WANTED!

A Corporate Environment That Supports Healthy Lifestyles

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“Why would you want to have a healthy community in the first place? Because it is a prerequisite for sustainable profitability and performance. In a climate that requires continuous creativity, healthy communities are a requirement for success.”

~Julie Meek, DNS
How to create an work environment supportive of healthy lifestyles

• Proactive Policies
• Management Support
• Wellness Friendly Facilities / Convenience Factor
• Empowerment & Support
Proactive Policies

- Seatbelt use required in company vehicles
- Flexible work schedules
- Telecommuting
- Nonsmoking policy enforced
- Employee assistance program to include behavioral health concerns
Gulf’s Proactive Policies

- No smoking policy
- Weight Management Guideline
  - Company-sponsored weight loss program
- Power to Perform
  - Customized stretching program
Management Support

• Ongoing program support
  – Encourage participation & continued funding

• Recognition & rewards for wellness success
  – Success stories, award ceremonies
Gulf’s Top Down Support

• Recruitment
  – Promote wellness program to potential new hires
• New hire orientation
  – Welcome to Wellness packet and online resources
• Company time to participate
• Department Challenges
  – 10K-a-Day; Feel Great in ’08; Skyscraper Challenge
• Customer Calls
  – Check the pulse
Wellness Friendly Facility

- Cafeteria offers healthy food
- Workstation furniture conforms to ergonomic standards
  - Education on proper workstation setup
- Stairwells are clean, well lit and safe
  - Encourage stairs instead of elevators
- Walking paths / basketball
  - Exercise opportunities on facility grounds
Gulf’s Wellness Friendly Facilities

Convenient

• Onsite health screenings / flu shots

• Onsite fitness center
  – 24/7 & personal trainers onsite

• Virtual instructor led exercise classes
  – Pilot locations
Gulf’s Wellness Friendly Facilities

Financial Incentive

• Discount on health insurance premium
  – Health screenings + HRA
• Discounts to local fitness centers
• Fitness subsidies
  – Participation requirements
Gulf’s Wellness Friendly Facilities

Resources

- Healthy catering guidelines
- Healthy snacks/drinks in vending machines

Accessible

- Wellness website
  - Available from work or home
- Stall Street News
Empowerment & Support

Empower = Direction + Autonomy + Support

For empowerment to work, employees need to have well-defined boundaries and support for achieving their goals.
Keep the Momentum Building!

- Wellness committees / champions
  - Employee ownership
  - Generate ideas / peer cheerleaders

- Strength in numbers
  - Partner with other departments

- Instead of selling programs, you’ll be directing creative energy
  - Employees / managers will be asking for wellness
Gulf’s Shift in Culture

• Middle-aged employees without a physician

• Managers requesting
  • Health topics for safety meetings
  • Department challenges

• Employees requesting
  – Healthy foods during storm duty
  – Install bike racks

• Partnership requests with other departments
  • Benefits; Safety; Facilities
Wellness is the way we work!

“Cure people’s ills and make them healthy for a day. Teach them to stay well and keep them healthy for a lifetime.”

~Chinese Proverb
For more information, contact me…

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