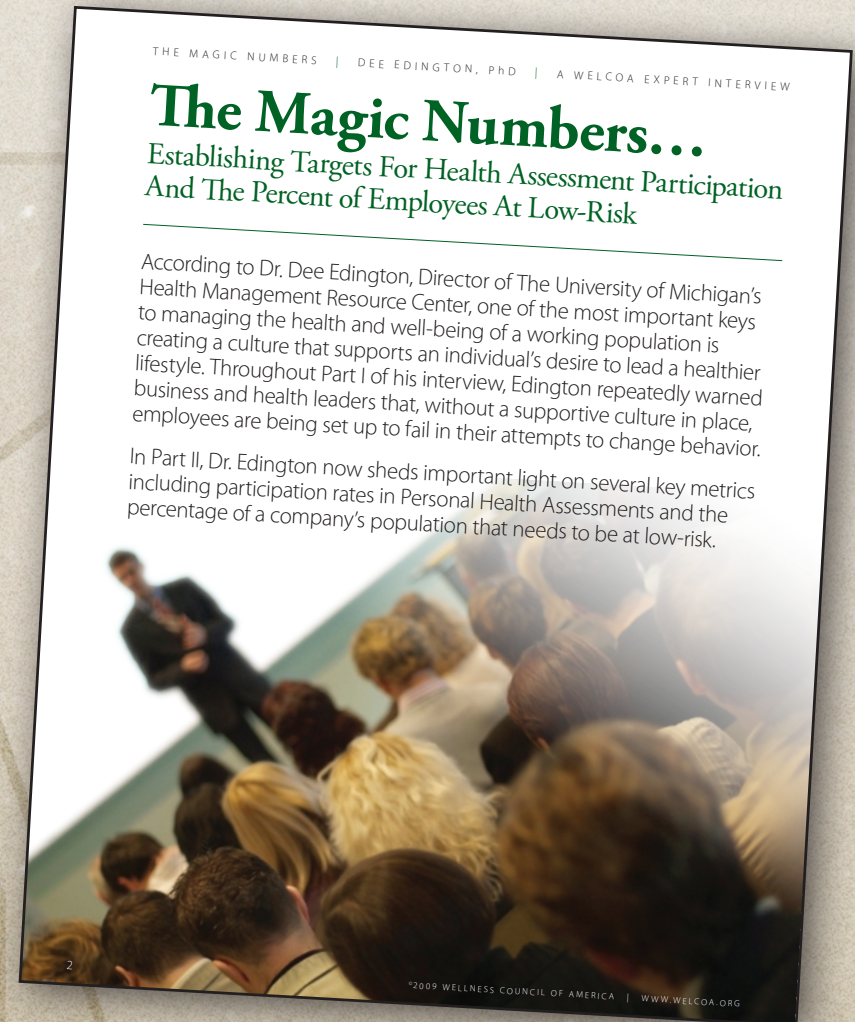


# Dee's BHAGs

“If you want to have confidence in your data and, ultimately in your program, PHA participation rates should be around 90%.”

“In an ideal world, I think you have to get 70-85% of your employee population to be at low-risk.”

—*Dee Edington, PhD*





# Priority #4

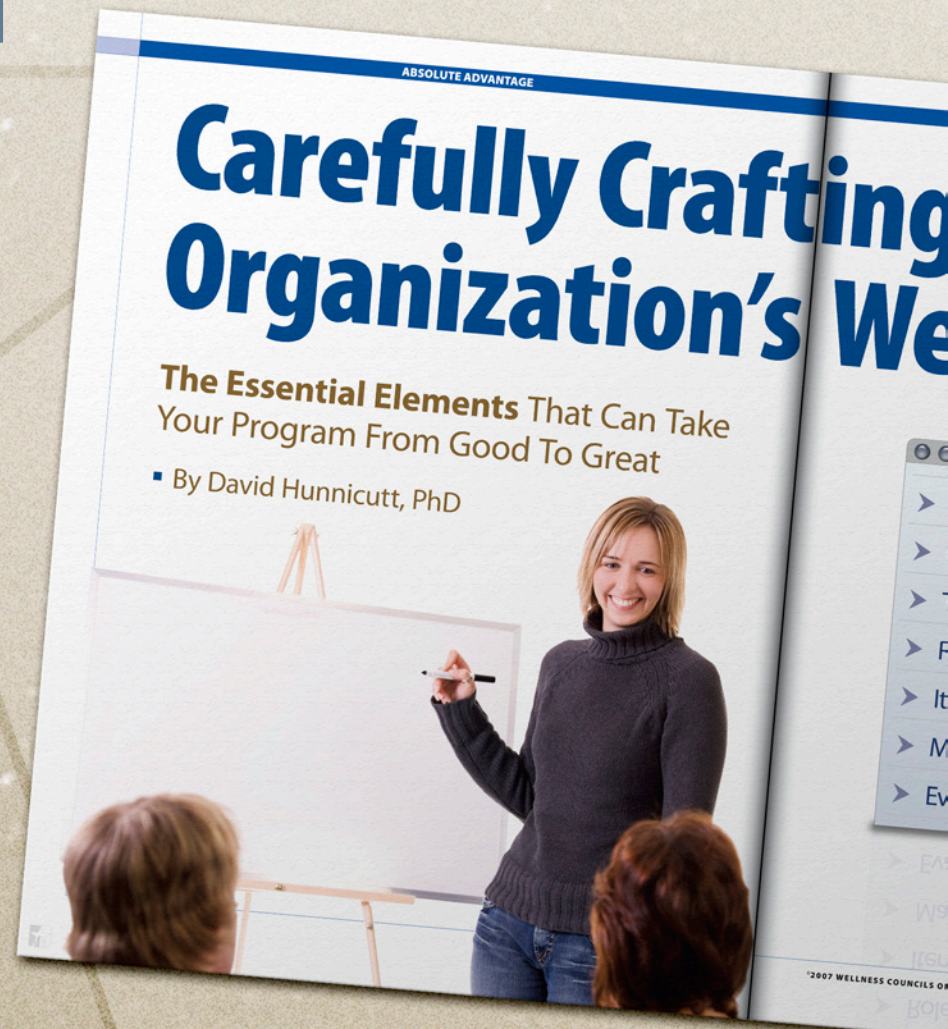
## Carefully Craft And Breathe Life Into Your Operating Plan





# Elements of a Comprehensive Operating Plan

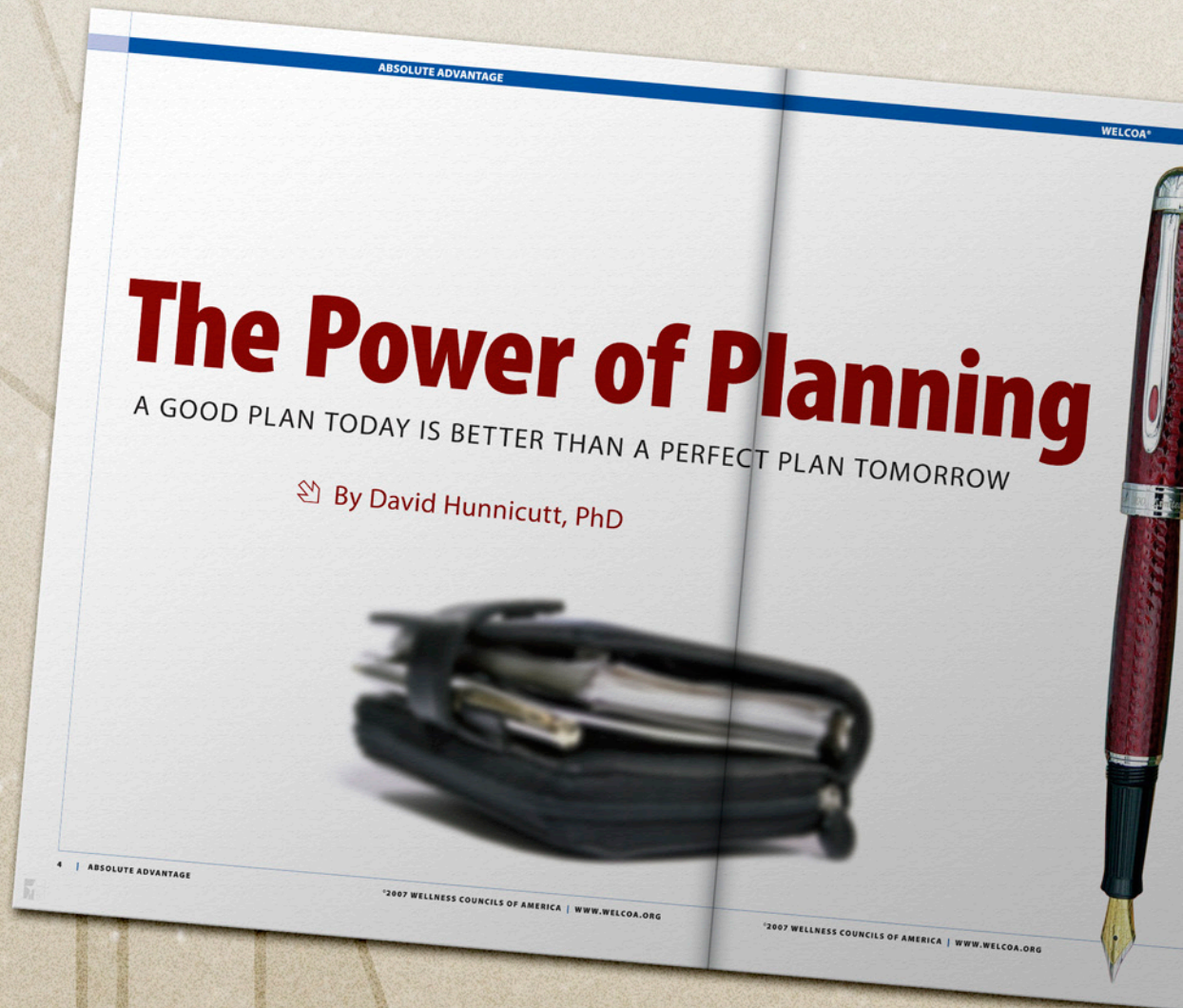
- ★ Vision statement
- ★ Goals and objectives
- ★ Timelines for implementation
- ★ Roles and responsibilities for completion of objectives
- ★ Itemized budget
- ★ Appropriate communication strategies
- ★ Evaluation plan





# Repeat After Me...

A good plan today is better than a perfect plan tomorrow.





# Priority #5

## Choose And Deliver Dynamic Interventions





# Graphic Content Advisory!

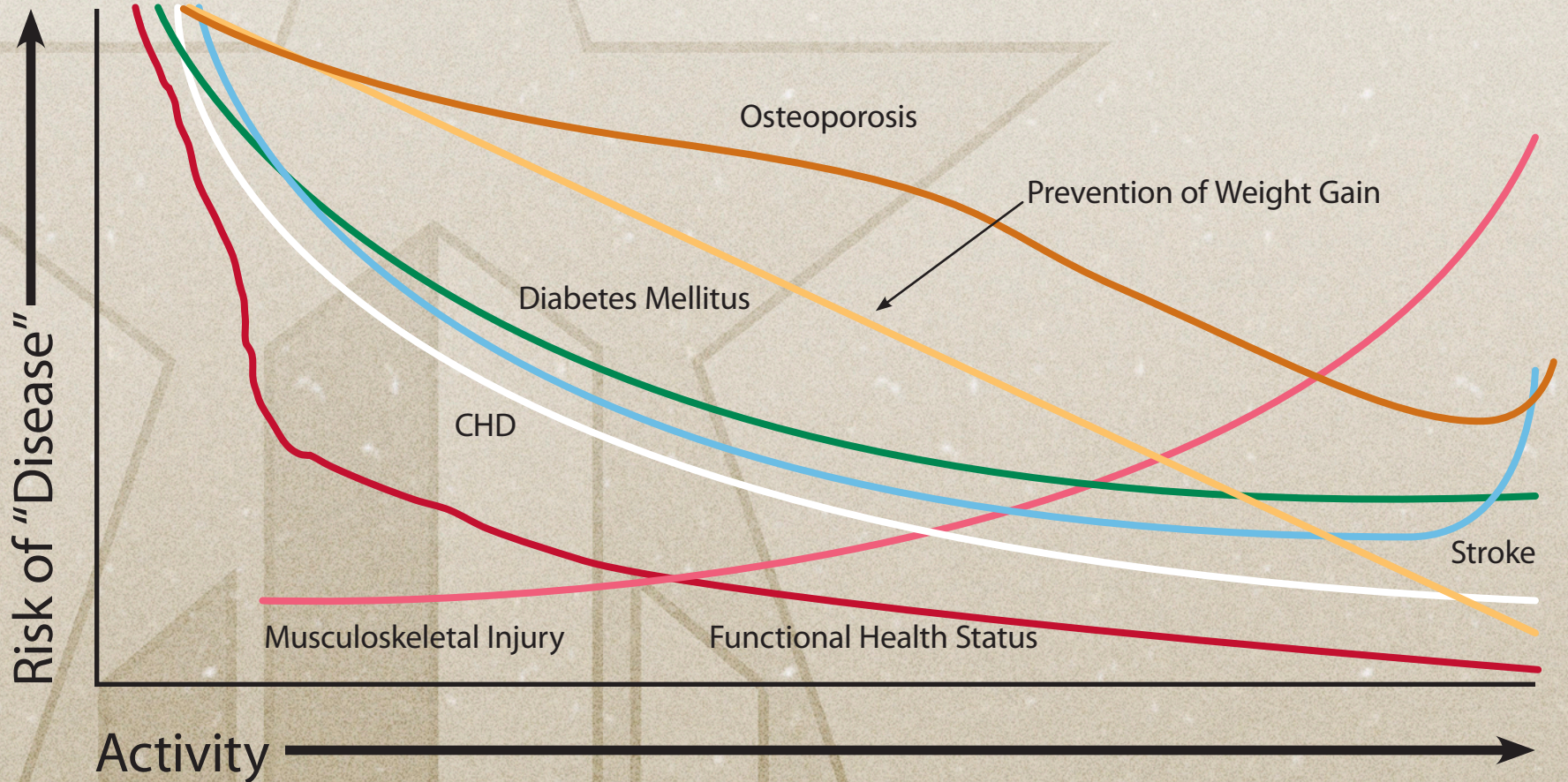
**AUDIENCE**

**ADVISORY**

**EXPLICIT USE OF THE "F" WORD**



# Physical Activity & Health

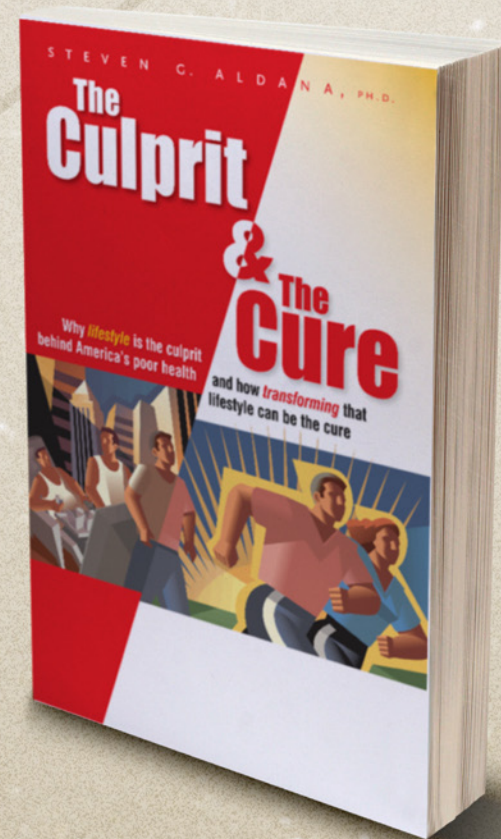




# Live Longer, Live Better

“By walking 30 to 45 minutes on most—preferably all—days of the week, you will delay the onset of disability by 10 to 12 years.”

—*Dr. Steve Aldana*





# The Mantra

“Wellness is something we do with and for people...

It’s not something we do to them.”





# Priority #6

## Creating A Supportive Environment





# Culture Counts

“This is going to sound strange coming from me, but THE most important piece of advice I would give business and health leaders is to, first and foremost, carefully craft a corporate vision for health and well-being and to articulate it throughout the organization.”

—**Dee Edington**





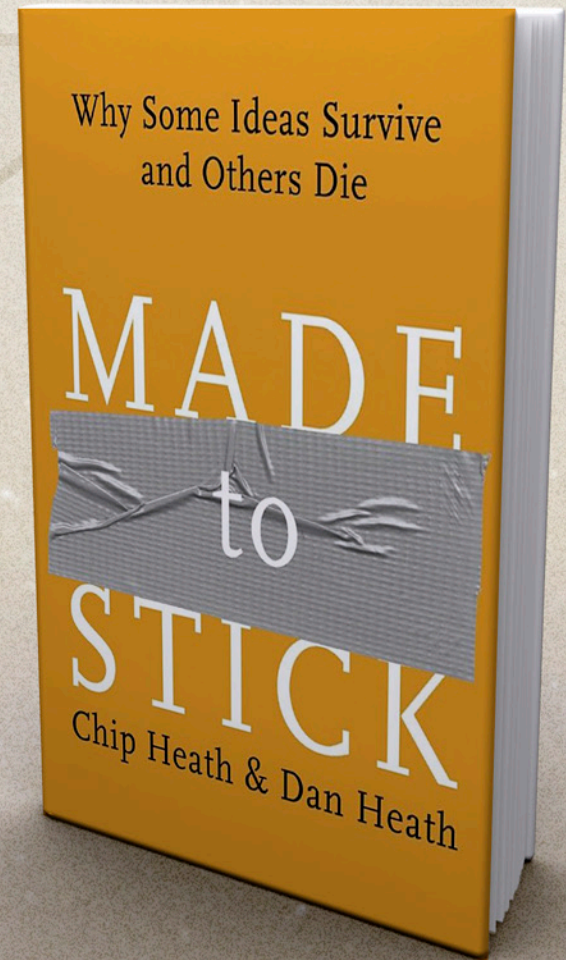
# Corporate Culture Defined

- ★ Technically, culture comprises an organization's climate and its' widely shared values, norms, behaviors, and assumptions.
- ★ Culture comes down to a common way of thinking, which drives a common way of acting on the job—it is usually implicit and unspoken and can mean the difference between success and failure and joy and drudgery.



# Made to Stick

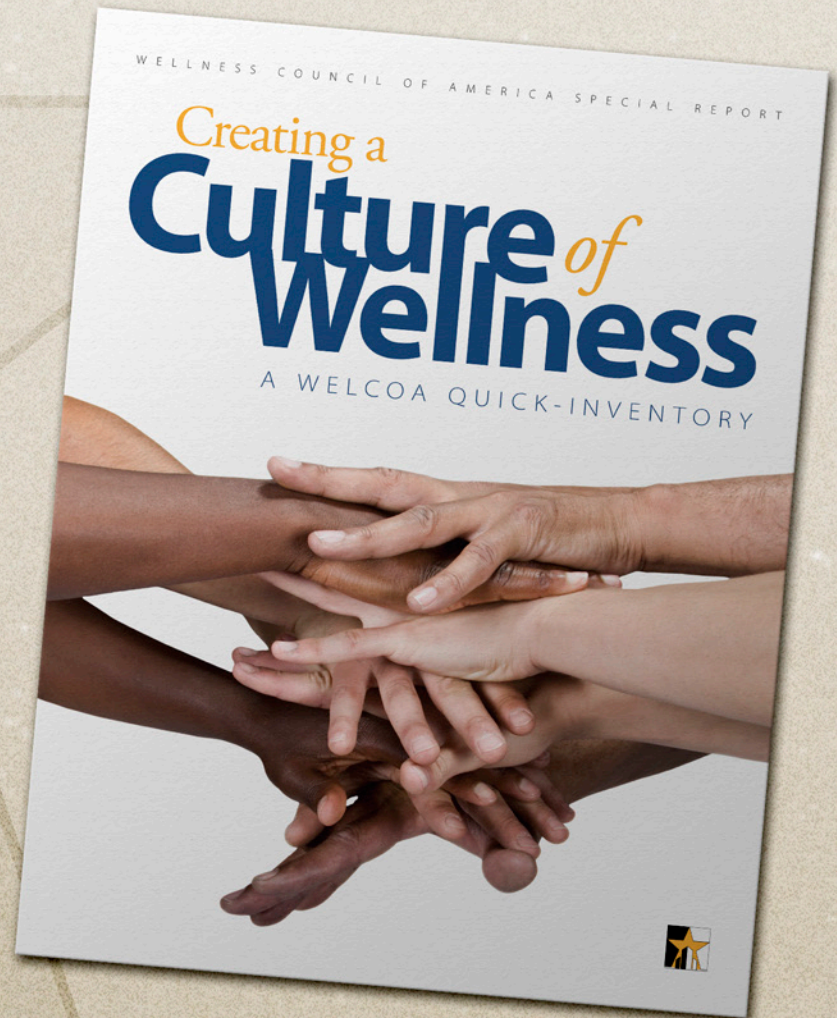
If we can't make difficult concepts simple, stick a fork in us 'cause we're done.





# A Quick-Inventory of Culture

- ★ Physical Activity
- ★ Tobacco Use
- ★ Nutrition/Weight Management
- ★ Workstation/Ergonomics
- ★ Alcohol/Drugs
- ★ Stress Management
- ★ Organizational Benefits
- ★ Organizational Policies





# Metanoia!



The Wellness Councils of America Presents...  
A WELCOA Expert Interview

## Food For Thought

An Inside Look At Food Psychology And The  
Unconscious Factors Causing People To Overeat



**Brian Wansink, PhD**  
Director, University of Illinois  
Food and Brand Lab

*Brian Wansink, PhD is the director of the University of Illinois Food and Brand Lab, a series of test kitchens, restaurants and cooperating grocery stores used to understand how consumers "choose and use" foods. In this exclusive interview, WELCOA President David Hunnicutt, PhD speaks with Dr. Wansink about the psychological factors driving Americans to unknowingly overeat and fueling America's obesity epidemic.*

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# Mindless Eating



Why We Eat More  
Than We Think



Brian Wansink, Ph.D.



# Priority #7

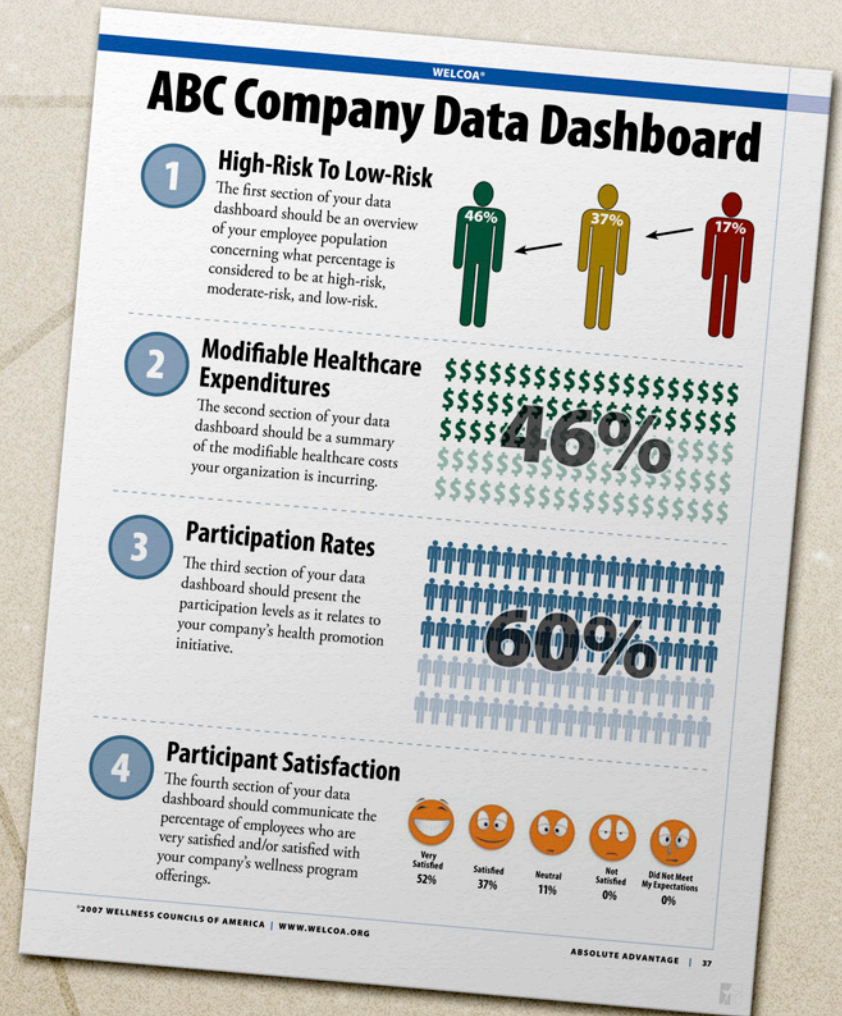
## Consistently Evaluating Outcomes





# Developing A Data Dashboard

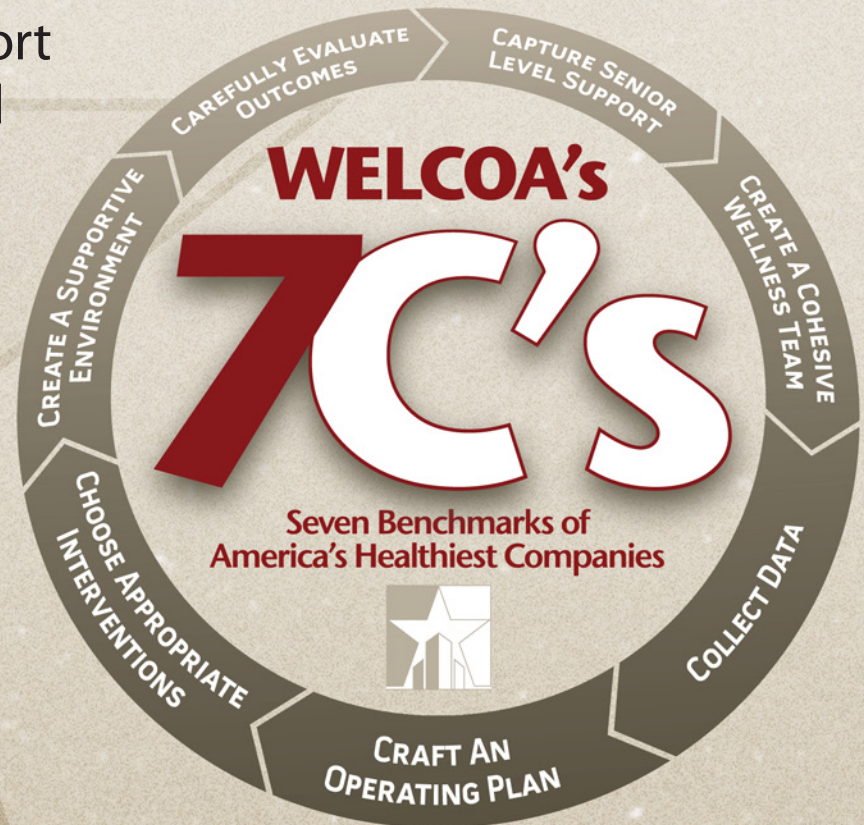
- ✓ Participation
- ✓ Participant Satisfaction
- ✓ Risk Factor Status
- ✓ Modifiable Healthcare Costs





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# The Coming Storm...

"It's 2030...you see a country where the collective population is older than that of Florida today. You see a country where people in wheelchairs will outnumber kids in strollers. You see a country with twice as many retirees but only 18% more workers to support them. You see a country with large numbers of impoverished elderly citizens languishing in understaffed, overcrowded, substandard nursing homes..."

—**Laurence Kotlikoff**

